

Southfield

DOWNTOWN DEVELOPMENT AUTHORITY



I. Call to Order

☪ *James Ralph, Jr.*

II. Roll Call and Determination of Quorum

☪ *James Ralph, Jr.*

Quorum present 8:10

III. Call to the Public

☪ *James Ralph, Jr.*

IV. Previous Meeting's Minutes (Motion for approval must be made by a person who was present at the meeting)

☪ *James Ralph, Jr.*

- Larry Howard moved to approve minutes for May 9, 2025 meeting. Aric Rusk seconded. All approved. Motion carried.

V. Consent Agenda

☪ *James Ralph, Jr.*

- Aric Rusk moved to Approve all items on the consent Agenda, Receive and File. Michael Wiemann seconded. All approved. Motion carried.

A. Revenue and Expenditure Reports

1. ☪ In May and June, the DDA spent \$53,930.23 for regular expenses.

In May, the DDA's biggest expense was \$12,372.50 to McKenna for consulting on the Strategic Plan update.

In June, the DDA's biggest expense was \$393.00 for Audit Fees.

These reports show the DDA has spent more than received, but Accounting Department says there is revenue not yet deposited to our account.

Recommended Motion: To Receive and file the May and June 2025 Revenue and Expenditure Reports as presented.

B. Communications (Website, Social Media, and E-Newsletter)

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Facebook: 166 Followers. June 2025 we gained 66 new followers

Beehiiv: 503 Subscribers. 39 Newsletters mailed out since July 1, 2024. New subscribers 31.

Linkedin: 28 followers. 2 new followers June 2025

Website update is still in progress.

Recommended Motion: To Receive and file Communications update.

C. Events - Greet & Eat Engagement Series

Purpose: To increase engagement with the community, to host ribbon cuttings for work completed in district and to honor city departments, highlighting the work they contribute to this area's revitalization.

Upcoming events:

Tuesday July 29th 11am - 1pm at Providence Hospital Hosting "The Grilled Wrap" and "Auntie Annes" with a VIP reception in Fisher Auditorium prior to event. Senior Hospital Management and City leaders welcome new CEO, Shaina Johnson.

Tuesday August 26th 11am - 1pm at Epicentre Offices hosting "Motown Dogs"

Wednesday September 24th 11am - 1pm at OCC - Southfield Campus with ribbon cutting for Rutland Road completion and honoring first responders. Kites, sponsored by Kenmar Corporation, free while supplies last.

Recommended Motion: To Receive and file Greet & Eat Engagement Series update.

VI. Approval of the Agenda (Placed after consent agenda to allow for the approval of an item moved from consent to "New and Old Business" if requested by a board member.)

- Steve Craig moved to To Accept Agenda as Presented. Ken Siver seconded. All approved. Motion carried.

VII. Financial Matters

A. Disbursements

⌚ *Molly LaLone*

because we are using public funds to pay for our expenses.

For this time period, the biggest expense was the strategic plan update.

Financial Impact: \$15,842

Overall SDDA spending is still within budget, but our revenue has not yet been recorded in the system, making it look like we have spent more than we brought in.

B. Credit Card Report

⌚ *Molly LaLone*

Credit card charges from March 27, 2025 to May 23, 2025 total \$7,438.50

The highest expense was for new office chairs for the DDA Conference Room.

VIII. New and Old Business

A. Strategic Plan Update

⌚ *Molly LaLone*

The Southfield Downtown Development Authority (SDDA) Strategic Plan 2025-2030 was adopted at the Regular SDDA Meeting on May 9, 2025. The members of the Board of Directors and the Designated Area Citizen's Council all received a hard copy of the plan today. A digital copy is also available from the SDDA website: <https://southfielddda.com/strategic-plan-tif-plan/>

Main Goals of the plan:

1. Elevate the visibility of Southfield's Historic Cornerstone District through strategic marketing and effective communication.
2. Create a connected, walkable, and accessible district by enhancing transportation networks, integrating green infrastructure, and improving public amenities.
3. Enhance the visual appeal of Southfield's Historic Cornerstone District through cohesive design and artistic enhancements.
4. Stimulate economic growth through business attraction, adaptive reuse, and mixed use development.

Next Step: The City of Southfield will adopt the SDDA Strategic Plan into the City's Master Plan. This is a multistep process through the city council and planning departments.

Recommended Motion:

- Michael Wiemann moved to To Receive and File as presented. Ken Siver seconded. 8 in favor. Motion carried.

B. Economic Development Strategies

• *Molly LaLone*

Main Street America evaluates local revitalization programs based on six key standards, focusing on community commitment, leadership, funding, strategy, preservation, and demonstrated impact. These standards are used to assess the effectiveness and progress of local Main Street programs. As part of this evaluation, the SDDA needs to identify 1-2 areas to focus upon that reflect the goals and objectives of our strategic plan. The attached document outlines two proposed ideas. Both ideas reflect the 4-point Main Street approach to revitalization which includes Promotion, Organization, Economic Vitality, and Design.

"Cornerstone Connect" is focused upon engaging people, place and purpose in the district.

"Build the Cornerstone" is focused on laying the groundwork for a walkable, sustainable and investment ready district.

Recommended Motion:

- Larry Howard moved to To Adopt the Main Street Economic Development Strategies called "Cornerstone Connect" and "Build the Cornerstone".. Steve Craig seconded. 8 in favor. Motion carried.

C. Historic Preservation Tour - June 18, 2025

• *Molly LaLone*

A team of Historic Preservation professionals recently took a modified version of Mayor Siver's Mid Century Modern tour. The tour included an inside look at the Hudson's Department Store and the Reynold's Building.

Follow up to that meeting includes:

1. Creating property information packages for significant sites
2. A possible Technical assistance benchmarking tour to Columbus Indiana (celebrating Mid Century Modern)
3. Further promotion of the Reynolds Building through historic preservation

Recommended Motion:

- Aric Rusk moved to To Receive and File as presented. Larry Howard seconded. 8 in favor. Motion carried.

IX. Executive Director Report

☪ *Molly LaLone*

A. District and Property Updates

X. Mayor's Comments

☪ *Ken Siver*

XI. Board Member Comments

XII. Upcoming Meetings

ext Regular DDA Board Meeting will be on September 26, 2025 at 8am. We will meet at OCC - Southfield Campus.

The meeting will include an Informational Presentation at the beginning of the meeting. This is one of two meetings required by law. The purpose of the Informational presentation is informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year.

XIII. Adjournment