

Bimonthly Board of Directors Meeting

Meeting Agenda

- I. Call to Order
 - ☺ *James Ralph, Jr.*
- II. Roll Call and Determination of Quorum
 - ☺ *James Ralph, Jr.*
- 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.*
 - A. **Recommended Motion:** To approve the Downtown Development Authority Board Regular meeting minutes of Friday, May 9, 2025
 - 📎 [2025-05-09 - Bimonthly Board of Directors Meeting Minutes.pdf](#)
- V. Consent Agenda
 - ☺ *James Ralph, Jr.*
 - All items on consent agenda are approved by one vote*
 - A. Revenue and Expenditure Reports
 1. **Financial Impact:** 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.
 - 📎 [May revenue and expend.pdf](#)
 - 📎 [June revenue and expend.pdf](#)
 - B. Communications (Website, Social Media, and E-Newsletter)

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.
 - 📎 [FB photos.docx](#)
- C. Events - Greet & Eat Engagement Series

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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.

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

■ [June 2025 Greet Eat Greenfield Plaza Photo Collage.pdf](#)

■ [SDDA Director Workplan - events 2a.pdf](#)

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.)

Recommended Motion: To accept the agenda as presented

VII. Financial Matters

Each Financial Matter item is approved by roll call vote.

A. Disbursements (Decide)

⊖ *Molly LaLone*

This report shows non-payroll related expenses for which we paid by check. The disbursements are approved by the DDA Board 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:

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.

Recommended Motion: To approve disbursements from May 1, 2025 - June 30, 2025 in the amount of \$28,058.60

■ [may_june disbursements.pdf](#)

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.

Recommended Motion: To Receive and file \$7,438.50 in credit card charges from March 27, 2025 to May 23, 2025

■ [May Account Statement 042825-052725.pdf](#)

■ [2025 April Account Statement 0327-0428.pdf](#)

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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: To Receive and File as presented

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: To Adopt the Main Street Economic Development Strategies called "Cornerstone Connect" and "Build the Cornerstone".

[Main street transformation strategies.pdf](#)

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.

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Follow up to that meeting includes creating property information packages significant sites, and further promotion of the Reynolds Building through historic preservation.

Recommended Motion: To Receive and File as presented

 [historic preservation 2025 Photo Collage \(8.5 x 11 in\).pdf](#)

IX. Executive Director Report

– Molly LaLone

All items in the Executive Director Report are approved with one vote after presentation of report is completed.

Motion: To Receive and File as presented

A. District and Property Updates

X. Mayor's Comments

– Ken Siver

All items in the Mayor's Comments are approved with one vote.

Motion: To Receive and File as presented

XI. Board Member Comments

The DDA Board Chair will call upon all board members individually and each person can decide if they wish to comment.

XII. Upcoming Meetings

Next 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