

# Southfield

DOWNTOWN DEVELOPMENT AUTHORITY



18000 W. Nine Mile Road ♦ Suite 320 ♦ Southfield, MI 48075  
248.796.5190 ♦ www.SouthfieldDDA.com

## SOUTHFIELD DOWNTOWN DEVELOPMENT AUTHORITY BOARD (DDA)

### Regular Meeting

Wednesday, October 1, 2025 8:30AM – 9:47AM

Downtown Development Authority Conference Room, Suite 320

18000 W. Nine Mile Road, Southfield, MI 48075

**In Attendance:** Ingrid Brown, Larry Howard, Michael McFarland, Elizabeth Rae, James Ralph, Jr., Aric Rusk, Ken Siver

**Absent:** Angel Abdulahad, Steve Craig, David Dedvukaj, Michael Wiemann, Alvin Zaitourna

**Staff:** Molly LaLone, Christine Zyla

I. Call to Order

*James Ralph, Jr.*

II. Roll Call and Determination of Quorum

*James Ralph, Jr.*

Quorum was present 8:50am

III. Call to the Public

*James Ralph, Jr.*

No members of the public present

IV. Previous Meeting's Minutes

*James Ralph, Jr.*

- o Larry Howard moved to To approve the Downtown Development Authority Board Regular meeting minutes of Friday July 25, 2025.. Elizabeth Rae seconded. All approved. Motion carried.

♦ Mission Statement ♦

Ensure a safe and prosperous environment that advances technology, healthcare, retail, and higher education while supporting stakeholder values that care, share, and grow the community.

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Dr. Steven Craig

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Dr. Michael Wiemann  
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## V. Consent Agenda

*Molly LaLone*

*All items on the consent agenda are approved with one vote. A Board Member may request to remove an item from Consent Agenda. If the Board agrees to remove the item, the item will be moved to Item 9. New and Old business, unless otherwise specified.*

- Ingrid Brown moved to to Receive and File all items on the Consent Agenda. Aric Rusk seconded. All approved. Motion carried.

### B. Revenue and Expenditure Reports

- i. In July and August, the DDA spent \$37,009 for regular expenses.

In July the DDA's biggest expense was \$1,748 for Office rent - June 2025 (248-940.9400 RENTAL)

In August the DDA's biggest expense was \$4,054 for Office rent - July and August 2025 (248-940.9400 RENTAL)

In August, the DDA also received and refund from a food truck who cancelled participation for an event. The refund is \$1,006 (248-880.8800 COMMUNITY PROMOTION)

The DDA is in budget.

**Recommended Motion:** To Receive and file the July 2025 and August 2025 Revenue and Expenditure Reports as presented.

### C. Communications (Social Media and E-Newsletter)

#### Facebook followers:

June 1st - 85

July 1 - 168

August 1 - 280

September 1- 298

**213 additional FB followers since June 1<sup>st</sup>**

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## LinkedIn followers:

June 1st - 24

July 1st - 30

August 1st - 34

September 1st- 35

**11 Additional LinkedIn followers since June 1st**

## E-Newsletter Subscribers:

June 1st - 501

July 1st - 511

August 1st - 674

September 1st: 702

**192 Additional subscribers since June 1st**

## **Recommended Motion: To Receive and File Communications Report**

D. MEDC Advocacy Letter

## **Recommended Motion to Receive and File MEDC Advocacy Letter as presented**

VI. Approval of the Agenda

All financial matters are approved by roll call vote

- o Elizabeth Rae moved to To accept the agenda as presented .  
Michael McFarland seconded. All approved. Motion carried.

VII. Financial Matters

*Molly LaLone*

all financial matters are voted on

A. Disbursements

*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.

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For this time period, the biggest expenses were: SDDA Office Rent: \$5,801 Covering June - September. In September the rent went from \$1,558 monthly to \$1,623 monthly per our contract.

**Financial Impact:** The following categories have gone over the budget presented: None  
Overall SDDA spending is within budget.

**Recommended Motion:** To approve disbursements [7/1/2025-8/31/2025] in the amount of \$6,412.42

- Ingrid Brown moved to To approve disbursements [7/1/2025-8/31/2025] in the amount of \$6,412.42. Aric Rusk seconded. 7 in favor. Motion carried.

## B. Credit Card Report

*Molly LaLone*

Credit card charges for {5/28/2025- 7/28/2025} total \$7678.25

The highest expenses were: Food Truck-\$1875 and the IEDC Annual Conference-\$1450

- Ingrid Brown moved to To Receive and file \$7678.25 in credit card charges from 5/28/2025-7/28/2025. Larry Howard seconded. 7 in favor. Motion carried.

## C. Purchase Approval - District Garbage Cans

*Molly LaLone*

This is quote for 6 replacement garbage cans for the district. They will be placed in places we used to have the cans, especially along Greenfield. The cans are \$1,630 each and Shipping will cost an additional \$1,130. The total cost for purchase of 6 garbage cans will be \$10,910. Once delivered, we can expect another expense for installation.

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248-729.2440-880.8800 COMMUNITY PROMOTION has \$30,000 earmarked for public art. I recommend we use these funds instead of using it for public art.

248-729.2440-930.9300 REPAIRS & MAINTENANCE is where this expense would be placed, but we did not put funds in it. Director recommendation is to make the request and allow accounting to decide whether the funds need to be moved to repair and maintenance.

- Aric Rusk moved to Approve the purchase of 6 Scarborough Garbage Cans from Landscape form \$10,910 per their quote #0000449225 from 248-729.2440-880.8800 COMMUNITY PROMOTION. Michael McFarland seconded. 7 in favor. Motion carried.

## VIII. New and Old Business

### *Molly LaLone*

#### A. 2026 DDA Board of Directors Regular Calendar

##### 2026 DDA Board of Directors Regular Calendar

January 30, 2026 (later in month due to schedule conflicts)

March 27, 2026 (plus Informational Meeting)

May 15, 2026 (Early in month due to schedule conflicts)

July 24, 2026

September 25, 2026 (Plus Informational Meeting)

November 20, 2026 (plus holiday breakfast) (early in month due to holiday schedule)

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Elizabeth Rae moved to To approve the 2026 Regular Meeting schedule for the Southfield Board of Directors as presented. The meetings will be at various locations and will take place 8:30am-10:30am unless otherwise noted.. Michael McFarland seconded. All approved. Motion carried.

## B. Benchmarking Trip - Columbus, Indiana

*Molly LaLone*

Main Street Oakland County has offered funds towards a Mid-Century Modern Architecture Benchmarking Trip. The purpose of the visit will be to tour the town with a local who can talk about the ways they've encouraged preservation of Mid Century Modern Architecture. I would also like to talk to leaders there who can talk in more detail about programs, policies, and grants offered.

- Ken Siver moved to To approve the request to MSOC for \$1,500 to help pay for a Benchmarking Trip to Columbus, Indiana for the purpose of researching best practices regarding preservation programs focused on Mid Century Modern architecture.. Ingrid Brown seconded. All approved. Motion carried.

## IX. Executive Director Report

*Molly LaLone*

### 1. Henry Ford Health System (HFHS) Circle of 1915 Donor Appreciation Reception, Detroit MI

- i. Henry Ford Health becoming largest employer in the state and in Metro Detroit region
- ii. SDDA thanked for providing lunch for the employees, talked to him about the pride employees showed about being part of HFHC and Southfield's largest employer

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- iii. **Brownfield Conference, Chicago IL** – Thank goodness for AKT Peerless, EPA grants are very picky and detailed and funding is changing a lot right now.
  - iv. **Michigan Economic Development Association (MEDA) Annual Conference, Holland MI** – Statistics are everywhere, communities create an advantage by providing local information that can't be found in regular databases.
  - v. **MEDA Basic Course, Lansing MI** – Business Retention Program ideas. “Projects have to math.” Referring to potential developments asking for incentives.
  - vi. **International Economic Development Council Annual Conference, Detroit MI** – Smart Brevity format for telling stories digitally.
2. Greet & Eat Engagement Series
    - i. Objective 1 – Double followers and subscribers. (one year ago, no newsletter and just started social media)
      1. FB – done. (328 total)
      2. newsletter – need 235 more subscribers
      3. LinkedIn – need 13 more followers
    - ii. Final cost - \$158.20 over budget with Sponsorship (\$13,100)
      1. Originally a \$12,000 budget,
      2. Received \$1,100 Sponsorship: Thank you OHM, KenMar Corp, HRC bought lunches for DPW guys at Lou's Deli)
      3. Actual costs were \$13, 258: Added more food trucks, DJ, refreshments, and Kites. One-time costs were Tent and replacement chairs for café seating
  3. District tours – working with code enforcement and DPW to continue improving appearance

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## X. Mayor's Comments

Northland has leased most of its first floor in the first 2 completed buildings, apartments are in the process of being staged for lease, 8 mile lighting project raised \$150,000 in Donations and MEDC Grants

## XI. Board Member Comments

Michael McFarland: Trash can and Bench for bus stop in front of Outback Steakhouse

## XII. Upcoming Meetings

*James Ralph*

November 21, 2025, 8am – 10am

SDDA Regular DDA Board Meeting and Holiday Breakfast

18000 W. Nine Mile Road, 1st Floor Conference Room

Southfield, MI 48075

## XIII. Adjournment

Adjourn Meeting 9:47am

## XIV. Presentation - Optional

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