

Bimonthly Board of Directors Meeting

Meeting Agenda

- I. Call to Order
- II. Roll Call and Determination of Quorum
- III. Presentation - Main Street America 2025 Community Self-Assessment Review
 - *Molly LaLone*
- IV. Call to the Public

V. Previous Meetings' Minutes - September 26, 2025, October 1, 2025 and November 21, 2025

The Regular DDA Board of Directors Meeting was scheduled for September 26, 2025. The board was short one person for quorum. The scheduled informational presentation took place, because it is not a requirement to have quorum for the presentation. The regular meeting was rescheduled to October 1, 2025.

The Regular DDA Board of Directors Meeting was scheduled for November 21, 2025 Meeting and the board did not have enough attendees for quorum. Terry Croad, City of Southfield Planning Director, presented about future projects in the district. The regular meeting was canceled and the agenda items were added to the January 30, 2026 Regular DDA Board of Directors Meeting.

Recommended Motion #1: To receive and file the Southfield Downtown Development Authority minutes of September 26, 2025 which record the informational meeting and lack of quorum; and

Recommended Motion #2: To approve the Downtown Development Authority Board Regular meeting minutes of Wednesday, October 1, 2025; and

Recommended Motion #3: To receive and file the Southfield Downtown Development Authority minutes of November 21, 2025 which record the lack of quorum.

■ [9_26_2025 minutes.pdf](#)

■ [10-1-2025 MEETING MINUTES.pdf](#)

■ [11_21_2025 minutes.pdf](#)

VI. Approval of the Agenda

Recommended Motion: To accept the agenda as presented

VII. Consent Agenda

• *Molly LaLone*

All items on the consent agenda are approved with one vote. A Board Member may request to discuss an item from Consent Agenda. When all requested items have been discussed, the consent agenda can be approved with one vote. There are five items on the consent agenda:

1. Revenue and Expenditure Reports for September 2025 - December 2025
2. 2025 Third Quarter
3. 2026 SDDA At A Glance Annual Calendar
4. Magic of Hope Keynote Presentation, February 24, 2026
5. Plante Moran signed agreement for Annual SDDA Audit

Consent Agenda Motion: To approve all items on the consent agenda as presented

Bimonthly Board of Directors Meeting

A. SDDA Revenue and Expenditure Reports - September 2025 through December 2025

Financial Impact:

In September 2025, the largest expense was \$1,575 from 248-729.2440-801.8180 CONTRACTUAL/PROFESSIONAL for launching the new website and for repairing banners and hardware along Greenfield Road.

In October 2025, the largest expense was \$43,357 from 248-729.2440-801.8180 CONTRACTUAL/PROFESSIONAL for landscaping services, banner and hardware repair along Greenfield Road, and new trash cans.

In November 2025, the largest expense was \$7,318 from 248-729.2440-801.8180 CONTRACTUAL/PROFESSIONAL for landscaping services, Office rent, and installation of new concrete pads for the trash cans.

In December 2025, the largest expense was \$32,847 from 248-729.2440-801.8180 CONTRACTUAL/PROFESSIONAL for landscaping services and installation of the new trash cans.

Overall, the DDA is still in budget.

Recommended Motion: To Receive and file the September 2025 Through December 2025 SDDA Revenue and Expenditure Reports as presented.

■ [september budget with fund balance.pdf](#)

■ [october budget as of 10_27.pdf](#)

■ [November Financials.pdf](#)

■ [December Financials.pdf](#)

B. Third Quarter 2025 Main Street Stats - Southfield Downtown Development Authority

Recommended Motion: To receive and File the Southfield MI Main Street Statistics of the third quarter of 2025.

■ [2025 3rd Quarter Stats Report SDDA.pdf](#)

C. 2026 SDDA Annual Calendar

Background Information: In 2024, newly hired Executive Director Molly LaLone, began creating an interactive "Main Street" style program designed to help revitalize Southfield's Historic Cornerstone District.

Milestones of the new program so far are:

- New Branding for organization and district
- Acceptance as an Allied Main Street Community through Main Street Oakland County (MSOC)
- Development of the 2025-2030 Strategic Plan
- Economic Development Strategies - Cornerstone Connect and Cornerstone Build
- Communication platforms - events, e-newsletters, and social media channels

Bimonthly Board of Directors Meeting

- Business Support - Tri-cities Business Support Team workshops, Shop Small promotions, Tours for Elected Officials, and eligibility for grants offered to small business located in Main Street communities
- Historic Preservation Support - Tours, MSOC benchmarking research trip, transfer of Victor Gruen blueprints to Michigan Archival Library, and MSOC historic property resource assistance.

For 2026, the program is planned January - December and provided on this one page "at a glance" calendar.

Recommended Motion: *To receive and File the 2026 SDDA At A Glance Annual Calendar*

[SDDA 2026 at a glance Calendar.pdf](#)

- D. Save the Date - February 24, 2026 for "The Magic of Hope" Keynote Presentation by Anthony Grupido

As part of the Tri-Cities Small Business Support Group, the City of Southfield and Southfield DDA are hosting a customer service oriented workshop titled "The Magic of Hope" by Anthony Grupido, an illusionist and national keynote speaker. The workshop will be held **Tuesday, February 24, 2026 10:00am-11:30am** at the Southfield Public Library Auditorium, allowing 150 participants. The cost of the workshop is \$5,000 from 248-729.2440-801.8180 CONTRACTUAL/PROFESSIONAL.

Last year, the City and DDA in partnership with the Tri-cities group and Main Street Oakland County, hosted a Zingerman's workshop about customer service. After the workshop, many people asked to have the workshop again so they could invite more people. The Magic of Hope is also about customer service and compassion for others, but taught from the point of view of an illusionist and entertainer.

Save the date and invite your staff to attend! Tickets are free with advance registration. Click here to register:

<https://www.eventbrite.com/e/the-magic-of-hope-a-workshop-re-customer-service-compassion-tickets-1974386549318?aff=oddtcreator>

Recommended Motion: *To Receive and File the event notification for Magic of Hope Keynote Presentation taking place on February 24, 2026 at the Southfield Public Library.*

[The Magic of Customer Service with a twist feb 2026.pdf](#)

- E. Plante Moran Agreement - Annual SDDA Audit

Financial Impact: 2024-2025 Annual Audit will cost \$5,250 from 248-729.2440-801.8183 FINANCIAL ACCOUNTING EXPENSE. With this expense, Financial Accounting expense will be -\$324 overbudget. If needed, the \$324 can be moved from 248-729.2440-801.8010 LEGAL FEES whose available funds are \$20,000.

Recommendation Motion: To receive and file the Plant Moran Agreement for the Annual SDDA Audit.

[Plante Moran agreement signed Nov 2025.pdf](#)

Bimonthly Board of Directors Meeting

All financial matters are approved by roll call vote

A. Streetscape improvements

• Molly LaLone

The total cost for purchase of 6 garbage cans will be \$10,910 was approved at the regular SDDA meeting on October 1, 2025. The expense for installation is \$1,500 for the six cans.

Upon inspection of the areas the cans will be located, 5 concrete pads need to be added and will cost \$4,750 total.

248-729.2440-880.8800 COMMUNITY PROMOTION has \$30,000 earmarked for public art.

The SDDA Board of Directors agreed to use some of these funds towards the replacement cans. After garbage can installation, the remaining balance for public art is \$12,840.

Recommended Motion (Roll Call): To accept and file the additional costs for the concrete pads and installation of the new garbage cans, in total not to exceed \$6,250 from 248-729.2440-880.8800 COMMUNITY PROMOTION.

[Trash cans and slabs map SDDA oct 2025.pdf](#)

[6 Benchs Southfield \(003\) signed.pdf](#)

[6 Benchs Southfield concrete Signed.pdf](#)

B. Disbursements - September 1, 2025 - October 31, 2025 (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.

Financial Impact: In September 2025 - December 2025, the DDA spent \$91,292 for regular expenses.

The DDA's biggest expense was \$85,097 for 248-729.2440-801.8180

CONTRACTUAL/PROFESSIONAL for DJS LANDSCAPE MANAGEMENT (two regular payments and four payments for the landscaping around 16400 North Park Drive (Old Plaza Inn) which will be reimbursed by the property owner, Southfield Renewal)

Financial Impact: Overall SDDA spending is still within budget.

Recommended Motion (Roll Call): : *To approve disbursements from September 1, 2025 to December 31, 2025 in the amount of \$91,292.*

[september-December 2025 distribution.pdf](#)

C. Credit Card Report: July 28, 2025 - December 27, 2025

• Molly LaLone

Credit card charges from July 28, 2025 through December 27, 2025 total \$19,933.

In August 2025, the highest credit card expenses were related to Greet & Eat Food Truck charges.

In September 2025, the highest credit card expenses were two charges of \$957 from 248-729-2440-880.8800 COMMUNITY PROMOTION for the September food truck, Cokey's Catering. The first charge was the deposit and the second charge was the remaining balance. The highest expense in October 2025 was for lodging in South Carolina for the Main Street



Bimonthly Board of Directors Meeting

Community Revitalization Workshop. It was \$739 from 248-729-2440-955.9600 EDUCATION & TRAINING.

In November 2025, the highest credit card expense was \$536 from 248-729-2440-740.7400 Operating Supplies for the hotel for the Annual Michigan Downtown Association (MDA) conference.

In December 2025, the highest credit card expense was \$1,050 registration fee for the ICSC-Las Vegas Conference in May 2026 from 248-729.2440-955.9600 EDUCATION & TRAINING

All accounts are within budget at this time.

Recommended Motion (Roll Call): To Receive and file \$19,933 in credit card charges from July 28, 2025 through December 27, 2025.

[Copy of August Account Statement 072825 - 082725 Lalone.pdf](#)

[Copy of September Account Statement 082825 thru 092725.pdf](#)

[Copy of October Account Statement 0928-102725.pdf](#)

[November credit card.pdf](#)

[December credit card.pdf](#)

IX. New and Old Business

A. SDDA Annual Workplan - 2026

Background Information: Annual Workplans are the guiding implementation documents that boards of directors and committees use to carry out the program's activities. The annual workplan should reflect the SDDA's major priorities and be realistic in its scope. Based upon the 2025-2030 SDDA Strategic Plan, two economic development strategies were approved by the SDDA Board of Directors in July 2025. The 2026 annual workplan reflects tasks, event, and projects for the approved strategies: "Cornerstone Connect" - a community engagement focus and "Cornerstone Build" - a physical environment focus. Each Strategy provides elements of the proven Main Street 4-point focus on Design, Organization, Promotion, and Economic Vitality.

Financial Impact: Once approved, the activities in the workplan will be used to build the 2026-2027 SDDA Budget. There are activities in the plan that will take place in Fiscal year 2025-2026 (ending June 30, 2026) which will be absorbed by the current budget.

Recommended Motion: To approve the SDDA Annual Workplan - 2026, as presented, which includes the Economic Development strategies "Cornerstone Connect" and "Cornerstone Build", activities from the 2025-2030 SDDA strategic plan, and focus upon the four Main Street points - Design, Organization, Promotion, and Economic Development.

[SDDA Annual Workplan -2026 Cornerstone connect & build.pdf](#)

[Gateway Welcome Sign Ideas.pdf](#)

B. 9Line Regional Trailhead/Gateway - Rutland Avenue

Background: The 9Line Regional Trail refers to a multi-city project to create a continuous pedestrian and bicycle path along the Nine Mile Road corridor, promoting recreation and alternative transportation. In addition to building the trail, the City Planning Department as



Bimonthly Board of Directors Meeting

been working with the SDDA and OCC - Southfield for a Trailhead/Gateway on Rutland Avenue. The project will have the same aesthetic as the Northland City Center - brick pilings flanking rod iron fencing with low shrubs and plants. At both corners of Rutland on 9 Mile, a 20'x20' quarter circle is proposed for seating and trail signage.

Financial Impact: The City of Southfield was awarded \$1M from SEMCOG as a grant for the portion of the 9Line Regional Trail that runs through the SDDA Cornerstone District. The Trailhead at Rutland will be an additional cost. The City of Southfield has requested \$100,000 each from the Southfield Downtown Development Authority (SDDA) and from OCC in order to create a complete gateway and trailhead area at the Rutland/9Mile Intersection.

Recommended Motion #1: To support the 9Line Regional Trailhead/Gateway project in front of Oakland Community College on Rutland Avenue.

Recommended Motion #2: To earmark \$100,000, to be taken from fund balance, for the 9Line Regional Trailhead/Gateway in the 2026-2027 Budget.

■ [2025 1103 Nine Mile and Rutland Ave Placemaking.pdf](#)

■ [24311 Southfield - OCC Entrance left of Rutland \(8-28-25\).pdf](#)

C. MSOC Technical Assistance Request

Background Information: As a Main Street Allied Program, The Southfield DDA is eligible to request consulting, financial support, and resources annually. Last year, the request was for help paying for the Strategic Plan Update. This year, the director suggests requesting support for the upcoming Business workshop "The Magic of Customer Service - With a Twist!"

Financial Impact: The workshop costs \$5,000 and it is suggested that the SDDA request the full amount. This workshop is part of the Tri-cities Business Support Team workshop series.

The team consists of the City of Southfield Economic Development and Business Development Department, The Southfield Downtown Development Authority, The City of Oak Park Corridor Improvement Authority, The City of Lathrup Village Downtown Development Authority. We each sponsor a different workshop throughout the year in support of area small businesses.

This workshop is our responsibility and we will be paying it from 248-729.2440-880.8800 COMMUNITY PROMOTION.

Recommended Motion: To request MSOC tech support to help pay the \$5,000 fee for the upcoming business support workshop "The Magic of Customer Service - With a Twist!" to be held at the Southfield Public Library on February 24, 2026.

X. Executive Director Report

– *Molly LaLone*

1. Community Transformation Strategy Workshop
2. Shop Small Kick-off event
3. Studio 15 Interview
4. Asian Pacific American Chamber of Commerce (APACC) Blood of the Dragon event
5. 9Line Regional Trail Update
6. MDA Annual Conference



Bimonthly Board of Directors Meeting

7. Mid-Century Modern Benchmarking Tour

8. Strategic Plan Update

 [SDDA director report 20nov25 Presentation.pdf](#)

XI. Mayor's Comments

XII. Board Member Comments

XIII. Upcoming Meetings

• *James Ralph, Jr.*

March 27, 2026, 8:30am - 11:00am: SDDA Board of Directors Regular Meeting with Informational Presentation and Volunteer Orientation at Oakland Community College - Southfield Campus, 22322 Rutland Road, Southfield MI 48075

XIV. Adjournment