



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

Absent: Angel Abdulahad, Labieb Ansara, Ingrid Brown, Steve Craig, David Dedvukaj, Michael Wiemann, Alvin Zaitourna

Staff: Molly LaLone, Christine Zyla

Guests: Secelia Joseph, Carol Manciel, Karlynn Tucker

I. Call to Order

☪ *James Ralph, Jr.*

8:35am

II. Roll Call and Determination of Quorum

☪ *Christine Zyla*

No Quorum

III. Presentation - Main Street America 2025 Community Self-Assessment Review

☪ *Molly LaLone*

our Mainstreet grade went from 2.5 to 3.5 due to more events, growth in social media and improvement. We need a volunteer base, improve attendance. Our revenue is limited to Millage and TIF, need more diversification of Revenue. Adding tours to the district has improved our score, donated blue prints of Victor Gruen ro Michigan Historical Archives. Gaining recognition as a partner of the city.

IV. Call to the Public

Dr. Carol Maciel, Secelia Joesph, Karlynn Tucker

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

VI. Approval of the Agenda

VII. Consent Agenda

☪ *Molly LaLone*

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

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

C. 2026 SDDA Annual Calendar

- D. Save the Date - February 24, 2026 for "The Magic of Hope" Keynote Presentation by Anthony Grupido
- E. Plante Moran Agreement - Annual SDDA Audit

VIII. Financial Matters

- B. Streetscape improvements
 - *Molly LaLone*
- C. Disbursements - September 1, 2025 - October 31, 2025
 - *Molly LaLone*
- D. Credit Card Report: July 28, 2025 - December 27, 2025
 - *Molly LaLone*

IX. New and Old Business

- A. SDDA Annual Workplan - 2026
 - *Molly LaLone*

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.

- B. 9Line Regional Trailhead/Gateway - Rutland Avenue
 - *Molly LaLone*

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 has 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.

C. MSOC Technical Assistance Request

• *Molly LaLone*

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.

X. Executive Director Report

• *Molly LaLone*

XI. Mayor's Comments

March 5th for Northland Open House, Sebastian Art Piece due to start in spring, Architectural study for sculpture, DTE is provided power to the bridge for the lights under the 8-mile Greenfield overpass. The Fire department is having a warming station, the DDA donated hot chocolate.

XII. Board Member Comments

XIII. Upcoming Meetings

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

XIV. Adjournment

10:00am No Quorum