

Board of Directors Meeting

Meeting Agenda

- I. Call to Order
- II. Roll Call and Determination of Quorum
- III. Presentations

— Molly LaLone

1. 16000 Nine Mile Road/23100 Providence Drive - Darren Rogow, Providence Development One

(NE corner of Providence and Nine Mile, across from Henry Ford Providence)

Introduction: The SDDA Board welcomes Providence Development One to present their proposed ODD rezoning. The project focuses on adaptive reuse, adding housing, and making better use of underutilized space. Located at 9 Mile and Providence, directly across from the hospital and near transit, this is a highly visible site with strong potential.

Purpose: Request for recommendation of proposed mixed use development (discussed later in agenda)

2. Detroit Rising Sports Dome presentation - Jonathan Hartzell

Purpose: Business owner presentation of project to supplement prior presentation by Contour

3. DDA Informational Meeting - Molly LaLone

Purpose: Update of DDA activities, projects, and plans as required by PA 57 of 2018

■ [Providence one presentation Q & A.pdf](#)

IV. Call to the Public

V. Meeting Minutes

Recommended Motion: To approve the minutes of the Regular Downtown Development Authority Board Meeting held on Tuesday, February 24, 2026

■ [2026-02-24 - Board of Directors Meeting Minutes.pdf](#)

VI. Approval of the Agenda

Recommended Motion: To accept the agenda as presented

VII. Consent Agenda

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. The items on the consent agenda are:

1. 9Line Regional Trail Update
2. Revenue/Expenditure Reports
3. Advance Building Update
4. Levey Middle School Amazing Shake Team
5. JL Hudson Drive Reconstruction Letter of Support

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

- A. 9Line Regional Trail Update

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Background Information:

The February 27, 2026 regional meeting marked a transition from planning to public implementation of the 9Line corridor. The project is moving into coordinated marketing, activation, website launch, sponsorship development, and trailhead signage deployment. A 12-18 month marketing roadmap, "9Line on Tour" pop-up program, and interactive corridor map are in development. The Task Force is also evaluating nonprofit or foundation structures to manage donations and sponsorship funding. This phase presents an opportunity for Southfield to strategically position the Cornerstone District as a visible corridor anchor and align 9Line branding with gateway improvements on 9 Mile Road.

Recommended Motion:

To receive and file the 9Line Regional Trail update and strategic plan analysis.

■ [9Line Regional Meeting of Communities 1qtr26.pdf](#)

■ [strategic plan analysis - 9Line.pdf](#)

B. Revenue and Expenditure Reports

1. **Financial Impact:** In January 2026 and February 2026, the DDA spent \$70,676 for regular expenses.

In January, the DDA's biggest expense was \$29,457 to DJ's Landscaping from 248-729.2440-801.8180 Contractual/Professional

In February, the DDA's biggest expense was \$2,500 for Anthony Grupido Magic of Customer Service from 248-729.2440-995.9600 Education & Training

Overall, the DDA has spent \$44,514 more than current revenue. However, Investment revenue, Donations, and other revenue are higher than expected and expenditures are not over-budget.

General operating income, from the levy and the TIF capture has not been entered completely yet. By the end of the fiscal year and once the income has been updated, we will be within budget again.

Recommended Motion: To Receive and file the January 2026 and February 2026 Revenue and Expenditure Reports as presented.

■ [january financials.pdf](#)

■ [february financials.pdf](#)

C. Advance Building Update

Background Information

Recovery efforts are ongoing and will include continued tenant support, coordination with property management, and monitoring of redevelopment and occupancy timelines.

Background Information: On March 1st, a fire occurred at the Advance Building located within the Cornerstone District. The incident resulted in damage to portions of the building and disruption to tenant operations.

Since the incident, the Southfield Downtown Development Authority (SDDA), in coordination with City departments and recovery partners, has been working to support impacted tenants, facilitate communication, and assist in recovery efforts.

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Meetings for tenants: March 1, March 10 and March 17, March 25

Financial Impact: At this time, there is **no direct financial impact** to the SDDA budget.

Staff time and resources have been allocated to coordination and business support efforts as part of normal operations. Any future financial considerations (if applicable) will be brought to the Board for review.

Recommended Motion: To Receive and File the Advance Building Fire Recovery Update.

D. Levey Middle School Amazing Shake

Background Information: The SDDA Executive Director has been a judge for the Levey Middle School Amazing Shake Competition since 2024. The team will attend the March 23, 2026 City Council Meeting to wish them luck at the upcoming global competition in Atlanta GA March 27-28, 2026.

The Amazing Shake is a nationally recognized program, originally developed by the Ron Clark Academy, that equips students with essential life and professional skills. Through a series of interactive, real-world scenarios, students demonstrate their ability to communicate effectively, exhibit confidence, and navigate professional environments with poise. At Glenn W. Levey Middle School, this program has become a signature experience—engaging local business leaders, educators, and community members in preparing students to succeed both academically and beyond.

Financial Impact: The SDDA has helped sponsor the team, the equivalent of one student's registration and travel expenses. Approximately \$2,000 from 248-729.2440-880.8800 COMMUNITY PROMOTION.

Recommended Motion: To Receive and File the Levey Amazing Shake update.

 [DDA-presentation Levey Middle School Amazing Shake Team.docx](#)

E. JL Hudson Drive Letter of Support - Grant request

Background Information: The city is seeking FY 2027 federal funding to Reconstruct JL Hudson Drive to modern standards. The SDDA Executive Director submitted a letter of support for this request on behalf of the SDDA Board of Directors. Reconstruction of JL Hudson is critical to safety, assess, and redevelopment success in Southfield's Historic Cornerstone District.

Why it matters

- Key road in the Cornerstone District
- Connects Northwestern Service Drive to Greenfield Road
- Supports access to Northland City Center + Providence Hospital

Strategic Plan alignment, advances SDDA goals:

- Infrastructure investment
- Economic growth
- Improved connectivity

Support. The project has strong public and private support, letters submitted by:

- SDDA Board
- Henry Ford Providence Hospital (emergency access)

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- Contour Companies (NLCC developer)

Recommended Motion: To Receive and file the JL Hudson Reconstruction project letter of support.

■ [Letter of support - jl hudson reconstruction 6mar26.pdf](#)

VIII. Financial Matters

All financial matters are approved by roll call vote

A. Disbursements - January 1, 2026 to February 28, 2026

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 expenses was \$29,457 to DJ's Landscaping from 248-729.2440-801.8180 Contractual/Professional

Financial Impact: Overall SDDA spending is within budget.

Recommended Motion (Roll Call): To approve disbursements from January 1, 2026 to February 28, 2026 in the amount of \$38,132

■ [jan-feb disbursements.pdf](#)

B. Credit Card Report - January 1, 2026 to February 28, 2026

Credit card charges for this time period total \$5,548

The highest expenses were:

\$2,430 to BoardSpot (Agenda software) from 248-729.2440-801.8180 Contractual/Professional

\$1,867 to HotelsOne (prepaid hotel for Las Vegas ICSC Conference) from

248-729.2440-955.9600 Education/Training

Recommended Motion (Roll Call): To Receive and File \$5,548 in credit card charges from January 1, 2026 to February 28, 2026

■ [Copy of January Account Statement_12.28.26-01.27.26.pdf](#)

■ [Feb. Acct Statement_1.28.26 - 2.27.26.pdf](#)

C. 2026-2027 Initial SDDA Budget

Background Information: The proposed SDDA budget is created by staff, reviewed by the Board's Finance committee, and recommended by the Board for approval by City Council. See excerpt from PA 57 of 2018:

125.4228 Budget; cost of handling and auditing funds.

Sec. 228.

(1) The director of the authority shall prepare and submit for the approval of the board a budget for the operation of the authority for the ensuing fiscal year. The budget shall be prepared in the manner and contain the information required of municipal departments. Before the budget may be adopted by the board, it shall be approved by the governing body of the municipality...

Timeline: SDDA has not received revenue estimates from the City yet. The Finance Committee can review the budget in April. Then, the SDDA Board will need to hold a Special Board

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Meeting to recommend the final budget to city council by the end of April. The Budget gets presented to City Council in May.

Finance Committee Review: *SDDA Board Chair, Treasurer, and another member will review the budget prior to it being submitted to the City of Southfield. Any changes they recommend will be discussed at a follow up SDDA Board Meeting. Finance Committee members are: James Ralph Jr., Aric Rusk and Ingrid Brown.*

Recommended Motion: *To direct the SDDA Finance Committee to review the draft 2026-2027 SDDA Budget and to authorize staff to incorporate any recommended revisions for consideration and final recommendation to Council by the SDDA Board of Directors; and To schedule a special SDDA Board meeting for April 24, 2026 at 9am, or another mutually agreed date, for the purpose of reviewing and recommending the 2026-2027 SDDA Budget to City Council.*

D. 2026-2027 Fund Balance projects

Background Information: As part of the DDA Law (PA 57 of 2018), the DDA must prove they are not stockpiling funds. This is proven by designating funds from fund balance for specific projects and by showing revenue/expenditures over the past five years and the past 10 years exceed the fund balance.

Financial Impact: Revenue/Expenditures from July 2021 - June 2026 exceed the recorded beginning fund balance as of July 2025. Therefore, the SDDA board is not required to provide a plan for stockpiled funds. However, the board did approve \$50,000 from fund balance for a grants program. This will be part of the 2026-2027 budget. Another item that could be designated from fund balance is a 9Line Regional Trail Trailhead at Rutland/9Mile in front of OCC - Southfield Campus.

Recommended motion: To approve designation of \$100,000 from fund balance for a 9Line Regional Trail Trailhead to be recorded in the 2026-2027 SDDA Budget; and

To reaffirm designation of \$50,000 from fund balance for an SDDA Grants Program, previously approved by the SDDA Board in May 9, 2025 to be recorded in the 2026-2027 SDDA Budget.

■ [10 year DDA Revenue 2016-2026.pdf](#)

IX. New and Old Business

A. Recommendation Request - 16000 Providence mixed use development

Background Information: The applicant is seeking approval of an Overlay Development District (ODD) rezoning to redevelop a site at the intersection of 9 Mile Road and Providence Drive, directly across from Henry Ford Providence Hospital. The proposal includes converting existing office buildings into residential units with supporting retail, adding a small public green space, and repurposing excess parking into a self-storage use.

The request supports several SDDA priorities, including adaptive reuse, housing, and outlot utilization. Its location at a major intersection and near a bus stop creates strong potential for visibility and activity. The proposal reflects thoughtful retail placement and represents a meaningful reinvestment in the site.

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The applicant requests a letter of recommendation from the Southfield Downtown Development Authority Board of Directors (SDDA Board) for their upcoming Planning Commission review.

- [Providence Development One Analysis.pdf](#)
- [Providence one recommendation DRAFT.pdf](#)

1. NLCC ODD Amendment request update

Background Information: The SDDA Board discussed the Sports Facility project for NLCC on February 24, 2026. Based upon the discussion, a conditional recommendation was approved. The conditional recommendation was shared with planning commission. The project will be reviewed by city council Monday March 30, 2026. The business owner presented to the SDDA Board earlier in the meeting.

Based upon this presentation, are there any changes the SDDA board would like to make to the recommendation submitted to City Council?

Recommended Motion: To remove the designation of "conditional" recommendation, altering the letter to City Council to include the following: (such as economic driver, independence of construction, increased tax revenue etc.)

- [DDA-conditional recommendation NLCC sports facility.pdf](#)
- [SDDA conditional rec NLCC Planning Commission final.pdf](#)
- [DDA - draft recommendation ltr for nlcc amendment feb2026.pdf](#)

B. SDDA 2026 Workplan & Cornerstone Goals

Background Information: The 2026-2027 Annual SDDA Workplan is a focused, action-oriented plan to activate the Cornerstone District through engagement, visible improvements, and business support—aligned with the Main Street 4-Point Approach and SDDA Strategic Plan.

Key Changes:

This workplan demonstrates a shift from property-focused work to people-centered district activation.

Strategy is organized into two tracks:

- o Cornerstone Connect: Engagement, events, and storytelling
- o Cornerstone Build: Infrastructure, design, and investment readiness

The focus is on three pillars: Connect • Build • Celebrate

Key Highlights:

- Launch Cornerstone Volunteer Corps to expand capacity and community ownership
- Host high-visibility events (Greet & Eat, tours, ribbon cuttings) to drive foot traffic and awareness
- Implement “Cornerstone Comeback” storytelling campaign to highlight progress and attract investment
- Advance walkability and placemaking (audits, signage, lighting, public art)
- Support business vitality through grants, workshops, and tools

Financial Impact: The key cost areas will be Events and programming (Greet & Eat, tours, workshops), Marketing and communications (campaigns, materials, media), Small-scale

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improvements (signage, lighting pilots, public art), and Business support tools and grant pilots. Bottom line, the annual workplan is designed to maximize impact without significant new funding. It prioritizes visible results that support long-term investment and tax base growth.

Recommended Motion:

Approve the SDDA 2026 Workplan and Cornerstone Goals as presented, authorizing staff to implement activities aligned with the Main Street Four-Point Approach, pursue sponsorships and partnerships, and report progress to the Board on a regular basis.

■ [Cornerstone connect and Build Workplans 2026.pdf](#)

■ [2026 Cornerstone Goals no events.pdf](#)

C. Main Event Award Nominations

Background Information: The Main Event is Oakland County's annual recognition event for the Main Street Oakland County Program. Nominations are open and there is a nomination we could submit that requires SDDA Board Approval. The nomination is "Main Street Leader" and would be submitted by a SDDA Board member on behalf of the executive director being nominated.

Recognition of the changes to the Southfield DDA program can be discussed in this nomination. They do not happen to fit into any of the other categories. If the SDDA is interested in being recognized, the "Main Street Leader" nomination will allow for the recognition of the program in addition to the Executive Director.

Milestones of the new program since 2024 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
- 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.

Recommended Motion: To designate SDDA Board member _____ to nominate Executive Director, Molly LaLone for the "Main Street Leader" award on behalf of the SDDA Board of Directors.

D. Cornerstone Volunteer Corps Recruitment event - April 8, 2026 2pm at City Hall

Background Information

The Southfield Downtown Development Authority (SDDA) is launching the Cornerstone

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Volunteer Corps (CVC) to expand community engagement and support implementation of the 2026 Workplan and Cornerstone Goals. The program is designed to recruit residents, employees, and business stakeholders to participate in events, audits, and district improvement projects.

The April 8, 2026 open house at Southfield City Hall (2:00 PM - 7:00 PM) will introduce the program, share upcoming opportunities, and begin building a volunteer base. The CVC supports key goals including district activation, small business support, walkability improvements, and storytelling to position the Cornerstone District as an active, investment-ready destination.

Financial Impact

Minimal direct cost for recruitment event materials and staff time. The program is intended to leverage volunteer capacity to support existing projects and events. Additional support may be offset through sponsorships (monetary and in-kind), reducing operational costs for programming and volunteer needs.

Recommended Motion

Receive and file the Cornerstone Volunteer Corps Recruitment Event update.

■ [SDDA Volunteer Recruitment Flyer April 2026.pdf](#)

E. 3rd Annual Small Business Friends Tour, May 1, 2026 11am - 2pm

The DDA will host its Annual Small Business Friends Tour to visit and thank small business owners for doing business in our district with elected officials.

Recommended Motion: To Receive and File 3rd Annual Small Business Friends Tour Flyer

■ [3rd annual small business friends tour \(8.5 x 11 in\) \(2\).pdf](#)

X. Executive Director Report

All items in the Executive Director Report are approved with one vote.

Motion: To Receive and File as presented

XI. Mayor's Comments

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

Motion: To Receive and File as presented

XII. Board Member Comments

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

XIII. Upcoming Meetings

Please check your calendar to confirm whether you can attend the upcoming meeting. If there is a concern there will not be quorum, we will discuss alternative dates and times during this meeting. The goal is to have 75% board members attend 75% board meeting. This translates to at least 10 board members attending 5 meetings in a rolling 12 month cycle. For quorum, the meeting must have a minimum of 7 members in attendance.



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SDDA Regular DDA Board Meeting, May 15, 2026, 8:30am - 10:30am

18000 W. Nine Mile Road, Suite 320, Southfield, MI 48075

XIV. Adjournment