

Board of Directors Meeting

Meeting Agenda

- I. Call to Order
- II. Roll Call and Determination of Quorum
- III. Call to the Public
- IV. Previous Meeting's Minutes

Background Information:

Regular Meeting Minutes - March 24, 2026. The purpose of the meeting was regular business of the SDDA and the SDDA Informational Meeting.

Special Meeting Minutes - April 24, 2026. The purpose of the meeting was approval of the 2026-2027 SDDA Budget.

Recommended Motion: To approve the Southfield Downtown Development Authority Board Regular meeting minutes of Friday, March 24, 2026; and
To approve the Southfield Downtown Development Authority Board Special meeting minutes of Friday, April 24, 2026

■ [3 27 2026 Minutes.pdf](#)

■ [2026-04-24 - Special Meeting Budget Approval Minutes.pdf](#)

- V. Approval of the Agenda

Recommended Motion: To accept the agenda as presented

- VI. 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.

Background Information:

- 1. Revenues and Expenditure Reports for March 2026 and April 2026
- 2. Cornerstone District Property Updates
- 3. Strategic Plan and Economic Development Strategies Update
- 4. Cornerstone Volunteer Corps Update

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

- A. Revenue and Expenditure Reports

Financial Impact: In March and April, the DDA spent \$62,164 for regular expenses.

In March, the DDA's largest expense was \$4,120 for DDA Office Rent March and April 2026 from 248-729.2440-940.9400 RENTAL

In April, the DDA's biggest expense was \$29,457 for DJ's Landscaping (last quarterly payment of the fiscal year 2025-2026) from 248-729.2440-801.8180 CONTRACTUAL/PROFESSIONAL

Overall, SDDA expenses are still in budget.

Recommended Motion: To Receive and file the March 2026 and April 2026 Revenue and

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Expenditure Reports as presented.

■ [March Revenue_Expenditure.pdf](#)

■ [April Revenue_Expenditure.pdf](#)

B. Property Updates

Background Information: This is a quick update about properties in the district which have had activity or have recently received approvals from the city.

Recommended Motion: Review and File the update as presented.

■ [Property updates May 2026.pdf](#)

C. Strategic Plan and Economic Development Strategies Update

Background Information: The attached document shows whether or how each agenda item aligns with SDDA Strategic Plan and the Economic Development Strategies. The purpose of the document is to continually review progress and focus of SDDA projects and how they help the SDDA achieve the goals set for the district.

Recommended Motion: To review and file the Strategic Plan and Economic Development Strategies Update for May 2026.

■ [Alignment with Plans - May 2026 Agenda Items.pdf](#)

D. Cornerstone Volunteer Corps Update

Background Information: The Cornerstone Volunteer Corps is a volunteer initiative designed to build stronger connections between the community and Southfield's Historic Cornerstone District.

Purpose: Create a structured volunteer program that supports district events, beautification, outreach, placemaking, and community engagement activities while helping expand the SDDA's capacity to implement projects and initiatives.

The program supports the SDDA's broader economic development strategy by:

- Increasing activity and engagement within the district
- Supporting events and promotions that drive foot traffic
- Strengthening relationships with businesses and residents
- Building long-term community pride and stewardship
- Creating more opportunities for public participation

The initiative supports goals within the SDDA 2025-2030 Strategic Plan, including:

- Creating a connected and welcoming district
- Enhancing placemaking and beautification efforts
- Expanding public engagement and district identity
- Supporting activation of public spaces
- Strengthening partnerships and community involvement

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Planned activities include:

- Volunteer recruitment and onboarding
- Partnerships with schools, colleges, businesses, and community groups
- Defining volunteer roles for events and district projects
- Volunteer leadership and committee development
- Recognition and retention programs
- Branding and promotional materials
- Pilot volunteer activities tied to SDDA initiatives and events

The Cornerstone Volunteer Corps is intended to become a long-term community engagement and economic development support program that helps advance the SDDA's mission of creating a vibrant, active, and resilient district.

Update: The first recruitment open house for the Cornerstone Volunteer Corps (CVC) took place April 8, 2026 at Southfield City Hall. We talked to a few people but overall the event was not well attended, perhaps due to timing and location. Details will be reviewed for improvement for the next time we have the event.

Volunteer Recruitment will be part of the Greet & Eat Engagement Series this summer.

Recommended Motion: Review and File the update as presented.

E. Main Event Award Nomination

Background information: This is Southfield's first nomination for an award category at Main Street Oakland County's Main Event Award Ceremony. The Board voted to submit the nomination and Mr. McFarland volunteered to be the nomination submitee.

Next year, Mr. McFarland has suggested possible nominations for the work done in support of the Advance building tenants after the building fire especially the incubator and future plans for the jewelry district. He also talked about other key milestones taking place in the district right now, such as the volunteer corps and the grant program.

Nomination is attached.

Recommended Motion: Review and File

 [Mainstreet Leader.pdf](#)

VII. Financial Matters

All financial matters are approved by roll call vote.

The financial matters to consider for approval are:

Donation - Friends of Southfield Arts

A. Donation - Friend of the Arts

Background Information: Sebastian Sculpture is still slated to be installed in the Cornerstone District. As with many large projects, there continue to be unexpected expenses to cover. Because this will be a transformational art piece for the district, the Executive

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Director requests SDDA support to help cover these costs.

Financial Impact: as of April 30, 2026, 248-729.2440-880.8800 COMMUNITY PROMOTION has an available balance of \$36,465. If \$30,000 is donated to the Friends, the remaining balance will be \$6,465 to be used for any district events we have through the end of June.

Recommended motion (Roll Call): To donate \$30,000 to Friends of Southfield Public Arts from 248-729.2440-880.8800 COMMUNITY PROMOTION for the purpose of helping to pay for costs associated with the purchase, transport, and assembly of the Sebastian Sculpture to be located on the 9Line Regional Trail at the corner of Nine Mile Road and Southfield Road Service Drive.

VIII. New and Old Business

- A. Cornerstone Comeback Grant Program
- B. Website Educational FAQ Series
- C. Greet & Eat Engagement Series - 2026
- D. Performance Reviews

A. Cornerstone Comeback Grant program

Background Information: The grants committee has been meeting for the purpose of developing the "Cornerstone Comeback" Grant program for Southfield's Historic Cornerstone District. The purpose of the Grant program is to use SDDA funds to help influence change within the district.

The grant program is presented to the SDDA board with two elements for the 2026-2027 fiscal year.

Cornerstone Comeback (CC) Northland Park Development Improvements: A physical improvement grant for the Northland Park Development area located on 8 Mile and Northland Park Court between the Southfield Road Service Drive and Rutland Road (West of M10, East of M39). Physical Improvements ranging from improved signage or address lettering to facade or landscaping upgrades can be presented by property owners, or business owners with property management approval. The grant is specifically for buildings along 8 Mile Road and Northland Park between Rutland and Southfield Service Drive. Suggestions for each property will be provided in the grant documentation. Awards will be based upon the reimbursement requested and the project proposed by the grant applicant.

Cornerstone Comeback (CC) Business Open!: A reimbursement and support grant to help businesses open in the Cornerstone District with a Certificate of Occupancy from the City of Southfield. Once a Certificate of Occupancy has been received by the business, a ribbon cutting is scheduled with a check presentation along with an actual check for the costs incurred for permits and other fees, up to \$5,000.

Financial Impact: 2026-2027 Budget beginning July 1, 2026. \$50,000 from Fund Balance for expenses in 248-729.2440-880.8800 COMMUNITY PROMOTION. \$25,000 for Cornerstone Curb Appeal Improvement Grants, 2,500 for Mid Century Modern Numerals Grant, and \$22,500 for Cornerstone Comeback Business Opening Grants. The goal is to award 5 grants for

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each program by March 2027.

2027-2028 Cornerstone Comeback Grant Program will be reviewed by the grants committee and recommendations will be made for the next fiscal year based upon the success of these grants and the perceived needs of the district for the next fiscal year.

Recommended Motion: To approve the Cornerstone Comeback Grant Program for the 2026-2027 Fiscal year.

■ [Cornerstone Comeback Grant Program 26-27.pdf](#)

■ [Cornerstone Comeback Grants Program 2026 customer \(002\).pdf](#)

■ [Cornerstone Comeback Grant Program universal application final.pdf](#)

B. Website Educational FAQ Series

Background Information: Civic Clarity, the SDDA's webmaster, has recommended adding FAQ's to our website in order to improve Search Engine Optimization (SEO). "FAQ" will be added to the home page and site header with a drop down menu, formatted like the "Doing Business" page (<https://www.southfielddda.com/doing-business/>).

The FAQ's planned so far are about the process of obtaining a Certificate of Occupancy and about Brownfield Legislation. "What is the Dirt about the Dirt?" is the first completed FAQ ready for SDDA Board review. It has already been reviewed by the city's Brownfield attorney, MDA, and by Oakland County's MSOC and Economic Departments.

1. Certificate of Occupancy process for small business owners - This FAQ will supplement the C of O Cornerstone Comeback Grants. It will outline the steps to take and have links to forms fill out and departments to contact to get through the process. The FAQ will explain why it matters, and what other departments in the City can do to support their business once the Certificate of Occupancy is granted.

2. Educational FAQ for residents re: Brownfield - This will be one of the few FAQ's on the internet whose purpose is to educate the general public about Brownfield Legislation. Most FAQ's are written to inform potential developers and/or municipalities about the legislation and process. It will contain general information and will not be specifically about any property or project in the SDDA. It will talk about why and how Brownfield sites are good for a community and highlight different sites throughout Michigan that have used the legislation to help develop problem areas into hugely popular sites, such as the Detroit International Riverfront.

2a. Pros and Cons of publishing on SDDA Website:

Pros: Educational, general in nature, positive in tone, and one of few that are written for residents instead of developers. SEO ranking improves with the addition of FAQ's, according to our webmaster.

Cons: It is titled to hopefully come up as a positive, informative piece for people who are "googling" for information about contaminated dirt. This is a current concern in Southfield due to "click bait" style journalism and investigations about a dirt hauler in Detroit the FBI is investigating. However, it could bring attention to SDDA in association with negative press mentioned above, it could associate SDDA with NLCC responsibility if something untoward were to arise during the investigations (nothing has so far).

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Recommended Motion: To [approve or not approve] "What is the Dirt about the Dirt?" FAQ [with the following edits and/or additions] to be published on the SDDA website under a new tab titled "FAQ".

■ [What is the dirt about the dirt DRAFT2.docx](#)

C. Development Liquor License Recommendation Request - Brix Wine Bar

■ [Brix Wine Bar overview.pdf](#)

D. Greet & Eat Food Truck Series 2027 Season

Background information: This will be third year of the Greet & Eat Food Truck Series. We have finetuned the previous schedule for the hospital and added an additional event for a "Shop Small" tailgate in preparation for the Oakland County and American Express "Shop Small" initiative which starts in November.

Purpose: This year the purpose of the Greet & Eat events will be to recruit volunteers and to increase subscribers and followers. We will have lunch tickets to give away to volunteers, new subscribers, and honorees, depending on the purpose of the event. Events will also include:

- Introducing the Cornerstone Comeback Grant Program
- A Ribbon Cutting hosted by Oakland Parks and Recreation for the entire 9Line Regional Trail
- Shop Small Tailgating event encouraging businesses to pick up promotional supplies and participate in the events hosted by Oakland County and American Express
- Honoring city departments for the work they do to support the Cornerstone District and the SDDA's strategic Plan

Event Schedule and Goals: Please see attached

Financial Impact: The five events are budgeted to cost approximately \$4,000 each for a total of \$20,000 from 248-729.2440-880.8800 COMMUNITY PROMOTION. The cost for Greet & Eat Engagement Series has been included in the overall budget plan for 2026-2027. The event schedule with cost estimates is attached.

Recommended Motion: To review and accept the Greet & Eat Engagement Series workplan and approve the event's budget of \$20,000 from 248-729.2440-880.8800 COMMUNITY PROMOTION.

■ [Greet & Eat 2026 schedule and cost estimate.xlsx](#)

■ [2026 Greet & Eat Calendar and goals.pdf](#)

IX. Mayor's Comments

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

Motion: To Receive and File as presented

X. Board Member Comments

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

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XI. 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. We currently have 11 board members. This translates to at least 8 board members attending five out of six regular meetings in a rolling 12-month cycle. For quorum, the meeting must have a minimum of 6 board members in attendance.

SDDA Regular DDA Board Meeting

July 24, 2026 at 8:30am - 10:30am

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

XII. Adjournment