

Southfield

DOWNTOWN DEVELOPMENT AUTHORITY



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

AGENDA

Regular Meeting of the Southfield Downtown Development Authority Board of Directors Meeting

Friday, January 31, 2025
8:00 AM -10am

Epicentre, 1st floor Conference Room
18000 W. 9 Mile Road, 12th Floor
Southfield, MI 48075

1. Call to Order
2. Roll Call and Determination of Quorum
3. Strategic Plan Update Presentation - McKenna
4. Approval of Minutes
 - a. November 15, 2024 Regular DDA Meeting
Motion: To approve the Downtown Development Authority Board Regular meeting minutes of Friday, November 15, 2024.
5. Call to the Public
6. Consent Agenda – *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.*
Consent Agenda Motion: To approve all items on the consent agenda as presented
 - a. Financial Reports - November 2024 and December 2024
Recommended Motion: To Receive and file the November 2024 and December 2024 Revenue and Expenditure Reports
 - b. Report of Communications
Recommended Motion: To Receive and File the report of communications.
 - c. SDDA PA57 Report to State Treasury
Recommended Motion: To Receive and File the 2023-2024 PA57 Report.

♦ 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.

James K. Ralph Jr., Chairman
Mayor Kenson J. Siver
Dr. Steven Craig
Greg Easterly
Molly LaLone, Executive Director

Ingrid Brown, Treasurer
W. Michael McFarland
Dr. Michael Wiemann
David Dedvukaj
Christine Zyla, Assistant to the Executive Director

Elizabeth Rae, Secretary
Aric Rusk
Angel Abdulahad
Alvin Zaitouna
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- d. SDDA Annual Report to Oakland County
Recommended Motion: To Receive and File the SDDA Annual Report of Oakland County
- e. SDDA Economic Impact – Snapshot 2024
Recommended Motion: To Receive and File the Southfield DDA Economic Impact Snapshot for 2024
- f. Greenfield Gateway Banner Program
Recommended Motion: Receive and File
7. Approval of the Agenda
Recommended Motion: To accept the agenda as presented
8. Financial Matters
 - a. Disbursements - November 1, 2024 – December 31, 2024
Recommended Motion: To approve disbursements November 1, 2024 – December 31, 2024 in the amount of \$37,342
 - b. Credit Card Report – October 2024 and November 2024
Recommended Motion: To Receive and file \$3,133 in credit card charges from October 28, 2024 to November 27, 2024.
9. New and Old Business
 - a. Strategic Plan Update
Recommended Motion 1: To Receive and File as presented
Recommended Motion 2: Motion: to use MSOC tech support to help pay for this Strategic plan update.
10. Executive Director Report - *All items in the Executive Director Report are approved with one vote.*
Motion: To Receive and File as presented
11. Mayor's Comments - *All items in the Mayor's Comments are approved with one vote.*
Motion: To Receive and File as presented
12. Board Member Comments – all board members

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13. Next Meeting –

March 28, 2025, 8am – 10am

SDDA Regular DDA Board Meeting and Informational Meeting

Oakland Community College – Southfield Campus

22322 Rutland Dr, Room 102A

Southfield, MI 48075

14. Adjournment

15. SDDA Board Member Cornerstone District Bus Tour: immediately following regular board meeting – Tour ends at 10am. All Board members are strongly encouraged to participate and provide feedback to McKenna consultants about the future of the district. We will tour entire district with focus on the following areas:

- The Nine Line Regional Trail and Greenfield Road Beautification
 - Oakland Community College – Southfield Campus
 - Cornerstone Plaza
 - Northland City Center Area
- Eight Mile – Greenfield Road to Southfield Road

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