

**DOWNTOWN DEVELOPMENT AUTHORITY  
CITY COMMISSION CHAMBERS  
ROYAL OAK, MICHIGAN  
[www.romi.gov](http://www.romi.gov)**

**Wednesday, May 19, 2021  
Virtual Regular Meeting  
4:00 P.M.**

**Present**

Paul Brake, City Manager (arrived 4:50 pm)  
Michael Keith  
Amanda Lewan  
Lori London  
Matt Riley  
Jennifer Rossbach  
Michael Sophiea, Chairperson  
Anthony Yezbick, Vice Chairperson

**Absent**

**Staff**

Tim Thwing, Executive Director

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Approval of Meeting Minutes from March 24<sup>th</sup>, 2021**
5. **Expense Items**
  - a. **Monthly Expenses – March & April**
6. **Infrastructure Committee Recommendation – Library Request for Funds**
7. **CMC Recommendation – DDA Promotional Videos RFP-RO-21-068**
8. **Façade Grant Application for 106 W 4<sup>th</sup> Street**
9. **Façade Grant Application for 215 S Main Street**
10. **Reports**
  - a. **Siren PR Communication & Impact Report March 2021**
  - b. **Siren PR Communication & Impact Report April 2021**
  - c. **Congratulatory Letter Rep. Levin – National Main Street Award**

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**1. CALL TO ORDER**

Chairperson Sophiea called the meeting to order at 4:05 p.m.

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**2. ROLL CALL**

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**3. PUBLIC COMMENT**

Chairperson Sophiea opened Public Comment.  
No public comment was received, and public comment was closed.

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**4. APPROVAL OF MEETING MINUTES FROM MARCH 24<sup>th</sup>, 2021**

**MOVED** by Director Rossbach  
**SUPPORTED** by Director Riley

**To Approve** the minutes of the March 24<sup>th</sup>, 2021, DDA meeting, as presented

**Roll Call - MOTION APPROVED UNANIMOUSLY.**

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**5. EXPENSES**

**a. Monthly Expenses**

The invoices received and paid for the months of March and April 2021 were provided as information, no action is required.

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**6. INFRASTRUCTURE COMMITTEE RECOMMENDATION – LIBRARY REQUEST FOR FUNDS**

Interim Library Director Adriene Breznau indicated that the library needed additional time to refine and develop their plans and proposal. Ms. Breznau withdrew the library's request for funding at this time. No further action was required.

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City Manager Brake left the meeting.

**7. CMC RECOMMENDATION – DDA PROMOTIONAL VIDEOS RFP-RO-21-068**

**MOVED** by Director Rossbach  
**SUPPORTED** by Director London

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby authorizes the Executive Director to proceed with contract negotiations with the selected firm, in accordance with a scope of work for video production services determined by the DDA and draft a proposed contract for the DDA's consideration.

**ROLL CALL - MOTION APPROVED UNANIMOUSLY.**

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**MOVED** by Director Yezbick  
**SUPPORTED** by Director Keith

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby creates a joint committee to be formed from members of the BMC and CMC authorizes the Chairperson and Executive Director to select those participates.

**ROLL CALL - MOTION APPROVED 6 – yeas 1 nay (Director London).**

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The board added two additional items to the agenda, a proposal from Siren PR regarding social media and the city manager's recommendation regarding a COVID19 vaccine program.

**8. COVID19 VACCINE PROGRAM - MEDNEXT**

**MOVED** by Director Riley  
**SUPPORTED** by Director Yezbick

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby allocates \$2,500 towards a vaccine program that would provide \$10 downtown gift cards to the first 250 participates that get a vaccine shot.

**ROLL CALL - MOTION APPROVED UNANIMOUSLY.**

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**MOVED** by Director Rossbach  
**SUPPORTED** by Director London

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby allocates \$500 towards the promotion the vaccine program.

**ROLL CALL - MOTION APPROVED UNANIMOUSLY.**

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**9. SIREN PR – SOCIAL MEDIA PROPOSAL**

**MOVED** by Director Rossbach  
**SUPPORTED** by Director London

**Be It Resolved**, the Royal Oak Downtown Development Authority hereby approves the proposal from Siren PR and authorizes the Executive Director to execute the proposal.

**ROLL CALL – MOTION APPROVED 5 – yeas 2 – nays (Directors Yezbick and Riley).**

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**10. FAÇADE GRANT APPLICATION FOR 106 W 4<sup>th</sup> STREET**

**MOVED** by Director Rossbach  
**SUPPORTED** by Director London

**Be It Resolved**, the Royal Oak Downtown Development Authority, DDA hereby approves the application for a façade grant for 106 W 4<sup>th</sup> Street as a reimbursement in the amount of 50% of project costs described in the application.

**ROLL CALL - MOTION APPROVED UNANIMOUSLY.**

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**11. FAÇADE GRANT APPLICATION FOR 215 S MAIN STREET**

**MOVED** by Director London  
**SUPPORTED** by Director Rossbach

**Be It Resolved**, the Royal Oak Downtown Development Authority, DDA hereby refers this request for additional funds to the Infrastructure Committee for review and a recommendation.

**ROLL CALL - MOTION APPROVED UNANIMOUSLY.**

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**12. REPORTS**

- a. Siren PR Communication & Impact Report March 2021**  
Provided for information no action necessary.

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- b. **Siren PR Communication & Impact Report April 2021**  
Provided for information no action necessary.

\* \* \* \* \*

- c. **Congratulatory Letter Rep. Levin – National Main Street Award**  
Provided for information no action necessary.

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There being no further business to bring before the Royal Oak Downtown Development Authority, the following motion was made:

**MOVED** by Director Yezbick  
**SUPPORTED** by Director London

**To Adjourn** the May 19, 2021, DDA regular meeting at 6:00 p.m.

**ROLL CALL - MOTION APPROVED UNANIMOUSLY.**



Executive Director