



# Plymouth Downtown Development Authority Meeting Agenda October 9, 2023 7:00 p.m. Plymouth City Hall & Online Zoom Webinar

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Plymouth Downtown Development Authority  
831 Penniman  
Plymouth, Michigan 48170

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Join Zoom Webinar: <https://us02web.zoom.us/j/84289775620>

Webinar ID: 842 8977 5620

Passcode: 726385

**1) CALL TO ORDER**

*Kerri Pollard, Chairperson  
Andre Martinelli, Vice Chair  
Nick Moroz, Mayor  
Ellen Elliott  
Brian Harris  
Richard Matsu  
Dan Johnson  
Patrick O'Neill  
Shannon Perry  
Paul Salloum*

**2) CITIZENS COMMENTS**

**3) APPROVAL OF THE AGENDA**

**4) APPROVAL OF MEETING MINUTES**

**A. September 11, 2023 Regular Meeting Minutes**

**5) BOARD COMMENTS**

**6) OLD BUSINESS**

**A. DDA Five-Year Action Plan Update**

**7) NEW BUSINESS**

**8) REPORTS AND CORRESPONDENCE**

**A. DDA New Hire – Assistant to the DDA Director  
B. Taking Plymouth to the Next Level Community Forum Information  
C. Events Update**

**9) ADJOURNMENT**

*Citizen Comments - This section of the agenda allows up to 3 minutes to present information or raise issues regarding items not on the agenda. Upon arising to address the Board, speakers should first identify themselves by clearly stating their name and address. Comments must be limited to the subject of the item.*

*Persons with disabilities needing assistance with this should contact the City Clerk's office at 734-453-1234 Monday through Friday from 8:00 a.m. -4:30 p.m., at least 24 hours prior to the meeting. An attempt will be made to make reasonable accommodations.*

**GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE**

**OBJECTIVES**

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35<sup>th</sup> District Court, recreation department, and public safety
2. Incorporate eco-friendly, sustainable practices into city assets, services, and policies; including more environmentally friendly surfaces, reduced impervious surfaces, expanded recycling and composting services, prioritizing native and pollinator-friendly plants, encouraging rain gardens, and growing a mature tree canopy
3. Partner with or become members of additional environmentally aware organizations
4. Increase technology infrastructure into city assets, services, and policies
5. Continue sustainable infrastructure improvement for utilities, facilities, and fleet
6. Address changing vehicular habits, including paid parking system /parking deck replacement plan, electric vehicle (EV) charging stations, and one-way street options

**GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION**

**OBJECTIVES**

1. Create a 5-year staffing projection
2. Review current recruitment strategies and identify additional resources
3. Identify/establish flex scheduling positions and procedures
4. Develop a plan for an internship program
5. Review potential department collaborations
6. Hire an additional recreation professional
7. Review current diversity, equity, and inclusion training opportunities
8. Seek out training opportunities for serving diverse communities

**GOAL AREA THREE - COMMUNITY CONNECTIVITY**

**OBJECTIVES**

1. Engage in partnerships with public, private and non-profit entities
2. Increase residential/business education programs for active citizen engagement
3. Robust diversity, equity, and inclusion programs
4. Actively participate with multi-governmental lobbies (Michigan Municipal League, Conference of Western Wayne, etc.)

**GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY**

**OBJECTIVES**

1. Create vibrant commercial districts by seeking appropriate mixed-use development, marketing transitional properties, and implementing Redevelopment Ready Communities (RRC) practices
2. Improve existing and pursue additional recreational and public green space opportunities and facilities for all ages
3. Develop multi-modal transportation plan which prioritizes pedestrian and biker safety
4. Improve link between Hines Park, Old Village, Downtown Plymouth, Plymouth Township, and other regional destinations
5. Maintain safe, well-lit neighborhoods with diverse housing stock that maximizes resident livability and satisfaction
6. Modernize and update zoning ordinance to reflect community vision
7. Implement Kellogg Park master plan

*“The government in this community is small and accessible to all concerned.”*

-Plymouth Mayor Joe Bida  
November 1977



# Plymouth Downtown Development Authority

## Regular Meeting Minutes

### Monday, September 11, 2023 - 7:00 p.m.

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City of Plymouth  
201 S. Main  
Plymouth, Michigan 48170-1637

[www.plymouthmi.gov](http://www.plymouthmi.gov)  
Phone 734-453-1234  
Fax 734-455-1892

#### 1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:00 p.m.

Present: Chair Pollard, Mayor Nick Moroz, Members Ellen Elliott, Dan Johnson, Patrick O'Neill, Shannon Perry, Paul Salloum

Excused: Vice Chair Andre Martinelli Members Brian Harris and Richard Matsu

Also present: DDA Director Sam Plymale

#### 2. CITIZENS COMMENTS

There were no citizen comments.

#### 3. APPROVAL OF THE AGENDA

O'Neill offered a motion, seconded by Moroz, to approve the agenda for Monday, September 11, 2023.

There was a voice vote.

MOTION PASSED

#### 4. APPROVAL OF THE MEETING MINUTES

Moroz offered a motion, seconded by Johnson, to approve the minutes of the August 14, 2023, regular meeting.

There was a voice vote.

MOTION PASSED

#### 5. BOARD COMMENTS

O'Neill made note of the date (September 11) and thanked veterans for their service. He also asked about services that can be provided for homeless people who sleep in the parking deck.

Johnson asked about the status of the patio policy and Moroz told him the City Commission was expected to take it up again in October.

Moroz thanked the staff and volunteers for their work on the Fall Festival.

Salloum asked whether businesses would be allowed to place dining igloos on private property in the winter. Plymale said they would have to seek approval of the Planning Commission to do so.

O'Neill asked about the status of the Delta Diamond site. Plymale told him there was nothing new.

Pollard thanked all who took part in the Fall Festival and commented that it was run very well.

**6. OLD BUSINESS**

a. Strategic Plan Update

Plymale reported that there had been a ribbon cutting at the Saxtons Parking Lot, which is expected to be mostly complete this fall. He said the sidewalk repair program had been delayed to 2024 as the Department of Municipal Services investigates new techniques and that he was working on a scavenger hunt for Downtown Day on September 23.

**7. NEW BUSINESS**

a. Central Parking Deck Lighting

The following motion was offered by Moroz and seconded by O'Neill.

WHEREAS The Plymouth Downtown Development Authority oversees the maintenance and upkeep of the Central Parking Deck; and

WHEREAS DDA staff has identified the need to improve the lighting in the Central Parking Deck, especially in the lower level; and

WHEREAS City electrical contractor Green Electrical Solutions has provided a solution to the lighting issues that does not require a complete overhaul of the lighting system in the Central Parking Deck at a cost not to exceed \$12,650.

NOW THEREFORE BE IT RESOLVED THAT, the Downtown Development Authority Board hereby authorizes up to \$12,650 as payment to Green Electrical Solutions to repair two broken light poles on the upper level and add six LED wall packs to the lower level of the Central Parking Deck. Funding for this effort is authorized from the Central Parking Deck Capital Outlay account # 494.290.977.813.

There was a voice vote.

MOTION PASSED

**8. REPORTS AND CORRESPONDENCE**

There were no reports or correspondence.

**9. ADJOURNMENT**

Moroz offered a motion, seconded by O'Neill, to adjourn the meeting at 7:21 p.m.

There was a voice vote.

MOTION PASSED

2020-2024 Five-Year Action Plan

Rev. February 3, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 10/5/2023
Improve Parking	<p><b>**Top Priority**</b></p> <p><b>Improve condition, aesthetics and/or functionality of existing parking lots by:</b></p> <ul style="list-style-type: none"> <li>- Resurfacing existing lots that are in need (such as Liberty/Penniman lot and lot at Harvey/Wing); consider lot re-configuration to improve flow, street edge and pedestrian connections as part of projects.</li> <li>- Designing parking lot at Saxton's site.</li> </ul>	DDA Staff/ DDA Board	Short-term		There have been some delays with construction of the lot. Paving now expected mid October. Majority of brick work and trees completed on 10/4/2023. EV charging stations and landscaping beautification to take place later in the fall.
	<p>Finance parking lot maintenance and improvements via a paid parking system. Includes demolition/reconstruction of parking deck.</p> <ul style="list-style-type: none"> <li>-Decide on a direction for paid parking.</li> </ul>	DDA Staff/ DDA Board	Short- to Mid-term		COW meeting held on 4/3/2023 to inform boards of direction of parking, woonerf and patio updates. Economic Development Director John Buzuvis presented paid parking presentation to City Commission on 6/5/2023. Waiting on City Commission for next steps.
	<p><b>Maximize number of parking spaces.</b></p>	DDA Staff	Short- to Long-term		City Commission did not approve the DDA Board recommendation to add parking spaces on Church Street at the 6/5/2023 meeting.
Pedestrian Safety	<p><b>**Top Priority**</b></p> <p><b>Improve pedestrian crossings for safety</b> (also goal of DDA Infrastructure Plan), alerting cars that a pedestrian is in crosswalk, specifically:</p> <ul style="list-style-type: none"> <li>- At Penniman/Harvey, Harvey/AA Trail, and Main/Church St. intersections (coordinate with City Commission).</li> <li>- Increase size of waiting area at crossings.</li> <li>- Add alert system for cars as pedestrians enter walkways, especially at midblock crossings such as Main St. between AA Trail and Penniman, or on AA Trail @ Forest. Alerts could include pedestrian-activated flashing lights; however, a system with flashing lights may not be appropriate downtown.</li> <li>-Identify locations for additional bike racks.</li> </ul>	City Commission/ DDA Board	Short-term		Upgrades to the Main/Church intersection are a part of the City's 2024 Infrastructure Plan. Once costs are determined, the City will engage the DDA in a partnership for intersection upgrades. Expect to see a proposal in coming months. New bike racks installed at City Hall and Kellogg Park. Additional bike racks planned in 2024 at Deer/Ann Arbor Trail and on Union near UBS. Pedestrian signal installation at Main Street crosswalk and Forest and Ann Arbor Trail crosswalk installed in 2022.
	<p><b>Maintain sidewalks for safety, making them pedestrian-friendly</b> by:</p> <ul style="list-style-type: none"> <li>- Repairing concrete where needed.</li> <li>- Replacing tree grates (either overall or where needed).</li> <li>- Maintaining/updating pavers.</li> <li>- Extending sidewalks where needed.</li> </ul>	DDA Staff	Short-term		DMS Sidewalk program delayed until 2024. DMS crews are exploring some new options with concrete-cutting and mudjacking companies to deal with uneven sidewalks in the downtown area. Some tree grate areas repaired and filled with mulch in March. All 2023 brick work complete as of July 1. Any additional major repairs to trees, grates, planters, brickscape and/or sidewalk will be part of a future streetscape upgrade project.

2020-2024 Five-Year Action Plan

Rev. February 3, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 10/5/2023
Improve Pedest	Plant trees (also goal of DDA Infrastructure Plan) along sidewalks; replace trees in poor condition as identified; investigate organizations (Keep Plymouth Leafy) that supply/plant trees.	City Commission/ DDA Board	Mid-term		New trees planted at new municipal lot at Ann Arbor Trail and Deer.
	Improve street and alley lighting for safety; determine decorative lighting style for alleys (ex. illuminating artwork).	DDA Board/ DDA Staff	Mid- to Long-term		Holiday Tree Light maintenance completed as of July 3. Contractor to return after Fall Fest due to recent storms. City Electrician has submitted a plan to fix some existing lights in the Parking Deck and add LED lights separate from the current system to improve visibility and public safety in the deck.
	Improve alley "ambiance" via artwork to enhance appearance. Potential locations include DDA office alley, alley around parking structure, alley between theater & gathering area, and by St. Joe's (near Subway).	DDA Board	Short-term		Plymouth Art Walk has been installed in all Phase 2 locations. DDA Staff has created and distributed brochures on the Art Walk. DIA Inside Out temporary installations to be removed in October 2023.
Kellogg Park	Install the new fountain.	DDA Staff	Short-term		COMPLETED
	<p><b>**Top Priority**</b></p> <p><b>Implement Kellogg Park Master Plan by:</b></p> <ul style="list-style-type: none"> <li>- Prioritizing action items identified in Goal Setting Session (12/14/2020)</li> <li>- Identifying potential funding sources and priority short-term action items.</li> <li>- Recommending City Commission adopt Kellogg Park Master Plan as an amendment to the Plymouth Five-Year Parks and Recreation Master Plan.</li> <li>- Submitting grant application to MDNR to implement top action-item priorities of Kellogg Park Master Plan.</li> </ul>	City Commission/ DDA Board	Short to Long-term		Potential for Kellogg Park turf upgrades and other maintenance upgrades if Rec Millage passes in November. City IT staff working on upgrading camera system in Central Parking Deck, Kellogg Park and surrounding areas with completion expected later in 2023. New holiday decorations needed. Staff looking at funding options.
	<b>**Top Priority**</b>				

2020-2024 Five-Year Action Plan

Rev. February 3, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 10/5/2023
Support Businesses	<p><b>Rethink café/outdoor dining policy</b> to include:</p> <ul style="list-style-type: none"> <li>- Closing some streets.</li> <li>- Creating woonerf on Penniman (in front of theater).</li> <li>- Creating semi-permanent dining extension into parallel parking spaces.*</li> <li>- Expanding entertainment opportunities in Kellogg Park and throughout downtown.</li> <li>- Creating "Social District" for common outdoor liquor sales.</li> <li>- Reaching decision on outdoor dining plan and considering "parklets".</li> </ul> <p>*Approved by City Commission starting in April and extending through 2021.</p>	City Commission/ DDA Board	Short-term		City Commission did not approve new Outdoor Dining Policy at 8/7/2023 City Commission Meeting. Platform policy is only in place through 2023. Downtown Day was a huge success and many businesses saw a significant boost in sales the day of the event.
	Expand use of technology.	DDA Board	Short- to Mid-term		Four EV charging stations to be installed at the new Saxton's lot after completion of reconstruction. Downtown Spotlight videos on hold until new DDA Assistant is hired.
	Engage with businesses to create artwork throughout the DDA.	DDA Board/ DDA Staff	Short-term		Potential garage mural on hold until 2024. Need to find additional funding opportunities.
	Attract new businesses and engage with existing businesses.	DDA Board/ DDA Staff	Short- to Long-term		New website design launched May 25 and staff updated all content in June. Staff updated Downtown Walking Maps and business information on downtown kiosks in July.



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\October  
**Date:** 10/9/2023  
**Re:** DDA New Hire – Assistant to the Director

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In September of this year, DDA and City staff began the hiring process to fill the Assistant to the DDA Director position vacated by Maxim Jenkins last month. After dozens of applications and several interviews, DDA staff is excited to announce the hiring of Meghan Oliver to fill the role. Her first day in the office was Monday, October 2.

Meghan will be working part-time in the office, providing Director Sam Plymale and the City of Plymouth DDA with administrative support and help with marketing and public relations initiatives. She will be working most days from 9:30 a.m. until 2:30 p.m.

Meghan grew up in Northville and has lived in the Plymouth community for the last several years. She is very knowledgeable about Downtown Plymouth businesses and events and is looking forward to contributing to the Plymouth DDA mission.



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\October  
**Date:** 10/9/2023  
**Re:** Taking Plymouth to the Next Level Community Forum

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The City of Plymouth will be holding a Community Forum called “Taking Plymouth to the Next Level” on December 5 beginning at 6:30 p.m. at the Plymouth Cultural Center. The Community Forum will be part of three days of community-building presentations by Doug Griffiths, author of *13 Ways to Kill Your Community*. Doug and his team specialize in helping communities thrive, learn, and grow so leadership can succeed, business can prosper, and families can find a great quality of life.

Plymouth DDA board members are invited and encouraged to attend the session on December 5. In 2024, the Plymouth DDA Board will begin planning for the next Five-Year Strategic Action Plan, and this forum will be a good opportunity for board members to begin thinking about the Plymouth DDA’s current and future role in the community, hear from community members, and learn some creative strategies to continue to improve Downtown Plymouth.

Please see the attached flyer or visit [www.13waysinc.com](http://www.13waysinc.com) for more information on the 13 Ways community-building program.



# Taking PLYMOUTH to the next level



ASSESSING OUR VALUES  
WORKING COOPERATIVELY  
ACCEPTING CHANGE  
AVOIDING COMPLACENCY  
BUILDING STRONG COMMUNITY  
ATTRACTING NEW BUSINESSES

**This City of Plymouth  
presentation is free and open to  
residents, business owners  
and everyone who wants to  
help our community thrive.**

**December 5, 2023**  
**Plymouth Cultural Center**  
**525 Farmer St. Plymouth, MI**

**Meet & greet and appetizers at 6:30 p.m.**  
**Presentation begins at 7:00 p.m.**



**Doug Griffiths**  
Author of  
*13 Ways  
to Kill Your Community*

Doug identifies challenges and opportunities that all communities face. His talents include seeing through the lies we tell ourselves, overcoming bad attitudes, communicating with those who are afraid to change, and building enduring prosperity for communities. His passion lies in building strong communities, because within strong communities leadership can succeed, businesses can prosper, and families can find a great quality of life. Read more at [www.13ways.ca](http://www.13ways.ca).

**For more information**  
**734-453-1234 ext. 203**



Presentation hosted by the Rotary Club of Plymouth, celebrating its 100th year of service to the community



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\October  
**Date:** 10/9/2023  
**Re:** Events Update

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DDA staff has been and will continue to be busy working on events this fall and winter season.

The most recent event, Downtown Day, on September 23 was a huge success. More than 75 gift card packages were given to Golden Ticket scavenger hunt participants throughout the day, and many downtown businesses, both retail and restaurants, reported increased foot traffic and boosted sales on the day. Kellogg Park and the adjacent areas of downtown were packed all day with people enjoying the entertainment and sidewalk sales. DDA staff would like to acknowledge the help of several volunteers who helped make Downtown Day a success. Thank you to Meghan Buzuvis, Lucia Morrison, Nancy Anderson, and City Commissioner Suzi Deal for their assistance on Downtown Day. Additional thanks to DMS worker Ken Campbell, who went above and beyond with his help setting up everything in Kellogg Park.

DDA staff's focus is now shifting to the upcoming holiday events. The DDA is directly involved in organizing two holiday events, the Main Street Boulevard Tree Lighting and Salvation Army Red Kettle Kick Off event on November 10, and Santa's Parade and Visit to Kellogg Park on November 24. In addition, DDA staff works with other organizations to make their events successful, such as the Chamber of Commerce's Pumpkin Palooza and Sun & Snow's Christmas in Plymouth event. Here is a list of major events happening in Downtown Plymouth through the rest of 2023:

- Month of October – Scarecrows in the Park
- October 22 – Pumpkin Palooza
- October 26-28 – Plymouth Recreation and PCAC Pumpkin Carving Contest in Kellogg Park
- November 3-5 & December 1-3 – Sun & Snow Ski and Snowboard Swap in the Gathering
- November 10 – Main Street Boulevard Tree Lighting and Salvation Army Red Kettle Kick Off in Kellogg Park
- November 16 – Ladies' Holiday Shopping Night
- November 24 – Santa's City of Plymouth Parade, with Joel Tacey's Holiday Magic Show in Kellogg Park
- November 24-January 1 – Walk of Trees in Kellogg Park

- November 25 – Holiday Greens Market in the Gathering
- December 2 – Plymouth Goodfellows Paper Sale
- December 7-9 – Christmas in Plymouth and Mistletoe Market
- December 10 – Compassionate Friends Worldwide Candle Lighting in Kellogg Park