



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, October 13, 2025 - 7:00 p.m.
Plymouth City Hall & Online Zoom Webinar

City of Plymouth
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1. CALL TO ORDER

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

Present: Chair Pollard, Mayor Suzi Deal, Vice Chair Richard Matsu, Members Ellen Elliott, Ed Saenz, Paul Salloum, Shannon Perry, Jennifer Frey, and Brian Harris.

Absent: Dan Johnson

Also present: DDA Director Sam Plymale, Economic Director John Buzuvis, and Finance Director John Scanlon

2. CITIZENS COMMENTS

There were no citizen comments.

3. APPROVAL OF AGENDA

Perry offered a motion, seconded by Harris, to approve the agenda for October 13, 2025.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

4. APPROVAL OF MEETING MINUTES

A. September 8, 2025 Regular Meeting Minutes

Frey pointed out a correction needed in the September 8th meeting minutes, specifically under "New Business" on page 2, where a sentence incorrectly credited her with making a motion to second the meeting minutes. This duplicate entry needed to be removed.

Perry offered a motion, seconded by Harris, to approve the minutes of the September 8, 2025 regular meeting with the correction noted by Frey.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

5. BOARD COMMENTS

Mayor Deal received gratitude from Chair Pollard for her contributions to the board, appreciation from Director Perry for her role in interviewing and offering the chance to serve, and thanks from Director Frey for her service and leadership.

Perry emphasized the DTP Forward project's 730 survey responses and how accessible it was for those not attending the event. Sam Plymale discussed that the upcoming Wednesday's meeting was a DDA meeting without decision-making due to a lack of quorum. Chair Pollard commended Downtown Day's turnout, music, and entertainment, lauding the Smith Group's engagement.

Participants valued the thorough survey feedback, and Chair Pollard mentioned that the golden ticket promotion led to two business appointments for her.

6. OLD BUSINESS

There was no old business.

7. NEW BUSINESS

A. Recommendation For Additional Hours – Assistant DDA Director

Plymale recommended promoting Assistant DDA Director Reiko Misumi-Schelm to full-time, given increased demand from additional events, infrastructure projects, marketing efforts, and community needs. Despite a doubled DDA budget and more projects over 20 years, staff hours have stayed flat. Plymale praised Reiko's work since her hire in December 2023 and subsequent promotion in August 2024, noting her expanded duties in agenda creation, grant writing, RFP development, and construction management.

Scanlon assured minimal budget impact from the promotion, which still requires city commission approval.

Elliott questioned if an administrative assistant would be needed, to which Plymale replied that current part-timers Alex and Julian would cover tasks, granting Reiko more high-level responsibilities. Mayor Deal backed the promotion, aligning it with strategic goals for staff development. Director Saenz and Chair Pollard praised Reiko's impact and availability.

RESOLUTION

The following resolution was offered by Director Elliott and seconded by Director Harris.

WHEREAS The City of Plymouth adopted a Strategic Plan that includes a goal of "Staff Development, Training, and Succession", and

WHEREAS An increased number of projects for DDA staff has increased the required workload in the DDA office, and

WHEREAS City Administration has developed a plan to convert the Assistant DDA Director position from a ¾ time to a full-time position, and

WHEREAS The City has an Ordinance in place which requires the City Commission provide prior and express approval before any full-time hiring.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby recommend to the Plymouth City Commission that the current Assistant DDA Director position be moved from a ¾ time to a full-time position. This recommendation will not be implemented without future authorization approval from the Plymouth City Commission.

There was a voice vote.

Yes: Vice Chair Matsu, Mayor Deal, Saenz, Salloum, Perry, Frey, Harris, Elliott, Chair Pollard
MOTION PASSED UNANIMOUSLY

B. JAG Entertainment Music in the Air concert production contract

Plymale stated that Plymouth DDA has worked with JAG Entertainment since 2013 for their Friday night Music in the Air concert series. The services encompass concert scheduling, band bookings, planning, insurance, sound, emcee duties, and live video streaming. As the current contract ends after 2025, both parties have agreed on a long-term contract with a price increase to address inflation and raised production costs—5.5% for 2026, steady for 2027, and 3.5% for 2028, plus an option for a two-year extension at a 2% increase annually.

Concerts have been funded via sponsorship for over a decade, with fees increased for 2026. Despite the cost hike, DDA staff find it justified, appreciating James Gietzen's and JAG Entertainment's exceptional work.

The annual production and talent fees will be \$61,875 for 2026/2027 and \$63,740 for 2028, with the expectation that sponsorship will cover these increases.

Elliott praised Gietzen's company for exemplary event management and questioned if the fees reflect the service quality.

RESOLUTION

The following Resolution was offered by Director Elliott and seconded by Director Perry.

WHEREAS The Downtown Development Authority Board of Directors desires to continue the Friday Night Music in the Air concert series, and

WHEREAS JAG Entertainment has provided turn-key services from talent booking, sound and stage management and emcee services for other local municipalities and special events, and

WHEREAS JAG Entertainment has provided excellent production service for the Music in the Air concert series in Downtown Plymouth and has also provided, as a sub-contractor, sound equipment, engineering and stage management services, and live streaming services on the DDA's YouTube channel, and

WHEREAS the DDA wishes to enter into a long-term agreement with JAG Entertainment through 2028 with the ability to extend the contract through 2030.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority approves the contract for concert production and talent for the Friday Night Music in the Air concert series with JAG Entertainment through 2028 with the potential for a two-year

extension through 2030. The cost for the services in 2026 and 2027 is \$61,875, with cost of services in 2028 at \$63,740. Funding for this effort is authorized from account #248.811.794.000.

There was a voice vote.

Yes: Vice Chair Matsu, Mayor Deal, Saenz, Salloum, Perry, Frey, Harris, Elliott, Chair Pollard
MOTION PASSED UNANIMOUSLY

8. REPORTS AND CORRESPONDENCE

A. Music in the Air 2025 Report

Assistant DDA Director Reiko Misumi-Schelm gave a report on the 2025 Music in the Air concert series and stated that DDA staff first analyzes the current year's data to identify trends for planning the 2026 season. The report identified Magic Bus and Steve King and the Dittilies as top concerts, drawing about 4,200 attendees each. Weather impacts crowd size, and popular eateries visited by concertgoers were noted.

Plymale explained the use of Placer.ai for data collection via cell phones, acknowledging attendance might be underreported, especially for those without phones. Approximately one-third of visitors came specifically for concerts, highlighting their draw.

Buzuvis confirmed data could be shared retroactively, potentially dating back to 2017, in response to Karen Sisolak's query.

Before adjournment, Mayor Deal expressed her excitement for the DDA's future work on the streetscape project, thanking the board members for their commitment and service to the community.

9. ADJOURNMENT

Perry offered a motion, seconded by Saenz, to adjourn the meeting at 7:31 p.m.

There was a voice vote.

MOTION PASSED UNANIMOUSLY