



Plymouth Downtown Development Authority Meeting Agenda August 10, 2026 7:00 p.m. Plymouth City Hall & Online Zoom Webinar

Plymouth Downtown Development Authority
831 Penniman
Plymouth, Michigan 48170

www.downtownplymouth.org
Phone 734-455-1453
Fax 734-459-5792

Join Zoom Webinar: <https://us02web.zoom.us/j/81116809607>

Webinar ID: 851 7719 0867

Passcode: 686390

1) CALL TO ORDER

*Kerri Pollard, Chairperson
Richard Matsu, Vice Chairperson
Linda Filipczak, Mayor
Cindy Eckley
Ellen Elliott
Jennifer Frey
Brian Harris
Shannon Perry
Ed Saenz
Paul Salloum*

2) CITIZENS COMMENTS

3) APPROVAL OF AGENDA

4) APPROVAL OF MEETING MINUTES

A. June 8, 2026 Regular Meeting Minutes

5) BOARD COMMENTS

6) OLD BUSINESS

A. Five-Year Strategic Action Plan Status Update

7) NEW BUSINESS

A. DTP Forward Grant Writing Assistance

8) REPORTS AND CORRESPONDENCE

A. Downtown Day in Michigan 2026

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.

City of Plymouth Strategic Plan 2022-2026

GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE

OBJECTIVES

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35th 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, June 8, 2026 - 7:00 p.m.

Plymouth City Hall & Online Zoom Webinar

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

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 Kerri Pollard, Vice Chair Richard Matsu, Directors Ellen Elliott, Jennifer Frey, Shannon Perry, Ed Saenz, Paul Salloum

Absent: Mayor Linda Filipczak, Director Brian Harris

Also present: DDA Director Sam Plymale, Deputy DDA Director Reiko Misumi-Schelm, Economic Development Director John Buzuvis

2. CITIZENS COMMENTS

No citizen comments provided.

3. APPROVAL OF AGENDA

Director Perry offered a motion, seconded by Director Frey, to approve the agenda for June 8, 2026.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

4. APPROVAL OF MEETING MINUTES

Motion made by Director Perry and seconded by Director Frey to approve:

- May 11, 2026 DDA Informational Meeting Minutes
- May 11, 2026 Regular Meeting Minutes
- May 20, 2026 Special Meeting Minutes

There was a voice vote.

MOTION PASSED UNANIMOUSLY

5. BOARD COMMENTS

Director Elliott praised staff and James's crew for the successful second Friday Night Concert, well-attended despite rain, and announced a documentary screening at The Penn Theatre on Wednesday, June 10—Nothing to See Here: Watts—featuring panelists from Watts, California, to be covered by Channel 4 and WJR. Chair Pollard noted both concerts had a strong start, contrasting with the prior year's inaugural bandshell concert, which faced freezing weather.

6. OLD BUSINESS

A. Five-Year Strategic Action Plan Status Update

DDA Director Plymale provided updates: The Central Parking Deck project is nearly done, with some spaces needing restriping by week's end. A protective bollard was added behind Ironwood. New "Walk Your Wheels" signs will be installed soon, including on restaurant patios. The next Friday Night Concert will feature Lost West, a country/rock group, and a pickup truck car show. The DTP Deals program, promoting local business specials during concerts, has initial participation from two retailers and one restaurant.

B. DTPForward Streetscape Project Update

DDA Director Plymale detailed the DTP Forward process, initiated in June 2025 with SmithGroup leading community engagement and streetscape design. Over 16 engagement sessions were held. A May 20 open house at Plymouth Cultural Center attracted 50+ attendees. SmithGroup's final deliverables—report, plan map, design concepts, phasing plan, cost analysis, funding strategy, and engagement summaries—were recommended for approval. Details are at downtownplymouth.org/dtpforward. Oliver Kyle from SmithGroup joined via Zoom for queries.

The Board discussed plan elements, including Director Salloum's safety concerns about the Main Street shared-use pathway; he suggested piloting lane reductions and parking changes first. Director Elliott questioned curbless streets' public feedback, supporting the plan if engineering revisions are possible. DDA Director Plymale and Oliver Kylie confirmed the plan allows for adjustments. Director Frey questioned future transport trends; Kylie noted the pathway's progressive design. Director Eckley suggested relocating the Church Street mid-block crossing to Adams for better alignment, though it might affect funding. Director Perry emphasized a walk-your-bike policy in Kellogg Park, which most Board members supported. Chair Pollard backed the shared-use concept, citing SmithGroup's best practices. Members also discussed delivery hours, e-bike control, and shared path management.

Director Perry offered a motion, seconded by Director Frey, to approve the resolution to accept the DTPForward Final Deliverables from SmithGroup.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

DDA Director Plymale noted that future DTP Forward updates will be part of the Five-Year Action Plan agenda item, unless engineering or ordinance-related actions are required. Next steps include staff evaluations, discussions with the City Manager and department heads, and exploring grant options. The first construction project, focusing on the Harvey/Wing Street section, is anticipated to begin in 2027.

7. NEW BUSINESS

A. Holiday Tree Lights Contractor Approval

DDA Director Plymale announced that long-time holiday tree light contractor, Holiday Light Express, has ceased operations. Quotes were sought from J. Averie of Plymouth, English Gardens Landscape Company of Pontiac, and Serene Landscape Group of Plymouth, who chose not to quote. J. Averie was recommended due to their lower equipment costs (\$500 instead of \$2,309 from English Gardens), a \$75/hour labor rate, and ability for quick storm response. English Gardens'

quote was higher due to required aerial lift trucks and a fixed assessment fee. Budget line 248-450-933.000 will cover the expenses.

Director Saenz offered a motion, seconded by Director Salloum, to approve the hiring of J. Averie of Plymouth as a contractor to handle holiday tree light maintenance.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

B. 2026-2027 DDA Budget Approval

DDA Director Plymale stated that, per Public Act 57 of 2018, the City Commission approves the DDA budget. On June 1, 2026, the Commission approved the 2026-27 budget. The DDA Board's role is a formal concurrence. Finance Director Priya King's memo highlighted an operating budget of \$1,840,024, a contingency for future streetscape costs, a \$230,000 Capital Improvement Fund transfer, and \$100,000 for parking deck maintenance.

Director Saenz offered a motion, seconded by Director Perry, to adopt the 2026-2027 DDA Budget for the fiscal year beginning July 1, 2026.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

C. 3rd Quarter DDA Budget Amendments

DDA Director Plymale noted that the 3rd quarter budget amendments for FY 2025-2026 were previously approved by the City Commission at its May 18 meeting. The only DDA-related change was a revenue increase of \$204,650 attributable to the final TIF disbursement for tax year 2025.

Director Ellitt offered a motion, seconded by Director Perry, to approve the FY 2025-2026 3rd Quarter DDA Budget Amendments.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

8. REPORTS AND CORRESPONDENCE

No reports or correspondence were presented.

9. ADJOURNMENT

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

There was a voice vote.

MOTION PASSED UNANIMOUSLY

Goal	Task	Responsible Party	Timeframe	Status Update (8/7/2026)
Enhance DDA District Aesthetics & Function	**Top Priority** Prepare a Streetscape Improvement Plan With the Following Goals: 1. Use DDA Infrastructure Plan as a framework to build on. 2. Enhance aesthetics, function and activating spaces, using industry best practices. 3. Make landscaping consistent across the DDA. 4. Revamp trees, planters, brick pavers. 5. Evaluate patio/outdoor dining opportunities. 6. Review opportunities to maximize and increase sidewalk areas/pedestrian/commerce opportunities to improve pedestrian safety. 7. Resolve infrastructure/systems issues with Gathering restrooms 8. Continue Pollinator friendly and native planting areas on city properties 9. Finalize DTP Forward Streetscape upgrade design and begin plan for implementation (Note: This project will overlap other DDA goals)	DDA Staff/ DDA Board	Short to Long-term	<u>DTP Forward</u> DDA Board accepted and approved SmithGroup's final deliverables at June DDA Board meeting. Staff has started exploring implementation and funding options. Project Set 2 construction likely for 2027. DDA and City Staff working on plan for upgrades of the north side of the parking deck (new pavement, bike rack area) and the lower walkway from the deck to Main Street (new concrete, update and minimize planters to improve pedestrian activity flow, fresh paint, potentially decorative lighting). DDA has paused Memorial Bench program until new bench locations can be identified with certainty. City staff explored ideas for permanent Gathering enclosures in 2025. Multiple contractors indicated that the current structure could not support permanent enclosure. City staff exploring options for potential bathroom upgrades. Main Street median trees have been removed. Staff looking at options to light up the median during the holiday season. Outdoor Dining Season ends October 31.
	Top Priority Create Proactive Community Engagement Plan to educate residents and business owners about the Streetscape Improvement Plan project. 1. Gather community input. 2. Educate downtown stakeholders of plan.			

Red Text = DDA Related Items from City Commission 2026 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (8/7/2026)
Improve Parking	Improve the Condition of Existing Lots by: 1. <u>**Top Priority**</u> Resurface the existing lots that are in need. 2. Prepare a plan to reconstruct/replace the Central Parking Structure. 3. Complete 2026 Central Parking Deck maintenance project	City Commission/ DDA Board	Short-term	2026 Central Parking Deck renovation project is complete. City contractor patched some holes in the lower level of the deck and across other areas of the downtown in July. Parking Deck Engineer presented Life Cycle Analysis Report at May 2024 DDA Meeting. Report indicates an approximate 20 year additional lifespan with regular maintenance. Additional lot resurfacing plans to be addressed during streetscape upgrade.
	Maximize the Number of Parking Spaces by: 1. <u>**Top Priority**</u> Re-assess parking desires of parking patrons/users via user input, needs study, or other methods. Work with the Planning Commission and businesses. 2. Work with property owners of private lots to optimize layout, number of spaces, and increase efficiency/capacity. 3. Analyze more efficient parking space design (Pull-in vs. parallel vs. angled, etc.). 4. Work with Planning Commission to review approach to businesses providing parking. Look for more collective approach. 5. Explore public/private partnerships for flex parking 6. Review parking policy (hours, locations)	City Commission/ Planning Commission/ DDA Board/ DDA Staff	Short to Mid-term	DTP Forward plan calls for the addition of on street parking spaces on Harvey Street between Ann Arbor Trail and Wing, and Main Street (both between Penniman and Church, and Ann Arbor Trail and Wing)
	Other 1. Incorporate electric vehicle (EV) charging stations.	DDA Staff/ DDA Board	Short to Long-term	Current EV charging stations at Saxton's lot are getting regular use. Potential to add more during streetscape upgrade.

Red Text = DDA Related Items from City Commission 2026 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (8/7/2026)
Improve Pedestrian Safety (Coordinate with Streetscape Improvement Plan)	**Top Priority** Create Consistent Approach to Determining Pedestrian Crossing Facilities. 1. Complete 2026 Infrastructure Program	City Commission/ DDA Board	Short-term	DTP Forward plan calls for automatic LPI, with extended LPI with push of button. Buttons will be needed for ADA compliance in future years.
	Top Priority Prepare Plan to Address Tree issues, including: 1. Develop tree replacement plan. 2. Tree grates or alternative surfacing around trees.	DDA Staff	Short-term	More than a dozen street trees have been removed due to disease or end of life span (majority on Forest). Replacement will occur during streetscape construction.
	Other 1. Ensure consistent sidewalk trim/brick work throughout the DDA. 2. Implement vehicle management features that slow cars, reduce traffic, etc. 3. Address uneven sidewalk pavement. 4. Develop a plan to activate alleys and sidewalks. 5. Eliminate obstacles on sidewalks and pedestrian crossings (such as light poles, planters, etc.).	City Commission/ DDA Board/ DDA Staff	Short-to Long-term	DDA Staff working on plan to better activate and improve walkway from Parking Deck to Main. Contractor shaved and smoothed additional sidewalk areas in July. Extensive sidewalk widening and traffic lane narrowing is part of DTP Forward plan. Brick work completed for 2026. Potential for additional repairs mid-summer if needed. Adopt-A-Planter watering runs through early October.
Kellogg Park (Coordinate with Streetscape Improvement Plan)	**Top Priority** Address Turf Issues by: 1. Explore natural/synthetic alternatives to turf grass. 2. Look into better turf management.	DDA Staff/ DDA Board	Short-term	DDA staff to explore hiring an agronomist or turf expert to complete study in 2027
	Create brick pathways that are consistent with the downtown in Kellogg Park.	DDA Staff/ DDA Board	Short-term	
	Other 1. Update the Kellogg Park landscape plan. 2. Evaluate health of existing trees. 3. Incorporate East Penniman, or use of this street, into Kellogg Park functions. 4. Add security cameras.	City Commission/ DDA Board	Short to Long-term	Curbless Street proposal surrounding Kellogg Park in DTP Forward plan would help improve accessibility for Kellogg Park functions. More discussion will be needed on this prior to engineering. Kellogg Park holiday tree was replaced in mid April 2025. An additional tree in the park had to be removed due to safety issues. Kellogg Park security cameras are up and running as of August 2024.

Red Text = DDA Related Items from City Commission 2026 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (8/7/2026)
Support Businesses	**Top Priority** Evaluate public Wi-Fi in DTP.	City Commission/ DDA Board	Short-term	DDA Board voted against pursuing public Wi-Fi in DTP at the November 2025 DDA Board Meeting.
	Support Business Goals Through: 1. Continue community events. 2. Quantify value of proposed CC & DDA improvements to businesses. 3. Encourage business involvement in DDA programs. 4. Use Redevelopment Ready Communities program as a guide to market vacant properties. 5. Implement programming to create connections to other parts of the community. 6. Address vacant commercial property concerns 7. Pursue Redevelopment Ready Communities (RRC) requirements: Onboarding for ZBA and DDA, Marketing/branding, Flexible parking requirements, Identify local economic development tools, Complete Economic Development Strategy/Plan, Capital Improvement Planning 8. Complete Floodwise process and present to CC/Community	DDA Staff/ DDA Board	Short to Long-term	Concerts have been well attended. Staff is beginning work on Fall events including Downtown Day. Business updates, events, available properties continue to be featured in monthly eNewsletter, print calendar, window slideshow. DDA website navigation improved, "business cards" and business directory updated, changes made as needed. DDA staff working with vendor on website refresh, results expected late 2026. City has moved forward with submitting a grant request to potentially address some of the downtown flooding concerns. Grant would assist in paying for design/engineering of a potential plan.
Other	Implement More Art Projects in the DDA, such as: 1. Invisible paint that appears when it rains, with messages such as "Thank you for shopping Downtown Plymouth." 2. Add more street art/painted artwork. 3. Install Phase III of Plymouth Art Walk	DDA Staff/ DDA Board	Short to Long-term	Installation of Phase III completed. Ribbon cutting ceremony held on 4/18/26. DDA Board approved funding match of \$25K with PCAC for Phase III of Plymouth Art Walk in February 2025. HDC approved Phase III in March 2025.

Red Text = DDA Related Items from City Commission 2026 City-Wide One-Year Tasks



831 Penniman Ave. Plymouth MI 48170

Ph: 734.455.1453

ADMINISTRATIVE RECOMMENDATION

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA agendas 2026/August
Date: 08/10/2026
Re: DTP *Forward* – Professional Grant Writing Assistance

BACKGROUND:

In June of 2026, the DDA Board accepted and approved the final deliverables for DTP *Forward*, Downtown Plymouth's streetscape upgrade project, from consultants at SmithGroup. These deliverables included community engagement summaries, conceptual streetscape plan designs including cross-section and associated support graphics, phasing and sequencing suggestions, probable engineering/construction costs and funding strategies.

Over the past month, DDA and City administration met to discuss project implementation, phasing and funding strategies. Preliminary discussions focused on engineering and construction projects for 2027 around either Project Set 2 (Harvey and Wing) or the area near Harvey and Fralick where underground work is needed. While specific allocation of funds for the 2027 project has not been determined at this time, it is believed that most of that project can be funded through DDA and City funding.

While work on DTP *Forward* is expected to begin in 2027 with DDA and City funding, significant funding from outside sources such as state and federal grants will be necessary to continue future work. Project Set 1 (Main Street corridor and area around Kellogg Park) is estimated to cost approximately \$20 million, and Project Set 4 (Ann Arbor Trail and Forest) is estimated to cost approximately \$8 million. Though construction on these sets is not expected for several years, the timeline to apply for grants that can address such costs dictates near term preparation.

DDA Deputy Director Reiko Misumi-Schelm is participating in SEMCOG (Southeast Michigan Council of Governments)/Grant Writing USA administered workshops to grasp the fundamentals of grant writing and administration. DDA staff met with SEMCOG representatives to explore funding sources that match the DTP *Forward* project. Based on many exploratory discussions with SEMCOG, City administration and leaders from other communities with experience in similar projects, DDA staff has

identified the need for professional grant writing assistance, especially for state and federal based grants that have complex, technical requirements and are resource-intensive and highly competitive.

SmithGroup's proposal for the streetscape upgrade design project listed professional grant writing assistance as an add-on service at a cost of \$10,000-\$20,000. While SmithGroup's exemplary work thus far indicates probable high-quality services, DDA staff believes it is best to practice due diligence to ensure the best possible professional grant writing assistance.

The RFP (Request For Proposal) process to hire SmithGroup for the design phase of DTP *Forward* took more than six months to complete, with many dedicated DDA staff hours. As there is some urgency in beginning the grant writing process – a federal grant application may take up to a year to be prepared and finalized – a more streamlined process is recommended. Instead of a comprehensive RFP, it may be best for DDA staff to gather cost quotes and qualifications over the next month to allow work on grant writing to begin before the end of 2026. DDA staff would like the DDA Board to discuss and give direction before proceeding.

RECOMMENDATION:

DDA staff recommends reaching out directly to 2-4 reputable providers of professional grant writing assistance, in addition to SmithGroup, to obtain quotes and qualification references. Submitted quotes will be reviewed, and DDA staff will make a recommendation to the DDA Board in the next month or two.

Although a resolution is attached for consideration, DDA staff requests that the DDA Board to discuss and give direction before DDA staff proceeds with seeking professional grant writing assistance.

RESOLUTION

*The following resolution was offered by Director _____ and
seconded by Director _____*

- WHEREAS The DDA Board accepted the DTP Forward Design Plan at the June 2026 DDA Board meeting, and*
- WHEREAS The DDA and City of Plymouth will need funding assistance for future portions of the DTP Forward Streetscape Project, and*
- WHEREAS DDA staff has identified a need to hire professional grant writing assistance to apply for state and federal grants, and*
- WHEREAS DDA staff recommends gathering quotes and qualifications for professional grant writing assistance services in order to make a recommendation to the DDA Board at a future DDA meeting in 2026.*

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby direct DDA staff to gather quotes and qualifications for professional grant writing assistance services over the next two months to provide a recommendation at a future DDA Board meeting in 2026.



831 Penniman Ave. Plymouth MI 48170

Ph: 734.455.1453 Fax: 734.459.5792

Information Only

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2026\August2026
Date: 08/10/2026
Re: Downtown Day in Michigan

Downtown Day was introduced in 2020 by the Michigan Downtown Association and the State of Michigan to spur economic activity and encourage consumer spending in Downtowns across the state. Michigan Governor Gretchen Whitmer has made proclamations each year declaring the fourth Saturday in September as Downtown Day in Michigan, when downtowns across the state are celebrated as unique commercial and social cores of their community. The City Commission approved this year's DDA run Downtown Day event at its July 20, 2026 regular meeting.

The Plymouth DDA is planning a day filled with activities against the backdrop of Scarecrows in the Park at Kellogg Park on Saturday, September 26th, 2026 (noon – 7 PM):

- Live music
 - Family friendly entertainment
 - DTP *Forward* info
- DTP businesses participation options:
- *DTP Tokens* scavenger hunt
 - Sidewalk sales, Downtown Day themed activities at business locations or Kellogg Park

DDA staff are currently booking music and entertainment, reaching out to DTP businesses regarding event sponsorship and participation options, and creating marketing materials to promote the event.

To celebrate and support local businesses, the DDA will organize a *DTP Tokens* scavenger hunt. Businesses that donate gift cards toward prizes will be listed as scavenger hunt participants and receive *DTP Tokens* (customized plastic coins) to hide at their locations. Visitors will visit participating businesses, explore/shop/hunt for tokens, and claim prizes at the DDA tent in Kellogg Park.

Last year during Downtown Day, DDA staff worked with consultants SmithGroup to hold a community engagement popup for the DTP *Forward* streetscape upgrade project. The DDA Board approved SmithGroup's final design deliverables in June 2026. DDA staff are currently finalizing an informational video highlighting major themes from the final designs. The video is expected to be available for public viewing at the DDA tent in Kellogg Park on Downtown Day to continue to inform the community and to maintain momentum for the DTP *Forward* project.