



Romeo Downtown Development Authority Regular Meeting

Monday, November 4, 2024 – 7:00pm

361 Morton Street, Romeo, MI 48065 South Meeting Room

AGENDA

1. Roll Call
2. Pledge of Allegiance
3. Approval of Agenda
4. Approval of the Minutes:
 - a. October 7, 2024, Regular Meeting Minutes
5. Public Forum *
6. Financial Report:
 - a. Receive & File Monthly Report
 - b. Approve payment of bills paid
7. Funding Requests - none
8. New Business:
 - a. Executive Director Recommendation
 - b. 2023/24 Attorney Fees
9. Unfinished Business:
 - a. Holiday Decor Installation Contract
 - b. Parking Lot Plan Cost Sharing
 - c. PILOP Update - Parking Management
 - d. Grant Writing Update
10. Board Member Comments
11. Adjournment

**Anyone wishing to address the DDA during the public forum is for items not on the agenda. The time limit is 3 minutes per person and a maximum of 30 minutes for the public forum or as otherwise waived. For business items on the agenda, the public may address the Board during the specified time on the agenda after a motion and second is made - at the time of further discussion.*



Romeo Downtown Development Authority

Regular Meeting

Monday, November 4, 2024

7:00 p.m.

AGENDA ACTION ITEM OVERVIEW

Agenda Item 8: New Business

a. Executive Director Recommendation

The Executive Director Search Committee interviewed two candidates for the position, and unanimously agreed to recommend Kay Pochert as the next Executive Director for the Romeo DDA. The committee felt her skills, abilities and leadership style were a good fit for the organization. While she does not have DDA experience, she brings an extensive background in strategy development, marketing, project management, administration and business development. Her experience in the real estate industry will provide a unique perspective for the Romeo DDA's economic development efforts moving forward.

The recommended offer is attached for the Board's consideration. To take advantage of an early learning opportunity, the committee suggested having Pochert attend the Michigan Downtown Association Annual Conference November 7-8, taking the place of one of the Board members. Recommended start date is November 25 so that she can be on the ground during Small Business Saturday and learn on the job preparing the next month's Board packet. Sheppard-Decius will then continue on-boarding Pochert on-site through December 15, 2024, and then will be available for any remote assistance until January 15, 2025.

The Romeo DDA salary range for this position is \$50-\$60,000, plus paid time off. The DDA does not offer healthcare or other benefits.

Recommendation: To appoint Kay Pochert as the DDA Executive Director beginning November 25, 2024, with an annual salary of \$60,000 plus paid-time off of 136 hours and 12 national holidays.

b. 2023/24 Attorney Fees

The Romeo DDA received notice from McGraw Morris, P.C., that there was an outstanding balance for services rendered from August 2023-April 2024 related to employment contracts and the sublease agreement for the office. Documentation for the services rendered were requested previously and now have finally been received this past month. All noted email and phone conversations were either with DDA Board of Directors or the other parties' attorneys related to the contracts and agreements. The total outstanding is \$10,995. The DDA will need to amend its budget to reflect these costs. Mid-year budget amendments will be brought forth in December to the Board and then will need to be approved by the Village.

Recommendation: To approve the payment of \$10,995 to McGraw Morris, P.C., for attorney fees rendered from August 2023-April 2024.

Agenda Item 9: Unfinished Business

a. Holiday Decor Installation Contract

Unfortunately, the original contractor (Zoro’s Christmas Lights) has declined the contract to install the holiday decor this year due to their underestimation of the work involved with this. There was an attempt to resolve this issue, but in the end, they declined in total. Fortunately, the other company (Hayward Holiday Light Installers out of Grand Blanc, MI) that bid on the project is still available and POW! Strategies met with them on-site to confirm their capabilities and revisions to the installation plan. After reevaluating the plan to remove all of the hanging basket hardware, POW! Strategies recommends keeping the hardware in place and filling the baskets with winter greens by Jusko’s. Jusko’s provided a sample of the basket, and also is aware of the DDA’s displeasure of the level of quality from last year’s contractor. In the end, moving to this format will protect the life-span of the hardware and the lightpoles as well. It will also cost between \$3500-\$5000 each time the DDA wants to either remove or reattach the hardware, and those costs could be put towards beautification instead on an annual basis.

While this new game plan the holiday costs will be above the budget previously approved by the Board, it will save in future costs of replacing or repairing hardware and lightpoles. It also simplifies the process. Below is the overall budget:

Holiday Decor (Purchased)	\$54,812.58
Installation	\$19,435
Winter Baskets (estimated)	\$6,900
TOTAL	\$81,147.58

The other option for the hanging baskets would be to remove the basket, but not the bracket.

Recommendation:

- To amend the Holiday Decor budget to not exceed \$81,500.
- To approve awarding the holiday decor installation contract to Hayward Holiday Light Installers in an amount not to exceed \$19,435, and to rescind the original contract approval with Zoro’s Christmas Lights.
- To approve installing winter greens in the hanging baskets (estimated quantity of 138) with Jusko’s Greenhouse in an amount not to exceed \$6,900.

b. Parking Lot Plan Update

Last month it was noted that the Village received two quotes for the parking lot engineering improvements, but that they were considerably different in pricing, therefore, an RFP would be issued. The issuance of an RFP for the Parking Lot Improvements is still in the works. Also, a draft agreement between the DDA and the Village was presented to the Village with the DDA’s

recommended changes, however, the 10% administration fee the DDA would maintain was not accepted and no other suggestion or motion was made. Further discussion regarding the next steps and timing of this agreement will be held at the Board meeting.

c. PILOP

Plans to launch Parkmobile are underway. The backend system is being set up and signage for the on-street parking spaces will arrive in two weeks. Installation of the signage will be ready prior to Thanksgiving - DPW's availability needs to be confirmed. Goal is to have the program live in December. It is recommended by Parkmobile to start with a soft launch, letting people get used to the idea by issuing warnings (as opposed to tickets) and providing information as to how to use the system in the first month. They will provide cards to handout with police issued warnings, as well as to use in the distribution at businesses for informational purposes. It is also recommended to develop a full communications plan to launch the program, including websites, social media and other modes of communication that will reach the businesses, residents and visitors. This will be established next week, and on how best to activate the plan.

d. Grant Writing Update

The Grant Writing Intern Josie Ogle has been working on developing content for the TAP Grant application, including:

- Assignment of Key Contacts for TAP Application - To proceed with the TAP application, we to designate three key contacts who will serve specific roles throughout the application and project process. These roles are critical to ensuring that the project has clear points of contact, authority, and guidance for TAP staff. Below are the required roles, descriptions, and details for the board's action:
 - Contact Person: The Contact Person will serve as the primary point of communication for TAP staff regarding application-related inquiries. This individual should be knowledgeable about the project details and able to provide relevant information as requested. The Contact Person is not required to be a DDA employee; however, if they are not, the DDA must also assign a secondary contact who is an employee and equally familiar with the project.
 - Chief Elected Official: The Chief Elected Official is typically the highest-ranking elected leader, such as a mayor or village president, who oversees the area impacted by the project.
 - Chief Administrative Official: This role is held by the representative from the applicant agency with the authority to submit the TAP application.

- Project Title Confirmation - At this time, the project is provisionally named the Romeo Downtown Streets Rejuvenation Project. This title encapsulates the project's goal of enhancing and revitalizing the streetscape of Romeo's downtown area. However, the board may wish to make changes to the title.

- Supplemental Grant Considerations and Architectural Firm Coordination - To secure additional funding through supplemental grants, she has been researching various

options to cover the required matching portion. However, most of the grants require detailed planning documents, including architectural plans and other project specifications that we currently lack. Since these documents are essential for successful grant applications and many submission deadlines are fast approaching, she has paused the pursuit of supplemental grants until an architectural firm is onboard to develop the necessary planning materials.