

Approved

Motion passes 5-0

7. Funding Request:

Request was made by the Romeo Lion's Club for donation not to exceed \$1,000 for the St. Baldrick's foundation. The donation would cover the cost of hanging/removing the charity banners in downtown Romeo. The board agreed to table this request until the DDA could further review the Bylaws to be clear if this is an acceptable use of DDA funds.

8. New Business

a. Social District

The board discussed if now was the appropriate time to proceed with implementing a Social District in downtown Romeo.

Motion to approve moving forward with implementation of a Social District in downtown Romeo.

Motion by: Lee

Second by: Hutnick

All ayes.

No:

No further discussion.

Motion passes 5-0

b. Northern Macomb Chamber of Commerce Directory Ad

1/8 page ad in the annual directory. Highlight the DDA's new logo, strengthen partnership with the business community and Chamber. Opportunity to continue highlighting our mission and purpose.

Motion to approve renewing the DDA ad in the Northern Macomb Chamber of Commerce Directory for 2025 for a cost not to exceed \$295.00.

Motion by: Lee

Second by: Osebold

Roll Call:

Yes: St Laurent, Lee, Osebold, Hutnick, VanWormer

No:

Discussion: all agreed that using a QR code in the ad to drive traffic to the DDA website would be beneficial and allow us to track success

Motion passes 5-0

c. Village Council meetings - updates from the DDA

Discussed and agreed that having a DDA update delivered to the Village Council at their monthly meetings would be beneficial for transparency and awareness of DDA initiatives.

9. Unfinished Business:

a. ParkMobile

The project has gone live and all signage is up downtown. All agreed to move any future updates to include the financial update.

Further clarification was given in regards to the Projected Revenue of \$18,000 in the DDA budget. This is a projection of income that is after any estimated fees from ParkMobile and does not include the cost of administering the program by the DDA. These funds have also been included as an expense in the DDA budget as they will be delivered to the Village Council.

b. Multi-modal Streetscape Conceptual Planning Services

We have entered into a contract with Giffels Webster. We are currently scheduling our kick off meeting.

c. Art Plan

The Girl Scouts have joined the DDA in a partnership for an Art Mural project.

Intern Josie Ogle is coordinating the ad-hoc committee to flush out a plan. A committee has been formed (Jon Rose, Andrea St. Laurent, Melissa VanWormer, Josie Ogle, Emily with Verona) and they had their first meeting. Another meeting will be scheduled and include Starkweather for expert guidance on the project.

d. Grant Writing Update

A pre-application meeting for the TAP grant was attended by the new Executive Director. Initial outlines have been drafted for our application and will continue to be developed over the next few months. Our goal is to have our conceptual plans, engineering reports and analytics ready to submit with our application to MDOT by June 2025.

e. Strategic Planning Services

We conducted our Strategy Planning session on February 26th at the DDA offices. POW Strategies is now working on delivering a formal Strategy and Action Plan to the Board at the April 2025 Board meeting.

h. Spring Decor

Spring floral installation is still on track for May 23, 2025.

10. Executive Director Report
Kay Pochert went over her current activities from February and provided an itemized report and project management list.

11. Board Member Comments
Hutnick - thanked the executive director for open and frequent communication.
Osebold - thanks Pochert and Lee for attending their Meet and Greet. It was a large turnout and everyone had a wonderful time. Also, requested Plante Moran add in categories on the itemized financial reports monthly and to make them all large enough to easily read.
Lee: Congratulations to Main's Treat for grand re-opening. Space is beautiful and you have to try the Geloto! I also enjoyed MJC's Meet and Greet - wonderful turnout. Reminded everyone that things do take time and that we don't always get instant gratification in this work but that we are on target to get a lot of big projects done. She is very excited to share the final conceptual designs from Crimson with everyone soon as they are amazing.
St. Laurent - encouraged by the fact that the DDA is moving forward and able to execute on items quickly. It shows we are doing the right things and having success.
VanWormer - enjoyed the Strategic Planning session. I am looking forward to this next year and all that we can accomplish.

12. Adjournment: 7:53 p.m.

Motioned: St. Laurent

Second: Lee

All ayes.

Motion passes: 5-0