

Approved

Romeo Downtown Development Authority Regular Meeting

Monday, June 2, 2025– 7:00 p.m.

361 Morton Street, Romeo, MI 48065 South Meeting Room

MINUTES

1. Roll Call: 7:00 p.m.
Present – Hutnick, Osebold, Lee, St. Laurent, Murdock, Stephens
Absent - Poznanski, Bowers, VanWormer

2. Pledge of Allegiance

3. Approval of Agenda

Motion by: Lee

Second by: Osebold

Discussion: Hutnick objects to limiting public comments to 3 mins. Motion revised by Lee to allow for 5 mins. each in public comment

Ayes - Lee, Osebold, Hutnick, Murdock, Stephens, St. Laurent

Nays - None

Motion Passes: 6-0

4. Approval of the Minutes:
May 5, 2025 Regular Meeting Minutes

Motion by: Lee

Second by: Osebold

No further discussion.

All ayes.

Motion Passes: 6-0

5. Public Forum:
None

6. Financial Report:
 - a. Report provided in Board packet from Plante Moran. A fund balance of \$272,447.46 was presented for May 22, 2025. The financial report was received and filed.

- b. Motion: To approve the payment of bills from April 22, 2025-May 22, 2025, in the amount of \$30,722.33.

Motion by: Lee

Second by: Osebold

Approved

Roll Call:

Yes: Lee, Osebold, Hutnick, Murdock, Stephens, St. Laurent

Nays: none

No further discussion.

Motion passes 6-0

c. 2024-2025 Budget Amendment

Motion: To approve the 2025-2026 budget as presented.

Motion by: Lee

Second by: Osebold

Ayes - Lee, Osebold, Hutnick, Murdock, Stephens, St. Laurent

Nays - none

No further discussion.

Motion Passes: 6-0

7. Funding Request:

None

8. New Business

a. **DDA Merch**

In a desire to gain exposure for DDA's new logo and brand in the community, we have designed tshirts, sweatshirts, tanks and stickers to sell to the public at events and on-site at the DDA office.

Motion to approve the merchandise order from FAMS in an amount not to exceed \$3,230.

Motion by: Lee

Second by: Osebold

Ayes - Lee, Osebold, Hutnick, Murdock, Stephens, St. Laurent

Nays - none

No further discussion.

Motion Passes: 6-0

b. **Social Media and Website RFPs**

Our six month contract with Verona Creative Marketing has expired. In reviewing performance, we have identified the need for higher quality control, consistency and engagement from our social media vendor. We are interested in measurable results and current reporting shows a lack of forward movement. Four proposals were reviewed.

“Open Boards should vote openly” and agreed with St. Laurent on keeping the voting as it has always been done. Both members cited that all DDA’s in Michigan voted this way and that calls were made to the MDA to confirm. Osebold replied “I requested the ballot voting”. She continued “I think it’s easier for new board members to have the opportunity to think through the nominations and vote appropriately. The current process can leave people feeling blind sided”. Questions were raised with how to break a tie if one should occur? Discussions went back and forth. Murdock mentioned that she was sure voting happens by ballot often and there are likely easy solutions upon researching for breaking a tie. Murdock “could see both sides” but favored the ballot approach. Stephens didn’t see a need to “change what’s not broken” and to vote as the DDA has previously done.

Motion to approve voting by ballot for the Board Officers at the July DDA Board meeting.

Motion by: Murdock

Second by: Hutnick

Ayes - Murdock, Hutnick

Nayes - Osebold Stephens, Lee, St. Laurent

No further discussion.

Motion Fails: 2-4

e. **DDA and Village Board of Trustee Joint Meeting**

In an effort to improve communication and transparency between the boards, a joint meeting is being scheduled for July 14th at the Morton meeting room at 7PM.

f. **Ignite**

Marty Hutnick has spearheaded forming a group that will bridge the gap between the community and the DDA to improve relationships, communication and outreach. The group has 4-5 interested members and is working towards scheduling their first meeting. They will be building a volunteer base and focused on service projects within the DDA.

Approved

9. Unfinished Business

a. **Multi-modal Streetscape Conceptual Planning Services**

The giffels-webster team has concluded the Public Engagement segment of our contract (received over 300 responses to the survey) and is now actively working on design concepts.

b. **Art Plan**

Art plan including conceptual designs, budget, location and management plan has been completed. TMobile grant was denied, however we are looking at other grant opportunities to apply for in the near future.

c. **Wayfinding and Attraction Strategy**

Crimson has delivered their final conceptual plans along with cost and implementation plans. The DDA and Village are researching grant opportunities.

d. **Spring Decor**

Spring floral installation has been completed..

e. **Visionary Leaders Circle**

They have scheduled 4 events for the summer months that include a Sidewalk Sale, Cruisin Main (Classic Car Night) to be held on Wednesday nights, a Chalk Walk as well as a Golden Girls Day out. The group has also scheduled its first Business Owners Social - The Summer Souiree at the Douglas House Barn to kick off summer.

h. **Velocity**

We held our second event on May 6th at the Romeo District library. Over 20 business owners attended and gained valuable social media education. So far we have had 1 DDA business awarded a 5K grant and another that has applied. There are several others interested and will be making an application. The grants are for reimbursing equipment purchases as well as services such as legal, accounting and marketing. The DDA has also issued 1 business signage grant and received another application for grant funding.

10. Executive Director Report

Kay Pochert went over her current activities from April and provided an itemized report and project management list.

Approved

11. Board Member Comments

Hutnick - wanted to welcome Murdock and Stephens to the board.

Osebold - also wanted to welcome Murdock and Stephens and thanked them for their volunteering. She also wanted to raise awareness that the Sign Grant Application should be updated to include the full process. The request should be made to the DDA board pending village approval. Once the Village approves the plans, it then comes back to the DDA board for a motion and approval for grant.

Lee: welcomed Murdock and Stephens. "It's nice to have a full board". She also thanked Jon Rose for his long service to the DDA and passion for moving things forward in downtown. She is excited for his expanding businesses.

St. Laurent - also welcomed Murdock and Stephens to the board. Wanted to give Jon Rose a "huge thank you" for all of his help especially with the floral contracts etc. She also wanted to thank the board for allowing her to serve the past two years as Chair, but she is looking forward to being a part of smaller projects going forward. She wanted to again mention and make sure the board adheres to the Open Meetings Act and that all business happens "at the table".

Murdock - Thanked the board for the warm welcome. "I look forward to helping the DDA/Romeo do great things".

Stephens - I am "shocked that I was asked to join and flattered" to serve on the board. He is looking forward to "getting things done".

12. Adjournment: 8:11 p.m.

Motion by: Osbold

Second: Hutnick

All ayes.

Motion passes: 6-0