



## Approved

- CBD events and micro-project categorization
- Reclassification of expenses within QuickBooks
- Reporting clarity and transparency
- Board oversight and approval responsibility

Danielle Kelly (Plant Moran) provided clarification on:

- Budget line items
- Project subaccounts
- QuickBooks reporting structure
- Willingness to adjust reports based on board feedback

Roll Call:

Ayes: Lee, Hutnick, Stephens, VanWormer, Osebold

Nays: St. Laurent

No further discussion.

Motion passes 5-1

7. Funding Request:  
None
8. Business Spotlight Presentation  
None
9. Committee Reports
  - A. Employment
    - The committee met and reviewed the evaluation process
    - Board evaluations will be distributed within 24 hours
    - Board members are requested to complete evaluations within seven (7) days
    - The committee will compile results and present recommendations at the February meeting
    - Employee evaluations are conducted in public session unless otherwise requested
  - B. Bylaws, Policies, Procedures
    - A meeting is scheduled for **January 14, 2026, at 4:30 PM**
  - C. Parking
    - Leadership transitioned to Melanie Care
    - Meetings will be held monthly
    - Initial meeting scheduled for January

## Approved

### 10. Unfinished Business

#### A. RFQ's

- The Executive Director reported that additional time is needed to obtain three quotes due to holiday delays

#### B. Visitor Guide Brochures

- Design is being finalized with Jordan Graphics
- Board review will occur prior to printing

#### A. Wayfinding and Attraction Strategy

- MDOT deadline is February 2026 and SEMCOG is June 2026.
- Secured 2 additional signage quotes to complete our cost analysis.
- MDOT determined our Wayfinding Signage is “decorative” more than safety or mobility focused and thus may not be a good fit for funding.
- Uncertain if the TAP grant is the right fit. RAP was the placemaking grant that most municipalities utilized previously but that program has been sunset. Looking into private funding options along with loan programs.

#### B. Multi-Modal Streetscape Project

- A date of March 25th, 6PM at the Masonic Temple.
- Actively working on grant applications for SEMCOG and MDOT due February and June.

#### C. CBD Dumpster Coral Project

- Two conceptual design quotes received:  
McKenna: ~\$21,500  
Giffels Webster: ~\$29,800

Extensive board discussion addressed:

- Project prioritization
- Cost-sharing with the Village
- Avoiding expenditure on plans without implementation
- Grant readiness vs. fiscal responsibility
- Coordination with Village Council and property ownership concerns

#### D. Village Park Playscape

- The DDA and Village office are working on final paperwork in order to secure grant funding through KABOOM.

Approved

- A decision will be made in January and if selected we will move forward with planning committee selection.

11. New Business

A. 2026 Calendar

Motion: To approve the 2026 DDA Regular Meeting Calendar

Motion by: Lee

Second by: Hutnick

All ayes

Nayes: none

No further discussion.

Motion passes 6-0

B. 2026 Action Plan

Executive Director will map out the action plan as last year with key goals and KPI's for tracking

12. Public Forum\*

13. Executive Director report

- Business outreach and one-on-one meetings
- Attendance at regional and county events
- Grant applications in progress
- Social media growth and website updates
- Completion of the Impact Report

14. Board Member comments

- Appreciation for collaboration and discussion
- Commitment to transparency and constructive communication
- Emphasis on positive engagement with Village Council

15. Adjournment

Motion: to adjourn the meeting - 8:29 pm

Motion by: Lee

Second by: St. Laurent

All ayes

Nayes: none

No further discussion.

Motion passes 6-0