



27400 Southfield Road
Lathrup Village, MI 48076

MEMORANDUM

To: Lathrup Village Downtown Development Authority Board of Directors

From: Susie Stec, Manager – Community & Economic Development / DDA Director

Date: December 16, 2019

Re: 2019 Year in Review

In accordance with PA 57 of 2018, the Lathrup Village Downtown Development Authority (LVDDA) submits the following information to fulfill the reporting requirements of the aforementioned act.

History & Mission

The LVDDA was formed and established in 1998 and expanded in 1999. Its mission is *to undertake public improvements that have the greatest impact to strengthen the downtown area and attract new investments*. To serve this mission, the LVDDA is dedicated to combining public and private resources for the physical and economic development of properties located within the district borders. LVDDA is active in the Main Street Oakland County program and is at the Associate Level.

The Board of Directors is comprised of eleven members consisting of the Mayor and ten appointees who are confirmed by City Council for four-year terms. These members have a vested interest in the district as a property owner, business owner/interest, and/or resident.

Name	Office	Stake in District	Term Ends
Kelly Garrett	Mayor		n/a
Sheryl Mitchell	Secretary	City Administrator	n/a
Jet Dhaliwahl		Property Owner	2/1/2023
Cory Fortson (<i>alternate</i>)		Business	2/1/2023
Fred Prime		Resident	2/1/2022
Dan Sugg	Vice Chair	Business	2/1/2022
Dan Verderbar		Realtor	2/1/2022
Ryan Hertz		Non-profit administrator	2/1/2021
Vernon English (<i>resigned</i>)		Resident	2/1/2021
Bobbi Lovins	Chair	Business	2/1/2020
Sam Surnow		Property Owner	2/1/2020

The LVDDA activities are supported by following City of Lathrup Village staff:

DDA Staff	Title
Susie Stec	DDA Director / Manager - Community & Economic Development
Pam Bratschi	Treasurer

In 2019, the LVDDA Board of Directors met four times, formally canceled two meetings, and had six meetings canceled due to a lack of quorum. See Appendix A for a complete attendance roster.

The LVDDA runs on a June/July fiscal year, which mirrors that of the City of Lathrup Village. The LVDDA has budgeted revenues for Fiscal Year 2019/20 of \$156,737 and expenses of \$200,686. There is a fund balance of \$1,281,117 which has been accruing over the course of many years. The intent is to use the funds as the local match when the reconstruction of Southfield Road is underway, including related streetscaping, lighting, and placemaking projects. This is a multi-jurisdictional project that includes the cities Lathrup Village, Beverly Hills, and Southfield, as well as the Road Commission for Oakland County (RCOC). While the Southfield Road Project has been in the planning states for several years, work is now being done to finalize the required Environmental Assessment with a submission goal of Spring 2020. The project partners are optimistic that approvals and funding may be secured to allow for construction to commence in five years.

Synopsis of LVDDA Activities, Accomplishments, & Events

2019 has been a year of transition for the LVDDA. The DDA Director position had been vacant since August 2018 and a new director was brought on in February 2019. Filling this position has allowed the LVDDA to undertake the following:

Accomplishments

- **Streetscaping**
New banners were designed and installed throughout the district. Additional hardware is needed to replace broken/rusted hardware on twelve poles.
- **Sign Grant Award**
LVDDA reestablished both the Façade Improvement Program and Sign Grant in 2018, and allocated funds for FY 18/19 and FY 19/20 budgets. The LVDDA received one Sign Grant application in the 2010 calendar year.
- **Informational Meetings/Open House**
Per the requirements set forth in PA 57 of 2018, LVDDA held informational meetings on August 8th and November 19th. Approximately 20 individuals attended these meetings.

- **Planning-Related Activity**

- Won the “Program on the Rise” award from Main Street Oakland County (MSOC).
- Joint Meetings between the LVDDA, City Council, & Planning Commission were established. Meetings were held in August and November.
- The city is currently updating its master plan, downtown plan, and recreation plan. They will be combined into a Comprehensive Plan, which is expected to be complete by the middle of 2020.
- Ferris State University representatives approached the city about providing civic center design concepts. LVDDA leapt at the chance have final architectural design projects which focused on redeveloping the Village Center area, as identified in the Development & TIF Plans.
- LVDDA is working with MSOC to enhance board training and engagement.

Events & Promotional Campaigns

In previous years, LVDDA & the city’s Parks & Recreation Department worked closely to host a weekly Farmers Market. Unfortunately, due to competition with other local farmers markets and difficult securing vendors, it was decided to reprogram funds that were allocated to the Farmers Market. New programming is marked with an asterisk*.

- **Southfield Road Corridor Clean-Up**

Approximately 20 volunteers came out on Sat., June 1st to participate in cleaning up the ditches along Southfield Road from Lincoln to 12 Mile Roads.

- **Shop Small Artisan Fair***

Working closely with the city’ Parks & Recreation Coordinator, LVDDA We hosted a very successful Artisan Fair & Shop Small event on Sat., Nov. 30th. Approximately 25 vendors were at City Hall. An additional 16 city-businesses participated in a LV Business Bingo. Out of the 50 Oakland Count communities that logged sales for the county’s initiative, Lathrup Village ranked 19th in total receipts received.

- **Live in LV**

The LVDDA Promotions Committee wanted to find a way to highlight businesses and events happening in the community, thus was “Live in LV” was created! The promotional campaign was kicked off at the Shop Small Artisan Fair. Businesses will be highlighted in a Facebook Live interviews throughout the year.

Appendix A: 2019 LVDDA Attendance Roster

Last Name	First Name	1/11	2/8	3/8	4/12	5/10	6/14	7/12	8/9	9/13	10/11	11/8	12/13	Total Unexcused Absences	Total EXCUSED Absences	
Lovins	Bobbi	x	canceled	x	x	x	x	x	canceled	x	x	x	x	0	0	
Prime	Fred	awn		x	x	x	x	x		x	awn	awn	awn	awn	0	4
Garrett	Kelly	x		awn	x	x	x	awn		x	awn	awn	maybe	awn	0	4
Dhaliwahl	Jet	x		A	A	awn	x	awn		awn	awn	awn	awn	awn	2	6
Hertz	Ryan	x		awn	x	awn	awn	awn		awn	awn	awn	awn	awn	0	8
Mitchell	Sheryl	x		x	awn	x	x	x		x	x	x	awn	awn	0	3
Surnow	Sam	A		A	awn	awn	awn	awn		awn	awn	awn	awn	maybe	2	7
English*	Vernon	awn		x	A	A	awn	awn		A	A	A	n/a	n/a	5	2
Sugg	Dan	x		x	x	awn	x	awn		awn	x	x	x	x	0	2
Verderbar	Dan	x		awn	x	awn	awn	awn		maybe	x	x	-	maybe	0	3
Fortson**	Cory	n/a	n/a	n/a	n/a	n/a	n/a	A	A	awn	A	A	4	1		

Key

X – Attended/rsvp yes

Awn – Absent with Notice

A – Absent/no notice

Canceled – No Quorum

Canceled – Workshop/No Quorum

*Vernon English resigned on 10/14/19

**Cory Fortson was appointed as an alternate board member on 6/17/19