



**CANTON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
Minutes of the April 17, 2024 Meeting**

This meeting was held in the Supervisor's conference room in the Canton Township Administration Building and via Zoom.

The meeting was called to order at 8:00 A.M. by Bart Patterson.

- Present:** Steve Brock, Laura Giove, Anne Marie Graham-Hudak, Seth Kleinglass, Darshan Patel, Bart Patterson, Kyle Selter, Guruveer Singh, Jacob Uhazie, Mark Waldbauer
- Absent:** John Camp, Kurt Olson, Cathy Vettese
- Staff:** Gavin Beckford, Jon LaFever
- Guests:** Gwendolyn Fowlkes, Citizen

ACCEPTANCE OF AGENDA

MOTION: by Darshan Patel, supported by Steve Brock, to accept the agenda as presented.

AYES: All present to accept the agenda as presented.

APPROVAL OF THE MARCH 20, 2024 MINUTES

MOTION: by Mark Waldbauer, supported by Anne Marie Graham-Hudak, to approve the March 20, 2024, meeting minutes.

Correction to the March 20, 2024 meeting minutes. Gwendolyn Fowlkes' last name was misspelt. Gwendolyn's last name should be corrected to reflect the spelling, Fowlkes.

AYES: All present to approve the March 20, 2024 minutes.

CITIZENS' NON-AGENDA ITEMS

No citizen's non-agenda items.

PAYMENT OF BILLS

MOTION: by Anne Marie Graham-Hudak, supported by Darshan Patel, to allow discussion of payment of the bills.

AYES: All present to accept payment of the bills.

CONSIDER APPROVAL OF BLANKET PURCHASE ORDER TO FRANK'S LANDSCAPING AND SUPPLIES LLC FOR IRRIGATION REPAIRS.

MOTION: by Mark Waldbauer, supported by Seth Kleinglass, to allow discussion of approval a blanket purchase order to Frank's Landscaping and Supplies LLC for irrigation repairs.

AYES: All present to approve blanket purchase order to Frank's Landscaping and Supplies LLC for irrigation repairs.

CONSIDER APPROVAL OF PURCHASE ORDER TO PLACER LABS, INC FOR ANALYTIC MOBILE LOCATION DATA SERVICE.

MOTION: by Darshan Patel, supported by Jacob Uhazie, to allow discussion of the proposed blanket purchase order to Placer Labs, Inc for analytic mobile location data service.

Gavin and Jon will explore with IT how to implement a DDA Canton email address that can be accessed by board members to use the Placer.ai service. This is an important service for the DDA. The rate will be prorated once approved by the board. Training sessions will be available. Contract will be reviewed at the February 2025 board meeting before the automatic renewal date in April 2025.

Implementation of availability is still being discussed. It was suggested each color block gets reviewed, so it is not specific to anyone business. The creation of an introduction package to communicate the new service to the DDA businesses is also being discussed.

AYES: All present to approve a purchase order to Placer Labs, Inc. for analytic mobile location data service.

ECONOMIC DEVELOPMENT/DDA MANAGER REPORT – APRIL 17, 2024

- **Marketing RFP**
 - I will be creating an RFP for Marketing Services, based on the requirements specified in the Marketing Task Force minutes.
 - We have secured assistance from Canton Township’s Communications and Marketing Team on a temporary basis, until a new company is hired.
 - New Moon has turned over social media passwords, website hosting contacts, logos, and recent quotes for Postcard printing.
- **Canton Today Magazine**
 - We have commenced working with Canton Today for 8 pages dedicated to DDA content.
 - For the May issue, we will focus on The Significance of a DDA and the selected sculptures for 2024 – 2025 (including a history on the sculpture project, the dedication to Melissa McLaughlin, new pieces, and artist bios).
 - Once a Marketing Service provider is selected, they will drive the content and direction, with oversight by the DDA Manager.
- **Via Funding and Separating DDA Expenditure/Benefits**
 - In order to ensure that there is clear separation between DDA expenditure/benefits and Township expenditure/benefits, we will work with Via to track the number of trips to and from the DDA Corridor. This will allow us to justify DDA spend, as we will be able to show direct impact of trips serving commerce and employment transportation.
 - We may also consider limiting the advertising on Via screens only for DDA businesses.
- **MDOT Public Meeting - M-153 Ford Rd Project at the Summit**
 - As a reminder, MDOT will be hosting an informational meeting at the Summit from 4PM – 6PM on the day of our meeting. They will address the recent news articles and questions about the impending start date of the project.

ADDITIONAL CITIZEN AND BOARD MEMBER COMMENTS

Albaugh Masonry RFP is being created for 2025 services for wall maintenance.

Once the marketing RFP has been finalized and quotes received, Gavin recommended three volunteers to review and assist in the evaluation of the proposals that are submitted. Mark Waldbauer suggested reaching out to colleges and universities to seek help with the graphic design of the postcards. Jon noted that the marketing company that is selected may also need help and guidance. It was also suggested that a staff member or outside consultant supervise the marketing needs of the DDA. The new marketing firm should be familiar with the use of the Placer.ai information. Jon and Gavin met with a local marketing company that works with other

local DDAs. Bart mentioned that he used Real Space Grader to help him privately with his real estate marketing needs, but they are mainly focused on real estate services. ShopCanton marketing campaign may need to be revitalized. There is a need for strategic planning.

Gavin will create the RFP for marketing with input from the DDA task force as soon as possible.

The comprehensive grant application has been completed for the Via funding. We are still waiting to be selected once the grant application is reviewed. There may be other funding options in the future. We will need to have clear data as to DDA corridor usage. There will be an advertising opportunity on Via buses. Different rates may apply to advertising entities outside of the DDA corridor versus inside DDA corridor. We anticipate a monthly report from Via to review activity. Data will be available to justify DDA usage. If grant is awarded to Canton, implementation could possibly occur in the fall of 2025.

The chicken sculpture (Chuck) will be moved by next month before new sculptures arrive. The dedication in honor of Melissa McLaughlin will happen during the summer in June or July.

Seth pointed out that the streetlights are out from Sheldon to Canton Center.

The meeting was adjourned at 9:00 am.