

Meeting of the DDA Board of Directors June 24, 2025 - 8:30 a.m. DDA Meeting Room A

AGENDA

- 1. Call to Order Shawn Riley
- 2. Audience Comments (3-minute limit)
- 3. Approval of Agenda and Consent Agenda
- 4. Consent Agenda
 - a. May 2025 Revenue and Expenditure Report (Attachment 4.a)
 - b. May 2025 Invoice Report (Attachment 4.b)
 - c. May 27, 2025 Meeting Minutes (Attachment 4.c)
 - d. EV Monthly Usage Report (Attachment 4.d)
 - e. 4th Quarter Budget Amendments (Attachment 4.e)
 - f. Budget Amendment Explanations (Attachment 4.f)
- 5. Executive Director Report Kate Knight (Attachment 5)
- 6. Committee Updates
 - a. Design Committee Robert Miller
 - b. Marketing Committee Amy Bonser
 - c. Parking Committee Chief Maciag
 - d. Organizational Committee DJ Boyd
 - e. Economic Development Committee David Cole
- 7. DDA Future Meetings / Important Dates (Attachment 7)
- 8. Board and Staff Communications
- 9. Adjournment Next Meeting July 22, 2025

Balance As Of 05/31/2025 % Fiscal Year Completed: 91.78

		% Fiscal Year Com	pleted: 91.78			
GL Number	Description	24-25 Original Budget	24-25 Amended Budget	YTD Balance 05/31/2025	Available Balance 05/31/2025	% Bdgt Used
Fund: 248 DOWN Account Catego Department: 00 PROPERTY TAXES	0					
248-000-404.00 248-000-418.00 248-000-451.00	O CURRENT PROPERTY TAXES O PROPERTY TAXES - OTHER	887,776.00 (1,000.00) 73,915.00	872,920.00 (1,000.00) 73,628.00	872,920.93 (2.05) 73,627.30	(0.93) (997.95) 0.70	100.00 0.21 100.00
PROPERTY	TAXES	960,691.00	945,548.00	946,546.18	(998.18)	100.11
LICENSES, FEES 248-000-490.09 248-000-490.10	NEWSPAPER RACK REGISTRATION FEES	180.00 16,500.00	60.00 13,030.00	0.00 13,027.13	60.00 2.87	0.00 99.98
LICENSES	, FEES, & PERMITS	16,680.00	13,090.00	13,027.13	62.87	99.52
STATE REVENUES 248-000-573.00	0 LCSA - PERS PROP TAX REIMBURSEMENT	30,000.00	76,578.00	45,452.90	31,125.10	59.36
STATE RE	VENUES	30,000.00	76,578.00	45,452.90	31,125.10	59.36
	ES O MISCELLANEOUS REVENUE O EV CHARGING STATION REVENUE	350.00 500.00	110.00 1,000.00	110.00 649.96	0.00 350.04	100.00 65.00
SALES &	SERVICES	850.00	1,110.00	759.96	350.04	68.46
INTEREST 248-000-665.00 248-000-665.19 248-000-665.20 248-000-665.40 248-000-665.50 248-000-665.70 248-000-669.00	O INTEREST - MI CLASS 1 DISTRIBUTED O LONG TERM INVESTMENT EARNINGS O INVESTMENT POOL BANK FEES O INVESTMENT MANAGEMENT FEES O BANK LOCKBOX FEES O CUSTODIAL FEES	10,000.00 4,000.00 9,000.00 (500.00) (700.00) (550.00) (130.00) 0.00	13,600.00 6,400.00 16,000.00 (500.00) (700.00) (400.00) (130.00) 4,475.00	13,100.67 6,400.84 15,368.62 (394.17) (598.44) (317.75) (122.07) 10,337.21	499.33 (0.84) 631.38 (105.83) (101.56) (82.25) (7.93) (5,862.21)	96.33 100.01 96.05 78.83 85.49 79.44 93.90 231.00
INTEREST		21,120.00	38,745.00	43,774.91	(5,029.91)	112.98
RENTAL INCOME 248-000-667.02		200.00	0.00	0.00	0.00	0.00
RENTAL I		200.00	0.00	0.00	0.00	0.00
248-000-677.02 248-000-677.03	0 SPONSORSHIPS - CONCERTS 0 SPONSORSHIPS - SKELETONS	32,800.00 15,000.00 5,000.00 2,000.00	32,400.00 14,645.00 2,300.00 1,540.00	34,600.00 14,644.10 2,300.00 1,538.00	(2,200.00) 0.90 0.00 2.00	106.79 99.99 100.00 99.87
GRANTS &	OTHER LOCAL SOURCES	54,800.00	50,885.00	53,082.10	(2,197.10)	104.32
MISCELLANEOUS 248-000-678.00		6,000.00	11,605.00	11,605.65 11,605.65	(0.65)	100.01
FUND BALANCE R		46,030,00	12 (24 00	0.00	12 624 00	0.00
	O APPROP OF PRIOR YEAR'S SURPLUS	46,930.00	13,634.00	0.00	13,634.00 13,634.00	0.00
FUND BAL	ANCE RESERVE	40,930.00				0.00

Attachment 4.a

Attachment 4.a

Balance As Of 05/31/2025 % Fiscal Year Completed: 91.78

		% Fiscal Year Co	mpleted: 91.78				
GL Number	Description	24-25 Original Budget	24–25 Amended Budget	YTD Balance 05/31/2025	Available Balance	% Bdgt Used	
					05/31/2025		
Fund: 248 DOWN Account Catego Department: 00							
Total Dept		1,137,271.00	1,151,195.00	1,114,248.83	36,946.17	96.79	
Revenues		1,137,271.00	1,151,195.00	1,114,248.83	36,946.17	96.79	
Department: 57 Unclassified	ry: Expenditures 3 DPW SERVICES						
248-573-706.00	0 WAGES - REGULAR FULL TIME	8,200.00	15,690.00	8,766.67	6,923.33	55.87	
248-573-707.00	O WAGES - REGULAR OVERTIME	1,705.00	4,000.00	3,198.70	801.30	79.97	
248-573-725.00	0 FRINGE BENEFITS	9,900.00	14,665.00	10,776.08	3,888.92	73.48	
248-573-801.02	O AUTOMOTIVE SERVICE	500.00	500.00	24.60	475.40	4.92	
248-573-943.00	O EQUIPMENT RENTAL - CITY	11,165.00	10,165.00	7,791.48	2,373.52	76.65	
Unclassi	fied	31,470.00	45,020.00	30,557.53	14,462.47	67.88	
Total Dept	573 - DPW SERVICES	31,470.00	45,020.00	30,557.53	14,462.47	67.88	
Department: 74 Unclassified	1 DESIGN COMMITTEE						
248-741-706.00		23,460.00	49,405.00	44,149.95	5,255.05	89.36	
248-741-709.00		72,610.00	42,000.00	34,903.47	7,096.53	83.10	
248-741-725.00		17,755.00	24,915.00	21,457.39	3,457.61	86.12	
248-741-726.00		450.00	1,750.00	1,804.17	(54.17)	103.10	
248-741-775.20		55,000.00	55,000.00	42,309.12	12,690.88	76.93	
248-741-775.21		2,500.00	3,150.00	2,183.00	967.00	69.30	
248-741-775.90		1,000.00	1,000.00	532.42	467.58	53.24	
248-741-801.00		29,870.00	43,215.00	37,522.74	5,692.26	86.83	
248-741-801.16		4,000.00	4,000.00	3,426.00	574.00	85.65	
248-741-801.19		0.00	45.00	42.63	2.37	94.73	
248-741-920.01		31,940.00	31,940.00	22,290.84	9,649.16	69.79	
248-741-920.02		18,980.00	20,980.00	20,590.31	389.69	98.14	
248-741-920.03		10,240.00	10,240.00	4,475.70	5,764.30	43.71	
248-741-938.12		38,060.00	38,060.00	27,402.50	10,657.50	72.00	
248-741-938.16		2,000.00	2,000.00	0.00	2,000.00	0.00	
248-741-962.50		480.00	975.00	973.00	2.00	99.79	
248-741-976.01		29,000.00	20,000.00	306.10	19,693.90	1.53	
248-741-976.02		75,000.00	0.00	0.00	0.00	0.00	
248-741-977.00		20,000.00	0.00	0.00	0.00	0.00	
Unclassi	5 O/T TO PUBLIC IMPROVEMENT FUND	50,000.00	50,000.00 398,675.00	0.00 264,369.34	50,000.00 134,305.66	0.00	
		<u></u>	<u> </u>		<u></u>		
•	741 - DESIGN COMMITTEE	482,345.00	398,675.00	264,369.34	134,305.66	66.31	
Unclassified	2 MARKETING COMMITTEE						
248-742-706.00		18,770.00	47,355.00	40,832.83	6,522.17	86.23	
248-742-707.00		0.00	455.00	453.75	1.25	99.73	
248-742-709.00		26,490.00	3,445.00	3,445.83	(0.83)	100.02	
248-742-725.00		11,195.00	23,795.00	19,949.49	3,845.51	83.84	
248-742-726.00		50.00	50.00	0.00	50.00	0.00	
248-742-801.00	O CONTRACTUAL SERVICES	54,365.00	47,365.00	33,443.70	13,921.30	70.61	

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Balance As Of 05/31/2025

		% Fiscal Year Com	pleted: 91.78			
GL Normhous	Barandurdan	24-25 Original	24-25 Amended	YTD Balance	Available Balance	% Bdgt
GL Number	Description	Budget	Budget	05/31/2025	05/31/2025	Used
	NTOWN DEVELOPMENT AUTHORITY					
	ory: Expenditures					
	12 MARKETING COMMITTEE					
Unclassified 248-742-801.34	40 WEB SITE MAINTENANCE	1,280.00	1,280.00	1,172.50	107.50	91.60
248-742-955.16		2,800.00	2,800.00	0.00	2,800.00	0.00
248-742-955.19		2,750.00	750.00	0.00	750.00	0.00
248-742-955.31		32,800.00	32,400.00	22,000.00	10,400.00	67.90
	20 SKELETONS EVENT	13,000.00	15,485.00	15,485.99	(0.99)	100.01
248-742-955.33	HOLIDAY TO REMEMBER EVENT	5,000.00	5,465.00	5,463.83	1.17	99.98
248-742-955.34	40 CHILI COOKOFF EVENT	2,000.00	1,390.00	1,389.41	0.59	99.96
Unclassi	ified	170,500.00	182,035.00	143,637.33	38,397.67	78.91
Total Dept	T 742 - MARKETING COMMITTEE	170,500.00	182,035.00	143,637.33	38,397.67	78.91
Department: 74	43 PARKING COMMITTEE					
Unclassified						
	00 WAGES - REGULAR FULL TIME	9,385.00	27,100.00	23,220.86	3,879.14	85.69
248-743-709.00		5,800.00	0.00	407.19	(407.19)	100.00
248-743-725.00		5,120.00	12,000.00	10,217.86	1,782.14	85.15
248-743-726.00		50.00 250.00	50.00	0.00	50.00	0.00
248-743-955.20	OO DOWNTOWN PARKING PROGRAM O/T TO PARKING FUND	104,430.00	250.00 104,430.00	0.00 104,430.00	250.00 0.00	0.00 100.00
Unclassi	<u> </u>	125,035.00	143,830.00	138,275.91	5,554.09	96.14
	T 743 - PARKING COMMITTEE	125,035.00	143,830.00	138,275.91	5,554.09	96.14
•		123,033.00	143,030.00	136,273.91	3,334.09	90.14
Unclassified	44 ORGANIZATIONAL COMMITTEE					
248-744-706.00	00 WAGES - REGULAR FULL TIME	14,075.00	40,245.00	34,830.82	5,414.18	86.55
248-744-709.00		7,730.00	0.00	397.80	(397.80)	100.00
248-744-725.00	00 FRINGE BENEFITS	7,510.00	19,050.00	16,133.74	2,916.26	84.69
248-744-726.00		1,250.00	1,250.00	798.94	451.06	63.92
248-744-730.00		50.00	50.00	0.00	50.00	0.00
248-744-801.19		0.00	2,420.00	2,419.09	0.91	99.96
248-744-802.01		6,500.00	4,000.00	1,799.60	2,200.40	44.99
248-744-853.00	·	900.00	1,510.00	1,357.50	152.50	89.90
248-744-876.00		0.00	2,559.00	1,706.32	852.68	66.68
248-744-900.00 248-744-956.00		1,215.00 3,270.00	1,215.00 0.00	292.93 0.00	922.07 0.00	24.11 0.00
248-744-958.00		1,100.00	1,400.00	1,272.50	127.50	90.89
248-744-960.00		850.00	1,550.00	800.00	750.00	51.61
248-744-962.00		4,450.00	4,925.00	4,924.00	1.00	99.98
248-744-962.01		2,500.00	2,500.00	2,446.17	53.83	97.85
248-744-965.00		119,980.00	119,980.00	119,980.00	0.00	100.00
248-744-965.01	•	(60,505.00)	(60,505.00)	(60,505.00)	0.00	100.00
Unclassi	ified	110,875.00	142,149.00	128,654.41	13,494.59	90.51
Total Dept	t 744 - ORGANIZATIONAL COMMITTEE	110,875.00	142,149.00	128,654.41	13,494.59	90.51

Department: 745 ECONOMIC DEVELOPMENT COMMITTEE

Unclassified

Attachment 4.a

Balance As Of 05/31/2025 % Fiscal Year Completed: 91.78

Attachment 4.a

(174,163.85)

24-25 24-25 YTD Balance **Available** Original **Amended** Balance % Bdgt GL Number Description Buďget Budget 05/31/2025 Used 05/31/2025 Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY Account Category: Expenditures Department: 745 ECONOMIC DEVELOPMENT COMMITTEE **Unclassified** 248-745-706.000 WAGES - REGULAR FULL TIME 28,150.00 50,745.00 5,133.08 89.88 45,611.92 248-745-709.000 WAGES - PART TIME 7,730.00 397.83 (397.83)100.00 0.00 248-745-725.000 FRINGE BENEFITS 13,645.00 21,220.00 18,465.71 2,754.29 87.02 248-745-726.000 SUPPLIES 100.00 100.00 0.00 100.00 0.00 Unclassified 49,625.00 72,065.00 64,475.46 7,589.54 89.47 Total Dept 745 - ECONOMIC DEVELOPMENT COMMITTEE 49,625.00 72,065.00 64,475.46 7,589.54 89.47 Department: 906 DEBT SERVICE Unclassified 248-906-995.303 O/T TO DEBT SERVICE FUND 167,421.00 167,421.00 170,115.00 (2,694.00)101.61 101.61 Unclassified 167,421.00 167,421.00 170,115.00 (2.694.00)Total Dept 906 - DEBT SERVICE 167,421.00 167,421.00 170,115.00 (2,694.00)101.61 211,110.02 Expenditures 1,137,271.00 1,151,195.00 940,084.98 81.66 Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY: TOTAL REVENUES 1,137,271.00 1,151,195.00 1,114,248.83 36,946.17 96.79 TOTAL EXPENDITURES 1,137,271.00 1,151,195.00 940,084.98 211,110.02 81.66

0.00

NET OF REVENUES & EXPENDITURES:

0.00

174,163.85

INVOICE DISTRIBUTION REPORT FOR CITY OF NORTHVILLE

POST DATES 05/01/2025 - 05/31/2025 POSTED AND UNPOSTED OPEN AND PAID

GL Number	Invoice Line Desc	Vendor Name	Invoice Description	Amount	Check Number
Fund: 101 GENERA		Tendor Hallie	beset (peron	Allouit	Rumbel
	AL FUND MILL RACE VILLAGE MAINTENAM	NCF			
	CONTRACTUAL SERVICES	KONE, INC.	MAY 2025 MAINTENANCE PERIOD	92.37	125238
	CONTRACTUAL SERVICES	ERIBERTO MENDOZA	LAWN SERVICE 5.5.25	514.65	125257
	CONTRACTUAL SERVICES	ERIBERTO MENDOZA	LAWN SERVICE 5/13/25	514.65	125329
	CONTRACTUAL SERVICES	ERIBERTO MENDOZA	LAWN SERVICE 5/20/2025	514.65	125329
	CONTRACTUAL SERVICES	ERIBERTO MENDOZA	LAWN SERVICE 5/27/25	514.65	None
		Total Depart	ment 524 MILL RACE VILLAGE MAINTENANCE	2,150.97	
			Total Fund 101 GENERAL FUND	2,150.97	
Fund: 248 DOWNTO	OWN DEVELOPMENT AUTHORITY				
Department: 000					
248-000-665.500	INVESTMENT ADVISORY FEES	ROBINSON CAPITAL MANAGEME	N MAY MGMT FEES	36.24	125327
			Total Department 000	36.24	
Department: 741	DESIGN COMMITTEE				
248-741-726.000	SUPPLIES	IMAGE BUSINESS SOLUTIONS,	COPIER	110.39	125343
248-741-775.200	DOWNTOWN MATERIALS	BEGONIA BROTHERS	CHRISTMAS TREE STORAGE CREATION BY BE	1,150.00	125141
248-741-775.200	DOWNTOWN MATERIALS	BEGONIA BROTHERS	CHRISTMAS TREE	23,662.00	125141
248-741-775.200	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERVICE	S DOWNTOWN MATERIALS	194.63	125274
248-741-775.200	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERVICE	s 6035322532048778	74.06	125358
248-741-775.200	DOWNTOWN MATERIALS	WEINGARTZ	STREET VACUUM - DOWNTOWN	1,409.00	125301
248-741-801.000	CONTRACTUAL SERVICES	CAMTRONICS COMMUNICATION	C CITY CAMERA SOFTWARE	78.16	125163
	CONTRACTUAL SERVICES	ASCENSION MI EMPLOYER SOL	U DDA PHYSICAL	140.00	125312
248-741-801.000	CONTRACTUAL SERVICES	OPENAI	CHATGTP PLUS SUBSCRIPTION MAY 2-JUNE2	5.00	None
	CONTRACTUAL SERVICES	CAMTRONICS COMMUNICATION	C SECURITY CAMERAS PARKING GARAGE	1,850.98	125163
	CONTRACTUAL SERVICES	HOWARD COMMERCIAL DOOR	REPAIR OF COMERICA CONNECTION GLASS O	8,489.00	125156
	CONTRACTUAL SERVICES	ASCENSION MI EMPLOYER SOL		140.00	125242
	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA JOHN DDA	198.00	125234
	ELECTRIC POWER	DTE ENERGY	STREET LIGHTING MAY 2025	1,210.67	125290
	8670805 - 118 N CENTER - D		ELECTRIC USAGE 4/15/25 - 5/15/25	189.31	125226
	8186976 - 150 E MAIN - J		ELECTRIC USAGE 4/15/25 - 5/15/25	209.84	125226
	8981178 - 200 GRISWOLD - >		ELECTRIC USAGE 4/15/25 - 5/15/25	39.39	125226
	5579639 - 127 MARY ALEX -		ELECTRIC USAGE 4/15/25 - 5/15/25	86.05	125226
	8671921 - 127 E MAIN - CC		ELECTRIC USAGE 4/15/25 - 5/15/25	100.80	125226
	ELECTRIC POWER	DTE ENERGY	STREET LIGHTING APRIL 2025	1,306.84	125220
	5691568 - 112 N WING - Y	DTE ENERGY	ELECTRIC CHARGES 4.25.25 - 5.23.25	116.88	125296
	8046563 - 126 N WING - AA		ELECTRIC CHARGES 4.25.25 - 5.23.25	18.77	125296
	LANDSCAPE MAINTENANCE	WILDTYPE DESIGN, NATIVE PL		278.00	125261
248-741-938.120		FOUR STAR SALES LLC	DOWNTOWN PLANTINGS	2,884.00	125253
	LANDSCAPE MAINTENANCE	ELLSWORTH INDUSTRIES, INC		2,172.50	125302
			Total Department 741 DESIGN COMMITTEE	46,114.27	
•	MARKETING COMMITTEE				
248-742-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	EVENT POSTCARDS	487.00	125285
		То	tal Department 742 MARKETING COMMITTEE	487.00	
	ORGANIZATIONAL COMMITTEE				
248-744-958.000	MEMBERSHIP & DUES	MICHIGAN DOWNTOWN ASSOCIA	T SUMMER WORKSHOP 25	150.00	125127
248-744-958.000	MEMBERSHIP & DUES	MICHIGAN DOWNTOWN ASSOCIA	T MDA PROGRAM FEE	200.00	125216
		Total D	epartment 744 ORGANIZATIONAL COMMITTEE	350.00	
			<u>-</u>		

INVOICE DISTRIBUTION REPORT FOR CITY OF NORTHVILLE

POST DATES 05/01/2025 - 05/31/2025 POSTED AND UNPOSTED OPEN AND PAID

Attachment 4.b

Check Number Invoice Invoice **GL Number** Line Desc **Vendor Name** Description Amount

Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY

Total Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY 46,987.51

INVOICE DISTRIBUTION REPORT FOR CITY OF NORTHVILLE

Attachment 4.b

POST DATES 05/01/2025 - 05/31/2025 POSTED AND UNPOSTED OPEN AND PAID

GL Number	Invoice Line Desc	Vendor Name	Invoice Description	Amount	Check Number
TOTALS BY	FUND	101	GENERAL FUND	2,150.97	
		248 Total For All Funds:	DOWNTOWN DEVELOPMENT AUTHORITY	46,987.51	



Downtown Development Authority Meeting of the DDA Board of Directors May 27, 2025

The May 27, 2025 meeting of the DDA Board of Directors was called to order at 8:30am.

ROLL CALL

Present: DJ Boyd, Margene Buckhave, David Cole, Jim Long, Ryan McKindles, Shawn Rilev

Absent: Mayor Brian Turnbull, Amy Bonser, Aaron Cozart, Mike Jaafar, Robert Miller

Also Present: George Lahanas / City Manager, Kate Knight / DDA Director, Stacy Pearson / DDA Assistant Director, Al Maciag / NCFD Police Chief, Barbara Moroski-Browne / Mayor Pro-Tem, Fred Sheill

AUDIENCE COMMENT None

APPROVAL OF AGENDA AND CONSENT AGENDA

Motion by **Turnbull**, **seconded** by **McKindles** to approve the agenda and consent agenda. **Motion carried** unanimously.

EXECUTIVE DIRECTOR REPORT

Knight led an update and conversation on DDA functions for the upcoming summer season, including seasonal transition of downtown, shared service positions, and positive upcoming committee reorganizations. Knight included that the Main Street Program would be something she would be bringing before the board at a future meeting.

COMMITTEE UPDATES

Design Committee –Knight shared Grissim Metz proposal for Town Square restoration inventory and analysis, a schematic design recommendation for connection to Cady Street via the existing vertical chase (parking deck stair and elevator) and Hutton Street. Knight introduced updated partnership with DPW and longtime vendor Begonia Brothers to support the DDA District.

Marketing Committee – Riley reported the Marketing Committee organizational restructuring, with new Chair Amy Bonser. Knight described new intentional DDA focus on downtown stakeholders/merchants with support from the in-house Communications Manager. Community events will be organized and communicated on broader City/ (potentially Chamber) platform. City communications department will assist.

Parking Committee – Maciag shared that the Fishbeck revised study is submitted to Council and waiting for their feedback. Once back, Maciag noted it will come to the DDA Board.

Organizational Committee – Boyd reported that Council has approved the budget for the next fiscal year beginning July 1, 2025. Boyd then led a discussion on organizational committee's responsibility to report to board, as well as the overview of the budget, priority list, and an outlook for 2025 to be reported by Knight at the next board meeting.

Economic Development Committee – Cole shared that subcommittees are meeting and the group is working on an EDC reset and bifurcation, setting active goals for the next 8 -12 months. Additionally, Cole noted that there may need to be more support for the Chamber's Farmer's Market as it impacts the traffic to downtown as well.

Motion by **Boyd**, **seconded** by **McKindles** to authorize DDA Director to execute Grissim Metz Associates contract and landscape professional services for conceptual design and planning for future downtown projects in the amount not to exceed \$22,000. **Motion carried** unanimously.

DDA FUTURE MEETINGS / IMPORTANT DATES

DDA Board meeting, July 22, 2025, 8:30am, DDA Meeting Room A.

BOARD AND STAFF COMMUNICATIONS

Pearson shared that Music in the Ville is moving forward in full swing begins May 30, 2025 and sponsorships are still open throughout the summer. Thursday night jazz concerts have been proposed by 160 Main to be held in Town Square, discussion to follow in support of the addition of concerts to the Music in the Ville lineups.

Pearson introduced an event update for Wednesday evenings, June through August, called Bags in the Ville. This family-friendly, community-welcoming series will be hosted by the DDA, produced by third party vendor Mi Chaos Cornhole on Center Street from 6:30 – 9:00pm. Dancin' in the Ville at Town Square begins in June as well.

Lahanas shared that the Northville Chamber of Commerce is in process of interviewing for the Executive Director position.

ADJOURNMENT

Motion by Long and seconded by Cole to adjourn the DDA Board meeting. **Motion carried** unanimously. **Meeting adjourned at** 9:57am.

Respectfully submitted, Stacy Pearson, Assistant DDA Director Northville DDA



NORTHVILLE DDA EV USAGE REPORT MAY-25

Charger Location	Energy (KWH) FEB	Energy (KWH) MAR	Energy (KWH) APR	Energy (KWH) MAY
123 E Cady St	1118.06	999.3	1378.744	1905.23
123 W Cady St	2039.16	1680	1340.174	1028.47
114 W Main St	1091.27	1258.7	1584.272	1422.77
Totals:	4248.49	3938	4303.19	4356.47

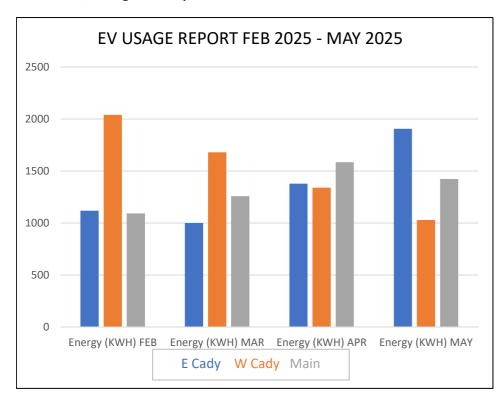
Session Totals	FEB SESSIONS	FEB SESSIONS MAR SESSIONS		MAY SESSIONS	
	168	184	188	232	

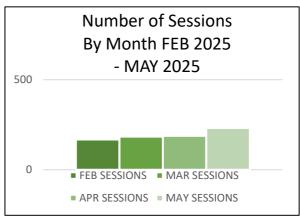
Location Cont.	Av Duration (Minutes)	# Sessions	Petrolium Dsplcmt (GAL)	Green House Gas (KG)
123 E Cady St	243.37	101	317.54	2508.24
123 W Cady St	174.85	57	171.41	1353.99
114 W Main St	155.74	74	237.13	1873.08
Totals:	573.96	232	726.08	5735.31

Annual Users	Feb-25	Mar-25	Apr-25	May-25
Sessions to Date	1861	2045	2233	2465
DDA Funds Earned	\$127.41	\$118.00	\$129.03	\$117.97

RED E CHARGING

Northville, Michigan EV Report





MAY 2025 DATA

Petrolium Dsplcmt GAL 726.08 Green House Gas KG 5735.31

CITY OF NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY BUDGET AMENDMENT REPORT

	FY 2024-25		AMENDMI	ENTS:		FY 2024-25	Actual	%	AMENDMENT
	ORIGINAL	1ST	2ND	3RD	4TH	AMENDED	YTD thru	OF	EXPLANATION
Benchmark = 92%	BUDGET	QUARTER	QUARTER	QUARTER	QUARTER	BUDGET	5/31/2025	BUDGET	(see attached)
REVENUES									
Property Taxes	960,691	(7,827)	(3,945)	(3,281)	(90)	945,548	946,546	100%	2
Licenses, Fees, Permits	16,680	-	-	(2,400)	(1,190)	13,090	13,027	100%	
Sponsorships	54,800	-	(505)	6,250	(9,660)	50,885	53,082	104%	2, 10
State Revenues	30,000	15,453	-	31,125	-	76,578	45,453	59%	3
Sales & Services	850	-	-	500	(240)	1,110	760	68%	2
Interest & Misc	21,120	-	-	13,150	4,475	38,745	43,775	113%	2
Rent	200	-	-	-	(200)	-	_	0%	
Insurance Proceeds	6,000	-	-	-	5,605	11,605	11,605	100%	
Approp of Prior Year's Surplus	46,930	(11,861)	(4,730)	(16,705)	-	13,634	-		1-11
REVENUE TOTAL	1,137,271	(4,235)	(9,180)	28,639	(1,300)	1,151,195	1,114,248	97%	
EXPENDITURES									
DPW Services	31,470	-	(4,805)	12,355	6,000	45,020	30,558	68%	7
Design Committee	482,345	(4,710)	(52,140)	(9,355)	(17,465)	398,675	264,369	66%	1, 4-8-9, 11,12
Marketing Committee	170,500	-	(685)	6,250	5,970	182,035	143,637	79%	1, 6-7, 9,13
Parking Committee	125,035	-	22,320	(4,630)	1,105	143,830	138,276	96%	6-7, 9
Organizational Committee	110,875	475	18,580	9,759	2,460	142,149	128,654	91%	1, 6-7, 9
Economic Development Committee	49,625	-	7,550	14,260	630	72,065	64,475	89%	6-7, 9
Debt Service	167,421	-	-	-	-	167,421	167,421	100%	
Unallocated Reserve		-	-	-	-	-	-		
EXPENDITURES TOTAL	1,137,271	(4,235)	(9,180)	28,639	(1,300)	1,151,195	937,391	81%	

Projected Fund Balance	
Restricted for street improvements	141,378
Assigned for compensated absences	5,000
Unrestricted fund balance	304,762
Total fund balance	451,140

City of Northville Downtown Development Authority FY 2025 Budget Report Budget Amendment Explanations

		ı
Number	Explanation	

1	Miscellaneous adjustments and reclassifications.			
2	Review of quarterly revenue activity.			
3	Higher than expected reimbursement from the State for DDA losses of personal property tax revenue due to the legislature increasing the threshold for the small business exemption (\$15,453).			
4	Preliminary engineering for curbless streets concept (\$26,690) with costs split 50/50 between City and DDA.			
5	Truck purchase by DDA occurred in prior fiscal year (\$20,000).			
6	Wage and benefit adjustments effective January 1, 2025 approved by City Council in December and anticipated future approvals once labor negotiations are completed.			
7	Change in staffing levels from original budget. Assistant DDA Director became a full-time position with additional fringe benefits. Part-time marketing assistance eliminated or reduced hours. Plans to reduce usage of seasonals and instead utilize a full-time shared laborer with DPW. Plans to hire a full-time communications specialist shared with the City in lieu of contracted assistance. Payout of a portion of vacation time accrual.			
8	Deferral of pedestrian plan implementation until a specific plan has been identified and approved (\$75,000).			
9	Higher than budget salary for the Executive Director position.			
10	Anticipated contribution from the Chamber of Commerce for the June concert series (\$6,250).			
11	Purchase of bike racks for the downtown area (\$3,000).			
12	Deferral of Design Committee Expenditures until FY 25-26 (furnishing purchases, pedestrian plan execution)			
13	Deferred FY sponsorship revenue correlating with additional concert programming produced in partnership with Chamber.			



Social Media Report

May 2025

Social Media Executive Summary

Channel Summary Highlights:

- Follower Growth Accelerated: Together, the pages gained 319 new followers, a 133% increase, bringing the total follower count to 29,644 a strong indicator of increased visibility and interest across the board.
- Engagement on the Rise: The platforms
 achieved an impressive average 8.13% average
 engagement rate, up 49%, showing content is
 connecting deeply with audiences and
 encouraging meaningful interactions.
- Reactions Nearly Doubled: With 2,460 post reactions and likes — an 85.2% increase audiences are more actively engaging with content across all pages.
- Content Output Increased: A total of 114 posts were published, up 44.3%, supporting the rise in engagement and helping sustain visibility across each community.

♦ Average post engage	∳ Followers	S New followers	● Page & profile impres
8.13% engagement rate	29,644 followers	319 new followers	266,015 impressions
→ 49% from 5.46%	~ 40.9% from 21,032	→ 133% from 137	≈ 2.9% from 258,448
◆ Page & profile reach	● Post link clicks	 ● Post reactions & likes	● Posts
161,751 users	327 clicks	2,460 reactions	114 posts
~ 2.2% from 165,341	∾ 60.4% from 826	~ 85.2% from 1,328	~ 44.3% from 79



Downtown Northville Facebook Page

Channel Summary:

- Average post engagement rate rose to 4.66%, an impressive 18% increase from last month showing stronger content resonance with the audience.
- New Followers Grew 17.3% 122 new people
 joined the Northville community, contributing to a
 steady follower growth (now at 18,042).
- Post reactions and likes climbed 12.3%, with over 1,000 users actively engaging with content.
- Opportunity Area: Clicks & Reach While engagement is strong, page reach and link clicks dropped. Strategic content tweaks could help convert reach into action.

New followers Average post engage... Followers **♦** Page & profile impres... 122 4.66% 18,042 168,562 engagement rate new followers impressions ~ 18% from 3.95% ~ 1% from 17.870 17.3% from 104 **13.9% from 195.697** ♦ Page & profile reach Post link clicks Post reactions & likes Posts 98,131 131 1,035 34 clicks posts ~ 23.3% from 127,952 58.7% from 317 12.3% from 922 № 10.5% from 38

Top Post



Say hello to Kate Knight, our new Downtown Development
Authority Executive Director! Kate is a visionary leader

236 likes and reactions

1 Top posts



The flowers are blooming, and so is Downtown Northville!

Be sure to take a walk Downtown this week to have

158 likes and reactions



Are you ready for a summer of music and fun? The Northville DDA and Northville Chamber of Commerce have

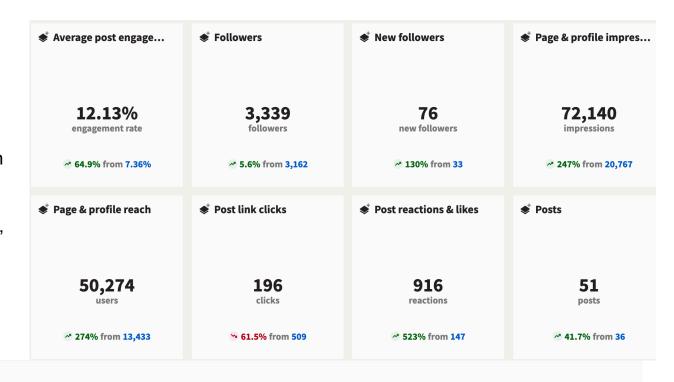
78 likes and reactions



City of Northville Facebook Page

Channel Summary:

- Average post engagement rate jumped to 12.13%, marking a 64.9% increase, showing highly resonant content and strong community interaction.
- Massive Growth in Reach Page and profile reach skyrocketed 274% to 50,274 users, and impressions rose 247%, greatly expanding visibility.
- Post reactions & likes surged by an impressive 523%, with 916 users actively engaging — a clear sign of audience enthusiasm.
- New followers more than doubled, up 130% to 76 new additions — reinforcing momentum in audience growth.



Top Post



Today we welcomed students from the University of Michigan for a tour of Northville including City Hall,

190 likes and reactions

17 Top posts





The ribbon is cut, and the Northville Farmers' Market is officially open! Froday we celebrated the grand opening

of the Northville Farmers' Market's new location with City

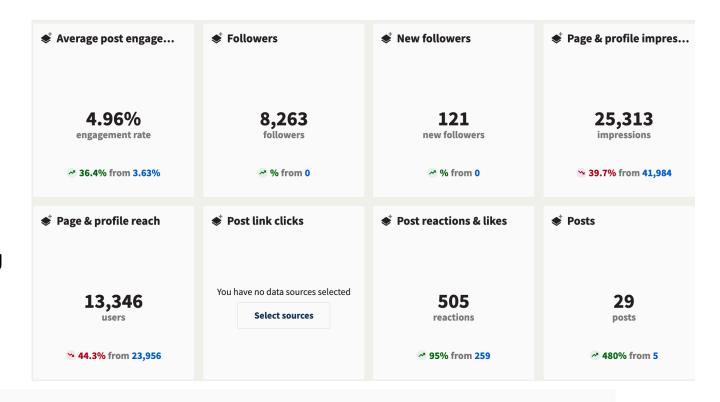
likes and reactions



Instagram Page

Channel Summary:

- The average engagement rate climbed to 4.96%, marking a solid 36.4% increase, reflecting stronger audience interest and interaction.
- With 121 new followers added from a baseline of zero, this page is showing promising early growth potential.
- Post reactions and likes jumped 95%, reaching 505, indicating content is connecting well with users.
- Post frequency skyrocketed 480%, with 29 posts published, showing a major boost in content activity.



Top Post





The flowers are planted, the banner is up, and the final touches are done. We are READY FOR MUSIC IN THE VILLE!

10₉**7** likes



The flowers are blooming, and so is Downtown Northville!

® Be sure to take a walk Downtown this week to have

104 likes

come lunch or do come channing!





DDA Meeting Schedule for 2025

January 28, 2025
February 25, 2025
March 25, 2025
April 22, 2025
* May 27, 2025
June 24, 2025
July 22, 2025
August 26, 2025
September 23, 2025
October 28, 2025
November 25, 2025
* December 16,2025

^{*} Date is a change from regular DDA scheduled meeting date.