



**Downtown Development Authority
Meeting of the DDA Board of Directors**

June 24, 2025

The June 24, 2025 meeting of the DDA Board of Directors was called to order at 8:32am.

ROLL CALL

Present: Mayor Brian Turnbull, DJ Boyd, Amy Bonser, Margene Buckhave, David Cole, Ryan McKindles, Robert Miller, Shawn Riley

Absent: Aaron Cozart, Mike Jaafar, Jim Long

Also Present: Kate Knight / DDA Director, Stacy Pearson / DDA Assistant Director, Fred Sheill

AUDIENCE COMMENT None

APPROVAL OF AGENDA AND CONSENT AGENDA

Motion by Cole, seconded by McKindles to approve the agenda and consent agenda.

Motion carried unanimously.

EXECUTIVE DIRECTOR REPORT

Knight led a discussion and presentation on a Herta Communications Report, noting that moving forward the board will be presented with social media analytics report out. Knight also relayed that SEMCOG analytics are coming soon. Discussion on downtown strategic priorities followed, led by Knight, moving through the future connection ideas between the current traditional downtown and the new Downs development. Boyd requested that the question of financial incentives to promote first floor retail leases be explored. Knight closed with a commitment to discuss executive committee expectations and research elevated education opportunities for the board as a whole in order to function at a higher level.

COMMITTEE UPDATES

Design Committee – Miller reported that GMA would be rolling out a report on the updates for Town Square as well as proposals for the connectivity issue between Town Square and the Downs development area.

Marketing Committee – Bonser gave an outlay of the new changes being implemented in the structure of the Marketing Mix group to include an internal group focused on high level promotion of Northville as well as a broader group reporting to

the communications department on events and happenings.

Parking Committee – Knight provided a note on parking counts as they occur on weeknights noting that it is only a sample and that our parking inventory is being looked at as we adjust with new changes to the area.

Organizational Committee – Boyd noted that budget discussions on DDA spending would happen at the July meeting.

Economic Development Committee – Cole provided information that Cady corridor updates are soon to come.

DDA FUTURE MEETINGS / IMPORTANT DATES

DDA Board meeting, July 22, 2025, 8:30am, City Hall Council Chambers.

BOARD AND STAFF COMMUNICATIONS

Pearson updated that all events are in full swing: Tunes on Tuesday, Bags in the Ville on Wednesday, Dancin' in the Ville on Wednesday, Thursday Solo Acoustics on Center, Thursdays Toast to the Weekend Jazz in Town Square, Friday Acoustic Bands in Old Church Square, and Saturday Big Bands in Town Square.

ADJOURNMENT

Motion by McKindles and seconded by Boyd to adjourn the DDA Board meeting.

Motion carried unanimously. **Meeting adjourned at 9:56am.**

Respectfully submitted,
Stacy Pearson, Assistant DDA Director
Northville DDA

