Main Street OAKLAND COUNTY MICHIGAN

WORKSHOP

DDA Refresh
Best Practices to Keep Your Community in Compliance and in the Know

Onsite Program & Agenda

September 26, 2019 | The University Center | 3350 Auburn Road | Auburn Hills, MI 48326

8:30 a.m.	**Badge Pick-Up and Continental Breakfast**
8:40	**Introductions & Announcements** Bret Rasegan, *Manager, Oakland County Planning Division*
8:50	**Best Practices on Board Manuals** Joe Frost, *Associate Planner, Oakland County Planning Division*
9:25	**Is Your Organization on the Path to Becoming Compliant?** Dana Walker, *Director, Michigan Downtown Association*
10:30	**How Billing Works Between DDA's and a City, Village or Township** Kristi Trevarrow, *Executive Director, Rochester DDA* Nik Banda, *Deputy City Manager and Director of Economic & Community Development, City of Rochester*
11:00	**Overview of Updating Your TIF and Downtown Development Plan** Tim Colbeck, *Associate Planner, Oakland County Planning Division*
11:20	**Stay on the Upside of Downtown Management** Annette Knowles, *Downtown/Economic Development Coordinator, City of Monroe*
11:50	**Wrap-Up**
Noon	**Close**

MAIN STREET AMERICA™

MDA MICHIGAN DOWNTOWN ASSOCIATION

OAKLAND COUNTY MICHIGAN ECONOMIC DEVELOPMENT & COMMUNITY AFFAIRS

DAVID COULTER
OAKLAND COUNTY EXECUTIVE

Speakers

JOE FROST
Associate Planner, Oakland County Planning Division
Frost has a wide variety of experience, including as a Main Street executive director, historic preservation advocate, preservation planner and historic site manager. He is a 36 CFR 61 qualified professional architectural historian/historian. In his home community of Oxford, he serves as Village President. Frost has a Master of Science in historic preservation from Ball State University and a Bachelor of Arts in geography from Michigan State University.

DANA WALKER
Director, Michigan Downtown Association (MDA)
After serving on MDA's Board of Directors for two years, Walker became the association's director in March 2019. Prior to MDA, she was the director of the Imlay City Downtown Development Authority for four years and executive director of the Imlay City Area Chamber of Commerce for four years. She has also worked for the Farmington Downtown Development Authority assisting in promotions and sponsorship drives.

Before working for municipalities, Walker owned her own gift shop in downtown Farmington – giving her insight into the needs of small business owners and the challenges downtown managers face. Currently, she is vice chair of the Imlay City Rotary Club and on the Lapeer County Community Foundation's board of directors.

KRISTI TREVARROW
Executive Director, Rochester DDA/PSD
Trevarrow has more than 20 years of community development experience, including business recruitment and retention, special events and experiential marketing. She co-hosts the downtown revitalization podcast, "Flip This Town." One of the most experienced leaders in the Main Street Oakland County program, Trevarrow led her community's achievement in winning the National Main Street's Great American Main Street Award. She has a Master of Arts degree from Wayne State University.

NIK BANDA
Deputy City Manager and Director of Economic & Community Development, City of Rochester
Banda has more than 35 years of experience in city planning and economic development. Prior to the City of Rochester, he served as the city planner and economic development director for the City of Southfield for 28 years. Banda has a bachelor's degree in urban forestry from Michigan Technological University and a master's degree in urban planning from Wayne State University.

TIM COLBECK
Associate Planner, Oakland County Planning Division

Colbeck has some 20 years of experience in the community and economic development field – working in the private, non-profit and public sectors. For seven years, he was a downtown director serving Highland Township and Ypsilanti. He is a lecturer on economic development for the Master of Public Administration program at Oakland University and has a State of Michigan real estate license. Colbeck obtained a master's degree in urban planning from Wayne State University and a Bachelor of Science in geography from Eastern Michigan University.

ANNETTE KNOWLES
Downtown/Economic Development Coordinator, City of Monroe

Knowles has 24 years (and counting!) of experience working in Michigan to revitalize downtowns in three communities – Allen Park, Farmington and Monroe. She has been involved with all facets of downtown management, including strategic work planning, project implementation, economic development, downtown master planning and infrastructure design, volunteer management and marketing promotion and communication.

Knowles has a bachelor's degree in liberal studies, focusing on political science and human resource management, from the University of Michigan-Dearborn. She obtained certification in Main Street management from the National Main Street Center and is a Master Citizen Planner. She serves on the Michigan Downtown Association's board of directors and leads its professional development committee.

Downtown Development Authority (DDA) laws, rules and regulations have been in flux over the past few years in Michigan. Changes to reporting, who can opt in and out, and other facts every DDA should know have come fast and furious. This workshop provides an overview on the best practices to keep your local DDA in compliance and in good standing with the State of Michigan, including:

- What's new
- Actions to avoid
- DDA boards and training
- TIF law - PA 57
- Updating your TIF Plan and Downtown Development Plan
- Strengthening your partnership with your city and council
- Creating a plan and sticking to it
- Involving the right stakeholders
- What the best functioning DDA's have in common

Main Street
OAKLAND COUNTY
MICHIGAN

Let the Main Street Program Help Your Community Meet its Potential

MEET THE OAKLAND COUNTY PLANNING GROUP'S MAIN STREET OAKLAND COUNTY TEAM

Providing technical services, training and promotional opportunities for the cities, villages and townships in the Main Street Oakland County program.

John Bry
Principal Planner and MSOC Program Coordinator

Ron Campbell
Principal Planner

Tim Colbeck
Associate Planner

Joe Frost
Associate Planner

Annaka Norris
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