

**DAVISON TOWNSHIP  
DOWNTOWN DISTRICT AUTHORITY  
February 3, 2026**

**MEMBERS PRESENT:** Zak Hawley, Kelly Smith, Jim Slezak, Tom Wright, Jackie Hoist, Todd Ferguson, Kurtis McMahan, Casey Clark

**MEMBERS ABSENT:** Craig Stefanko, Bill Delzer

**OTHERS PRESENT:** Brandon (ROWE)

**CALL TO ORDER**

The meeting of the Davison Township DDA was called to order at 9:00 a.m. at the Davison Township Municipal Center, 1280 N. Irish Road, Davison, MI 48423.

**ADOPT THE AGENDA**

**MOTION BY CLARK, SECOND BY MCMAHAN** to adopt the February 3, 2026, agenda.  
Motion carried unanimously.

**PREVIOUS BOARD MINUTES**

**MOTION BY CLARK, SECOND BY FERGUSON** to adopt the minutes from January 6, 2026. Motion carried unanimously.

**APPROVE BOARD BILLS**

**MOTION BY MCMAHAN, SECOND BY CLARK** to approve the board bills as presented.  
Motion carried unanimously.

**PUBLIC COMMENT**

Public comment opened at 9:02 a.m. and there were no comments. Public comment period closed 9:02 a.m.

**UNFINISHED BUSINESS**

Approve Beautification Grant Package

**MOTION BY CLARK; SECOND BY WRIGHT** to remove line 13 on page 3 regarding parking lots. Motion carried unanimously.

**MOTION BY CLARK, SECOND BY SLEZAK** to send out DDA Beautification Grant Package. Motion carried unanimously.

**NEW BUSINESS**

Discuss Fireworks for the Fourth of July

Slezak – reached out to another vendor for fireworks; the one I reached out to does not have fireworks that go above the tree line.

Wright – where are we thinking of doing this?

Hawley – rather than drone show we want to do fireworks.

Clark – is the drone show for the last day of school?

Ferguson – don't think we should spend DDA money on the parks; they should be getting donations for these types of items.

Smith – do you want me to send Casey an email and let her know what we came up with.

**MOTION BY WRIGHT, SECOND BY CLARK** to approve payment for \$5,000.00 for the drone show for the parks once they get the rest of the money for the show. Motion carried.

ROWE

Brandon from ROWE presented a slide show for the DDA Board Members of the dos and don'ts of

**DAVISON TOWNSHIP  
DOWNTOWN DISTRICT AUTHORITY  
February 3, 2026**

the DDA District. (See Attachment)

Slezak – can we put new lighting in the DDA District?

Brandon – yes, if it is in the DDA District.

Slezak – the high school has been working on safe sidewalks off Oak Road; are we able to help that?

Brandon – the best way to do that is donate to them.

Hawley – don't they have to be in the district?

Brandon – no, if you just donate.

Ferguson – it is hard to figure out where to do somethings because the district is not uniformed.

Smith – can we invest in an investment?

Wright – is there any property right now?

Slezak – no, not that we will want to purchase.

**INFORMATIONAL**

Beautification Grant Payouts Through the Years – went over that.

Consumers Energy Street Lights with Attachments for Banners

Hoist – define the area we want to start.

Ferguson – possibly Lapeer Rd.

Hoist – is ROWE able to help us with where to put these light poles with banners if we go that route.

**ADJOURNMENT**

**MOTION BY MCMAHAN, SECOND BY FERGUSON** to adjourn at 9:51 a.m. Motion carried unanimously.

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Kurtis McMahan – DDA Secretary

Attachment

# Davison Township Downtown Development Authority Meeting

## Davison Township, MI February 03, 2026

### **What is a Downtown Development Authority (DDA)?**

- Designed to revitalize and promote downtown districts
- Focuses on economic development, infrastructure, and beautification
- Funded through Tax Increment Financing (TIF) and other sources
- Partners with businesses, property owners, and local governments
- Can acquire property, improve public spaces, and support redevelopment
- Encourages private investment and job creation
- Often involved in events, marketing, and placemaking initiatives

### **DDA Activities**

- Plan for corridor improvements and/or redevelopment
- Invest in public infrastructure and amenities
- Support redevelopment and infill projects
- Promote commercial hubs identity and marketing
- Coordinate events, programming, and business support
- Act as a catalyst—not a developer—for private investment

### **What a DDA Cannot Do?**

- Raise tax rates
- Cannot fund projects outside the DDA district
- Projects and programs must be outlined in the Development Plan
- Funds must be used for public purpose. Not meant to compete with private businesses

### **Infrastructure and Capital Improvements**

- Streetscape improvements (sidewalks, lighting, trees, banners, rain gardens)
- Public infrastructure (parking lots, safe crosswalks)
- Wayfinding signage (marquee signs, archway signs, directional signage)
- Utilities and stormwater improvements (green infrastructure)

### **Public Space & Placemaking**

#### **DDAs often invest in projects that improve how people experience key commercial areas and community hubs, such as:**

- Public plazas and pocket parks
- Street furniture and public art
- Outdoor seating areas
- Gateway features and branding
- These investments make “community nodes” a destination, not just a place to pass through, creating that sense of place and feel.

### **Private Development Support**

DDAs can support private redevelopment through:

- Development agreements
- Gap financing or reimbursement programs
- Property acquisition and resale

**DAVISON TOWNSHIP  
DOWNTOWN DISTRICT AUTHORITY  
February 3, 2026**

- Demolition of obsolete structures
- The goal is to reduce risk and encourage redevelopment that aligns with the community's vision.
- **Business Support & Economic Development Programs**

DDAs can implement programs such as:

- Façade improvement grants
- Small business assistance or matching grants
- Business recruitment and retention efforts
- Signage improvement program
- Landscape, streetscape beautification and maintenance programs
- These programs help keep commercial areas occupied, vibrant, and competitive.

### **Marketing, Events, & Promotion**

DDAs often lead or support:

- Commercial branding and identity
- Events, festivals, and seasonal programming
- Business directories and marketing campaigns
- Website for DDA district

Events help:

- Increase foot traffic
- Support local businesses
- Reinforce downtown as the community's gathering place

### **Planning & Strategic Initiatives**

DDAs can fund or implement:

- DDA master plans
- Parking studies
- Market studies
- Design guidelines
- Fund a DDA sub-chapter within a Master Plan
- Planning ensures investments are intentional, coordinated, and aligned with long-term goals.

### **Other Community Projects Examples**

Police H.D. Cameras

- Project Summary: Install security cameras along main street to maintain public safety in the district. This project will be funded through DDA tax capture and public safety grants.

Increase Drainage/Storm Sewer Capacity

- Project Summary: Improve drainage and sewer capacity in the southwest quadrant of the DDA. This project will be funded by Sewer funds, Street Funds, and DDA funds.

City Park Upgrades

- Project Summary: This project includes tree removal, steps repair, and playground equipment upgrades at the City Park. This project could be funded by the DDA tax capture.

Downtown Light Pole Maintenance and/or Replacement

- Program Summary: The DDA works closely with the City to improve and maintain lighting within the DDA District.

Marketing Campaign

- Program Summary: Use marketing funds to promote downtown businesses and events to attract residents, visitors, and investors through advertising, retail activities, events, and marketing campaigns.

### **Market Study Example - Opportunity Sites EXAMPLE**

**DAVISON TOWNSHIP  
DOWNTOWN DISTRICT AUTHORITY  
February 3, 2026**

Address: 24116 Van Dyke, Building Size: 12,984 Sqft, Total Site: Over 2 Acres

**Driveshed for Balkin Hall Site**

This analysis is segmented into three analysis areas based on the “driveshed,” the distance that Balkin Hall is accessible from within a certain drive time.

These areas include:

- **Five Minutes.** Primarily Van Dyke Avenue and 10 Mile Rd, which generally remains within Center Line and encompasses the DDA area.
- **Seven Minutes.** Generally accessible by I-696 and Groesbeck Hwy, within the commuting time of students and faculty from Macomb County College South Campus
- **Ten Minutes.** Encompasses a large portion of southern Macomb County and portions of northern Wayne County.

**Tapestry Lifestyle Patterns - Segment K3 - Loyal Locals**

- Median Age of 46.2
- Residents tend to shop at discount grocery chains and frequent fast-food restaurants.
- **72%** of the driveshed went to a family restaurant within the last 6 months for a total of 119,000 customers
- These individuals use social media as well as newspapers and magazines. Recreational interests often include professional and college sports, fishing, and gardening.

**Today's Key Takeaways**

- DDA is a tool for reinvestment, revitalization, and partnership.
- Successful DDAs combine: Strategic planning, Infrastructure investment, Business support, Placemaking and Programming.
- **The Ultimate Goal:** encourage investment, improve public spaces, and support long-term economic vitality within the development area.