<table>
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<tr>
<th>Place:</th>
<th>DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104</th>
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<tbody>
<tr>
<td>Time:</td>
<td>9:00 a.m.</td>
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<tr>
<td>DDA Present:</td>
<td>Cyndi Clark, Bob Guenzel, Joan Lowenstein, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr, Sandi Smith, John Splitt</td>
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<td>DDA Absent:</td>
<td>Russ Collins, Roger Hewitt, Steve Powers</td>
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<td>Other Committee:</td>
<td>Margie Teall, Ken Klein, Charles Griffin, Jason Morgan</td>
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<td>Staff Present:</td>
<td>Susan Pollay, Executive Director</td>
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<td>Amber Miller, Planning &amp; Research Specialist</td>
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<td>Jada Hahlbrock, Management Assistant</td>
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<td>Public:</td>
<td>Sabra Briere, Ray Detter, Hisako Yabuki, Chang Ming Fan</td>
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1. Marketing. Mary Kerr, A3CVB conveyed information about their marketing activities. Q & A to explore if marketing gaps exist, and how to address them, could DDA/Area Associations utilize CVB data and mailing list to promote downtown events & businesses, and other ideas for ways the CVB & DDA could partner. The committee also discussed the DDA’s social media efforts.

2. Partnership Grant Exploration. A review of previous DDA Brownfield and partnerships grants. Ideas for how a future grant program were suggested. E.g. the Design Review Committee asked to give input into whether a new DDA grant program might help encourage attractive buildings.

3. Partner Updates
   a. AAATA. Charles Griffin gave updates on the Blake Transit Center and May milage vote. BTC is now open and a more formal grand opening will take place after the bus drive lane is complete.
   b. City Council. Sabra Briere reviewed Council action regarding the Library Lane site. She also said that the City released information on street and sidewalk work that will take place this year.
   d. WCC. Jason Morgan shared information regarding Lemonade Day, a program meant to inspire entrepreneurialism in kids. The DDA has agreed to assist WCC by helping to place some of the stands downtown. Lemonade Day 2014 is June 7.
   e. DDA. Susan Pollay shared a possible partnership with the City in which the DDA might provide a grant to transition 212 downtown DTE street lights to LED technology. She also shared a request from the Library Green Conservancy group to use the Library Lane surface lot for an Earth Day celebration April 19-22. There was discussion, and all agreed to deny the request.

4. Audience Participation. Chang Ming Fan spoke to the Committee about how his technology could assist with communications about things like the smoking ordinance.

The meeting adjourned at 11:10 pm.
Respectfully submitted, Susan Pollay, Executive Director