

# **City of Ann Arbor**

*301 E. Huron St.*

*Ann Arbor, MI 48104*

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## **Formal Minutes - Final**

**Thursday, April 27, 2023**

**8:15 AM**

**Members of the public may listen or speak at public comment,  
call: (877) 853-5247 Enter Webinar ID: 978 7207 7651**

**Larcom City Hall, 301 E. Huron St., Basement Conference Room**

**Local Development Finance Authority (LDFA)**

**I. CALL TO ORDER**

*Chair Michael Psarouthakis called the meeting to order at 8:20 a.m. at Larcom City Hall, 301 E Huron St., Basement, Conference Room and Via Zoom.*

**II. ROLL CALL**

**Present:** 5 - Stephen Rapundalo, Phil Tepley, Michele Merusi, Chair Michael Psarouthakis, and Jennifer Cornell

**Absent:** 4 - Heather Grisham, Carrie Leahy, Caryn Charter, and Annie Somerville

**III. PUBLIC COMMENT**

*None*

Public comment shall be allowed at all meetings. An individual may speak for up to three (3) minutes on any item listed on the Agenda. The Chair may extend an individual's speaking time in his/her discretion. Public comment on non-agenda items may be limited in the Chair's discretion.

**IV. APPROVAL OF AGENDA**

**V. APPROVAL OF MINUTES**

[23-0743](#) LDFA Meeting Minutes 03.23.23

**Attachments:** LDFA Meeting Minutes 03.23.23.pdf

**VI. LDFA CHAIR'S REPORT**

*None*

**VII. LDFA TREASURER'S REPORT**

*Treasurer Tepley reported that for the month of March the SPARK invoice was approximately \$310,000.00. Treasurer Tepley reported that everything was in order to support the contract.*

**23-0655** SmartZone Financial Report - 3rd Quarter FY 2023

**Attachments:** Smartzone Financial Report 03 31 23.pdf

*M. Praschan reported that the financials are in good shape and approximately \$426,000.00 will be returned to fund balance at the end of the fiscal year. M Praschan reported that financials indicate that the LDFA will not be spending the grant funds this fiscal year, and administrative support is under running due to the lack of support for that grant process.*

**VIII. REPORTS FROM SERVICE PROVIDERS**

**23-0656** SPARK 3rd Quarter Report FY 2023

**Attachments:** LDFA 22-23 Q3 Final (2).pdf, 6 Year Trends LDFA Marketing Metrics\_final (1).pdf

*B. Mayer reported that reviewing the cover sheet and high level metrics that everything was very consistent. B. Mayer stated that there was nothing out of the ordinary occurring. B. Mayer reported that jobs created this quarter is low, but everything else is consistent. B. Mayer stated that SPARK will pay attention to the jobs created metric. B. Mayer reported that companies created this quarter is at a good spot, and capital raised had a spike in 2022, however capital raised has been low in the last three quarters.*

*B. Mayer reported that the minority owned businesses served by Ann Arbor SPARK is a wide criteria that includes; American Indian, Alaskan Native, Asian Indian, Asian Pacific, Black/African American, Disadvantaged business enterprises, Handicapped owned businesses, Hispanic/Latino, LGBTQ+, Native Hawaiian, Pacific Islander, and Veteran women. The capture is broad as it is defined by the EDA. B. Mayer reported that the wide capture is a snapshot of what is happening in the Ann Arbor ecosystem.*

*B. Mayer also reported that the space in the incubator is unchanged and is holding steady with the clients. B. Mayer stated that SPARK is noticing that more people are coming back into the space as well as in-person events. Jen Hayman reported that all metrics are up. Website visits are a 58% over the last quarter, video is up 37% and social media impressions is up 25%.*

*Jen Hayman presented on the Marketing Metrics 6 year trend presentation. J. Hayman reported that overall most of the marketing methods have increased significantly. Website visits have decreased over time due to the Google Search grant that was received. J. Hayman reported that SPARK increased their marketing efforts in social media and video tools. J. Hayman stated that site visits rebounded during the COVID-19 Pandemic. J. Hayman reported that due to the Google Search grant parameter changes, funding dropped 93% between March 2018 to May 2018. The new parameter changes restricted grant spending and suspended accounts that did not have over a 5% interaction rate every month. J. Hayman reported the average cost per click skyrocketed, due to the grant changes, inflation and COVID-19.*

*J. Hayman reported that the interaction rate has increased. J. Hayman stated that targeting improved, and people are engaged with the campaigns or watching the videos that are a part of the search results. J. Hayman also reported that the total website traffic has a much healthier mix of organic searches, direct traffic, displays, social media, paid searches, and referrals from other sites. J. Hayman stated that MSTEM program contributed significantly to the social media impressions and interactions. The program is now moving back to the State, and SPARK is evaluating the potential impact of the transition back to the State on the web traffic and social media metrics. J. Hayman reported that the number of events hosted was well over 100 events. J. Hayman stated that SPARK is still offering virtual hybrid programming for the increase of accessibility. J. Hayman also reported that the nationwide average event attendance has come back to about 65% since the pandemic. SPARK estimates that they will have hosted and sponsored about 125 in person events by the end of 2023.*

#### IX. OTHER BUSINESS

[23-0657](#) LDFA Administrative Report - 3rd Quarter FY 2023

**Attachments:** LDFA FY2023 Q3 Quarterly Report.pdf

*M. Praschan reported that the performance metrics for the items that are being tracked from the third quarter are consistent. There are no changes on guidance with the gross tip capture estimate.*

[23-0744](#) LDFA - City of Ann Arbor Administrative Services Agreement FY 2024

**Attachments:** FY2024 LDFA AA Administrative Services Agreement Final.pdf

[23-0494](#) Grant Committee Report

*No Report*

**23-0495** Budget Committee Report

*Treasurer Tepley reported that the budget committee met with SPARK and reviewed the SPARK contract. Treasurer Tepley reported that the budget committee recommended that SPARK include; definitions of jobs created, proof of insurance, and a strategic plan update. Treasurer Tepley stated that SPARK did not have enough time to change the contract bill, but SPARK will have an updated bill at the next meeting. Treasurer Tepley also reported that the budget committee reviewed the line items in the SPARK contract and recommend the funding of the full bill amount. The budget committee also recommended the increase in staffing line item of the SPARK contract.*

**X. ADJOURNMENT**

*Chair Michael Psarouthakis called the meeting to adjourned at 9:46 a.m. at Larcom City Hall, 301 E Huron St., Basement, Conference Room and Via Zoom*

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**City Clerk's Office  
301 E. Huron St.  
Ann Arbor, MI 48104**

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