

**MINUTES
CITY OF FARMINGTON HILLS
FARMINGTON HILLS CITY COUNCIL
STUDY SESSION
CITY HALL – COMMUNITY ROOM
APRIL 27, 2026 – 5:30PM**

The study session of the Farmington Hills City Council was called to order by Mayor Rich at 5:30pm.

Councilmembers Present: Aldred, Boleware, Bridges (arrived 5:31pm), Dwyer, Knol (arrived 5:34pm), Rich and Starkman

Councilmembers Absent: None

Others Present: Acting City Manager Mondora, City Clerk Lindahl, Directors Farmer, Skrobola, and Sullen-Winn, Police Chief Piggott and City Attorney Joppich

The closed session started at 5:31pm

CONSIDERATION OF APPROVAL TO ENTER INTO A CLOSED SESSION TO CONSIDER AND DISCUSS WITH CHIEF PIGGOTT AND OTHER REPRESENTATIVES OF THE FARMINGTON HILLS POLICE DEPARTMENT THE SECURITY MEASURES, INCLUDING SECURITY PLANS AND PROCEDURES, WHICH RELATES TO THE ONGOING SECURITY OF CITY COUNCIL. (NOTE: COUNCIL WILL RETURN TO OPEN SESSION IMMEDIATELY FOLLOWING THE CLOSED SESSION).

MOTION by Starkman, support by Boleware, that the City Council of Farmington Hills hereby approves entering into a closed session to consider and discuss with Chief Piggott and other representatives of the Farmington Hills Police Department the security measures, including security plans and procedures, which relates to the ongoing security of City Council.

MOTION CARRIED 7-0.

The open session resumed at 6:21pm

SPONSORSHIP SOLICITATION SERVICES UPDATE

Acting City Manager Mondora explained that in March 2025 the City Council amended the Sponsorship and Advertising Policy, and in July 2025 approved a contract with the Superlative Group to pursue sponsorship and naming rights opportunities on the city's behalf.

Sean Cain, Vice President of Corporate Partnerships and Development with the Superlative Group, presented the results of the completed Phase 1 valuation and outlined the forthcoming Phase 2 strategic sales campaign. The valuation identified a portfolio of city assets with a total estimated annual fair market value of approximately \$540,000 and a total potential revenue of \$18.9 million over a 25-year term. Key opportunities identified include naming and presenting rights for the Hawk, Founders Sports Park, and Farmington Hills Ice Arena.

Mr. Cain described the Phase 2 process as a 12-month engagement during which the Superlative Group would act as a broker, prospecting a list of 200–300 companies, conducting outreach, and facilitating negotiations, while the city retains final approval authority. It was clarified that all prospective partners would be vetted with city staff prior to outreach, and that the city's in-house staff would continue to manage smaller-scale internal sponsorships separately.

Councilmember Boleware asked for clarification on the distinction between naming rights and sponsorships. Mr. Cain explained that naming rights are specific forms of sponsorship tied to physical facilities, while sponsorships more broadly can include programming and event-based partnerships. Acting City Manager Mondora confirmed that existing internal sponsorship programs—such as those generating approximately \$250,000 annually through cultural arts, recreation, and senior programs—would continue.

Councilmember Bridges inquired about what makes Farmington Hills an attractive market for this effort. Mr. Cain cited the quality and recent reinvestment in city facilities, the favorable regional demographics, and the opportunity to reach a broader multi-regional audience beyond city limits. Mr. Bridges also asked about challenges to achieving revenue targets; Mr. Cain acknowledged current economic uncertainty affecting some sectors but noted that this can create opportunities in others, particularly healthcare providers seeking to market to insured, affluent populations.

Councilmember Bridges asked whether local businesses headquartered in Farmington Hills, such as Bosch and Ally, would be among the first contacted. Mr. Cain confirmed that local and regionally headquartered organizations are typically prioritized as first-call prospects.

Councilmember Dwyer asked about the Superlative Group's compensation structure. Interim Director of Special Services Farmer confirmed that the city elected a performance-based model in which Superlative Group receives 35 percent of the total value of any agreements secured, for the duration of those agreements, with no flat retainer.

Councilmember Knol noted that Heritage Park assets were included in the valuation inventory but confirmed with staff that those opportunities would be deprioritized pending resolution of the Heritage Park Interlocal Agreement.

Council reached consensus to proceed with the Phase 2 strategic sales campaign as presented.

HERITAGE PARK INTERLOCAL AGREEMENT UPDATE

Acting City Manager Mondora reported that Oakland County Parks had communicated its current position, and that Oakland County Commissioner William Miller had expressed interest in facilitating a meeting with city representatives prior to the Oakland County Parks Commission meeting scheduled for May 6. She asked council to identify members willing to participate and to provide consensus on talking points.

The discussion centered on the expiration of the existing Interlocal agreement following the March 31 deadline and the county's refusal of the city's offer to extend the agreement by 60 days. City Attorney Joppich clarified that the agreement has expired and that a new agreement would need to be negotiated, though the previously committed \$4 million contribution from the county could potentially be reintroduced in a new agreement.

Council discussed a significant discrepancy between the city's estimate of approximately \$800,000 for repairs to the Spicer House and the county's estimate of \$3–4 million. Interim Director Farmer attributed the disparity to the county's intent to change the use and scope of the historic structures, rather than maintain them in their current capacity, inflating the projected costs. He also emphasized that the city had provided the county with full documentation on the condition of these facilities from the outset of negotiations.

Councilmember Bridges expressed concern that the city may be losing negotiating leverage, particularly given the disappearance of the \$4 million commitment. City Attorney Joppich and Councilmember Aldred both countered that the city's leverage remains intact, noting that Heritage Park represents the county's only presence in the southern portion of Oakland County and that demand exists on the county's side to reach an agreement.

City Attorney Joppich noted that council had submitted questions promptly after receiving the county's plans, which were delivered late, and that this characterization should be directly addressed in the upcoming meeting with Commissioner Miller.

Council agreed to designate Councilmembers Bridges, Knol and Starkman as representatives for the meeting with Commissioner Miller, with Acting City Manager Mondora and Interim Director Farmer also participating. Council directed staff to prepare a detailed timeline of communications and a clear set of talking points in advance of the meeting.

ADJOURNMENT

Mayor Rich adjourned the meeting at 7:17pm.

Respectfully submitted,

Carly Lindahl, City Clerk