

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Thursday, September 12, 2019 8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:02 a.m.

DDA Board Members Present: Greg Pawlica, Jacki Smith, Blake Scheer, Janice Semma, Jerome Raska, Nathan Martin, Chris Johnston

DDA Board Members Absent: Pj Jacokes, Mindy Cupples,

Staff Present: Cindy Willcock, Sommer Lynn Realy

Guests: Sheryl Stubblefield, Finance Director; Jenny Marr, Library Director; Ashleigh V. Laabs, A.Victoria MAE; Meghan Diecchio, Hamilton Anderson; Daniel Martin, Mayor of the City of Ferndale

B. Dismissals: Pj Jacokes, Mindy Cupples, Chris Johnston @ 9:50 a.m.

C. Approval of Agenda

Motion by Director Scheer to move line item IIII Call to Audience to line item II, seconded by Director Raska to approve moving Call to Audience from line item IIII to line item II, remaining agenda as presented.

All Ayes, motion carries.

D. Approval of Minutes:

Motion by Director Scheer, seconded by Mayor ProTem Pawlica to approve the minutes for August 2019 regular meeting. All ayes, motion carries.

II. Call to Audience

Union Barber; Kaitlyn and Aleshia expressed their appreciation for the Lyft code offered to businesses for their employees. Union Barber stated that Monday, Thursday, Friday and Saturday are the most beneficial days the code is used, as inquire by Chair Smith.

Mayor Daniel Martin announced his appointment as Mayor of the City of Ferndale took place at last council meeting. He will serve as Mayor for the remainder of year and not be running for re-election. Expressed he is available to help in any way he can and to reach out if he is needed.

Community Reports

A. Ferndale Area Chamber of Commerce

Mayor ProTem Pawlica noted that Member Dale Vigliarolo is unable to attend and to remind everyone the Drag Queen Bingo fundraiser will be September 25 at Boogie Fever. Information on the big Gala event will be coming shortly. Tickets are available, visit website or Facebook for purchase information.

B. Ferndale Area District Library

September calendar of events was provided. Upcoming activities include Detroit Cookie Co. Meet and Great, Book Party and Cake off to name a few. Jenny Marr, Library Director; encourages staff to be creative and program events they believe would be fun and the community would benefit from allowing for an extensive and exciting calendar of events. The Library conducting all day staff in service sessions, starting on September 20 2019 providing Occupational first aid and fire rescue training and Narcan training.

III. Consent Agenda

- A. Financial Statements
- B. DPW Downtown Maintenance Report and Summary Brief
Dan Antosik, DPW Deputy Director provided written summary report as included in packet.
- C. DDA Staff and Committee Reports

Motion by Director Raska, seconded by Director Scheer to accept the Consent Agenda as presented. All Ayes, motion carries

V. Presentation

A. A. Victoria Mae Presentation; Ashleigh V. Laabs

i. Business Retention Update

Director Scheer mentioned the business he works at received a visit and he was very put off over the lack of background knowledge campaign manager had about the business and was unaware of who the DDA board members are. Concerned there may be communications issues with AVM providing the City Manager with information prior to the DDA board.

Ashleigh V. Laabs of AVM and Deputy Director, Wilcock explained the campaign team consists of City Manager, DDA staff and AVM staff. AVM provides detailed emails to the Deputy Director of the DDA and City Manager for review and action when required.

Ashleigh V. Laabs of AVM presented breakdown of number of visits: 72 businesses have been visited from August to September / 9 surveys completed / 3 surveys emailed or meetings scheduled / 4 vacant closed business / 1 outreach for business exit survey

Chair Smith asked members of board to share what they understand the value and expected outcome is by visiting business':

- Director Raska: Exist and inform. Not convinced it should be an outside entity responsible for visits.
- Direct Scheer: Visibility, boots on ground, informing people the DDA is here for you
- Director Semma: networking, inform who – what – where – why, provide resources
- Mayor ProTem Pawlica: What is going on in their business, in efforts to retain them. What can we do for them?
- Director Martin: Brand awareness, bring awareness of existing, support it here

ii. Merchant Validation Pilot Campaign Overview

Ashleigh V. Laabs of AVM presented two business were selected based on criteria of conversations among campaign team including: location (proximity to The dot), type of business, size of business, interest in participating in the pilot and understanding the parameters of the pilot, previously showing interest in the program but not getting off the ground themselves, hours of business, interest in creating solutions vs. complaining. Approved to roll out pilot by City Manager, Joseph Gacioch.

Anita's Kitchen - \$250 from DDA TPS budget

Modern Natural Baby - \$150 from City of Ferndale parking system

iii. The dot Update

Ashleigh V. Laabs of AVM presented visual of the facelift ferndaledot.com website design and update. Funded by City of Ferndale, approved by City Manager, Joseph Gaciouh and Communications Director, Kara Sokol. Website intended to provide a streamlined resource of information regarding parking in Downtown Ferndale. Technical difficulties are being worked through so that all sites redirect to this one.

Lyft Promo Code campaign process details presented by Ashleigh V. Laabs uncovered the success rate and the appreciation from businesses. Breakdown of codes from February to August: \$11,893 of allocated funds from purchase of codes / All \$7 codes are distributed / 430 of the 500 \$14 codes are distributed / 485 have been redeemed / 414 users / \$2,989.18 spent / 49% of businesses have not used codes provided. Requested approval to purchase 100 codes for October and renewal of dot contract.

Motion by Director Martin to extend the dot contract and approve purchase of 100 Lyft codes until next board meeting on October 10 2019, seconded by Mayor ProTem Pawlica to approve the extension of dot contract including purchase of additional codes with requesting a budget review of spending verse allocated supplied by the Deputy Director. Director Raska, No. Five Ayes, motion carries

B. CIP Plan Update; Meghan Diecchio, Hamilton Anderson

Hamilton Anderson was engaged to create a Capital Improvement Plan (CIP) and TIF Plan Update. The plans are nearly complete, will supply a plan moving forward to vote on. The public meeting must be held before the board or council can vote. The Deputy Director, Wilcock suggested that by the 3rd week of October a public meeting could be held then to hold a second board meeting prior to submission to council.

Director Nathan Martin; volunteered to facilitate between City, HA and DDA to collect all information needed.

- VI.** DDA PU Update
 No updates
- VII.** Action Items
 None
- VIII.** Information Items
 Grasshopper Rooftop Patio
 Chris Morad has differed until next meeting. The Deputy Director, Wilcock provided summary and information to review in board packet of things in need of consideration. The plans were approved 4 years ago under previous ownership, with consideration of the payment in lieu of parking incentive that is in place.
- IX.** Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
 Deputy Director, Wilcock introduced/reintroduced administrator Sommer Realy as the part time employee hired for no more than 20 hours a week to maintain database and assist with various tasks
- X.** Adjournment
 Motion to adjourn the meeting at 10:17 a.m. All ayes, motion carries.