FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**THURSDAY, MAY 10, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:07 a.m.

**DDA Board Members Present**: Dean Bach, Jacki Smith, Dave Coulter, Blake Scheer, PJ Jacokes,

**DDA Board Members Absent**: Mindy Cupples, Chris Johnston, Jerome Raska, Nathan Martin, Council

**Staff Present**: Barry Hicks, Cindy Willcock, Torri Buback

**Guests:** Jordan Twardy, City of Ferndale Planning Director, Jenny Marr of Ferndale Public Area District Library, Kimberly Spencer & Dale Vigliarolo, Chamber of Commerce

B. Dismissals: Mindy Cupples, Chris Johnston, Jerome Raska, Nathan Martin, Council

C. Approval of Agenda

Motion by Director Smith seconded by Director Scheer to approve the agenda as presented. All Ayes, motion carries.

D. Approval of Minutes: April 2018

Motion by Director Jacokes, seconded by Director Scheer to approve the Minutes for April 2018 as presented. All Ayes, motion carries.

**II.** Consent Agenda

1. Staff Report
2. Park Ferndale – Parking Permits
3. Financial Statement

Motion by Mayor Coulter seconded by Director Jacokes to accept the Consent Agenda as presented. All Ayes, motion carries.

**III**. Community Reports

1. Chamber of Commerce Kimberly Spencer and Dale Vigliarolo

Director Spencer was hired last year to help with office administration and has recently been promoted to Director of Operations. Artist in You is coming up next Tuesday, May 15th. Rainbow Run is scheduled and ready for June 2nd from 10am – 12pm. There are also 2 video projects coming up to showcase the Chamber and the cities they serve. The videos are scheduled for completion this summer and there is consideration around implementing a You Tube channel to showcase the videos. The Chamber and Royal Oak Township are examining the possibility of holding joint events in the future. Director Vigliarolo added that he is very excited about the future of the Chamber. Right now, they are focusing on rebuilding the Chamber before they begin planning or adding events to their schedule, such as the golf outing. Director Vigliarolo is also very excited about having Kimberly take the lead and said there has been more done in one month than in an entire year.

1. Ferndale Area District Library Jenny Marr

The next Adulting 101 is presentation is scheduled for tonight with Rouge to teach hair and makeup. The library will be closed for 4 days as all libraries in the area will be affected by an IT upgrade and will open back up on the Wednesday after Memorial Day. The library will be participating in Clean the Ferndale Up and on May 23rd, there will be a Bicycle 101 class. Every other month, there is a book party held at The Emory every other month.

**IV.** Action Items

1. MP Gardens Barry Hicks

As a gesture of our gratitude for the FADL’s generosity to capture the TIF revenues that provide DDA funding, it has been proposed that the DDA will allocate funds toward improving the landscape in front of the library. Michael Patrick put together a proposal for $13,230 (including the initiative to hook into the City’s water supply) to support the improvements projected to be made to the library’s landscape. This will also allow us to test this system before deciding on adding it to any other downtown sections. To answer Director Scheer’s question about the start date, it will be the day plantings begin and it will take a year to begin seeing results. All ayes, motion carries.

Motion by Director Scheer seconded by Director Smith to authorize the Executive Director to sign the contracts with MP Gardens/Imagine Do for a not-to-exceed amount of $13,230 to be paid from account 248-000-977-000 (Public Improvements) and reimbursed to the DDA through the library TIF capture once funds have been transferred. All ayes, motion carries.

B. Temporary Parking Solutions – Chariot Jordan Twardy

In 2017, the DDA Board approved a set-aside amount of $100,000 to be utilized for Temporary Parking Solutions and Business Support services during the construction of The dot. At this time, none of these funds have been allocated to a specific service or contract. The City has been working with the DDA on multiple possible services and solutions to assist businesses with getting their customers and staff around Downtown Ferndale while the Troy Lot is offline during construction. Director Jacokes asked how long the transportation runs during off peak hours. Twardy answered, 30 minutes. Pleasant Ridge is waiting for us, but they have already committed 12K. Special events carry a 15-minute wait time. Chariot will manage everything, and they run an app. Noon – Midnight is the peak time. Director Scheer asked if there is a plan to handle drunks and people that could be susceptible to riding all day. Twardy is looking into it and will have an answer shortly. Director Smith is concerned with the start date being 8/1 and generating excitement among the community as it will be summer and less need for vehicular transportation. Twardy also added that Chariot needs 4 weeks’ notice before we can deploy. Not ideal, but we can make it work.

Motion by Director Smith, seconded by Director Jacokes, to approve the City’s request for a not-to-exceed allocation of $35,000 from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services provided by Chariot. All ayes, motion carries.

1. Request for Proposals: Development & Capital Improvement Plan Barry Hicks

Director Hicks would like to focus on the Capital Improvement Plan and looking for a consultant that can help us align our plan with the City’s plan and with our new form-based codes. We need to see where we should be using our money the most - what projects we need to prioritize and what we have money for. Director Hicks would like to appoint an RFP Committee with daytime availability, as well as incorporate the library into the RFP selection process. Mayor Coulter believes this will be very helpful in showing what we need and where we need it.

Motion by Director Jacokes to authorize the Executive Director to post the Request For Proposals, subject to modification, to solicit consultants to assist the DDA with developing a Downtown Development and Capital Improvement Plan and work with the Attorney to finalize any necessary legal language. All ayes, motion carries.

1. Executive Committee Director Bach

Director Bach announced Director Johnston stepped down from the Executive Committee due to time constraints with his current schedule. Director Scheer is nominated as the Treasurer and Director Smith as the Vice Chair as Director Smith has stepped down from being Treasurer.

Motion by Director Bach, seconded by Mayor Coulter to approve Director Scheer as DDA Board Treasurer and Director Smith as DDA Board Vice Chair. All ayes, motion carries.

**V.** Call to Committee Chairs & Board Members & Staff

Deputy Director Willcock announced tonight is the Main Street Awards, we have two nominees in the Downtown. Next week is the Bike Rodeo, come out and show your support. Clean the Ferndale Up is around the corner, we encourage everyone to sign up and ask your friends and family to sign up. We now have a private Facebook group for our Downtown business to share information and gather pertinent data. Text alerts are up and running. People will need to sign up for their updates. Art of the Cocktail is coming up – 6/21. The movie decisions for Get Reel are in the final stages. We’ll be doing Napoleon Dynamite in July with fun, engaging activities for the whole family. Parks and Rec are also having an outdoor movie the same day, in the future, we’ll do better about coordinating with other events/departments.

Director Hicks addressed the staff reports as they contain everyone’s Main Street experience requesting board members to read the document. Also looking for volunteers for the RFP committee with day availability for the interviews. Design Committee received some quotes on the crosswalk designs.

Director Bach wanted to thank Chris Johnston for his work on the executive committee.

**VI.** Adjournment

Motion by Director Bach, seconded by Director Scheer to adjourn the meeting. All Ayes, meeting adjourned at 9:12 a.m.