FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, March 14, 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, Janice Semma, Mindy Cupples, Jacki Smith, Blake Scheer, Heather Cutlip, Jerome Raska

**DDA Board Members Absent**: Nathan Martin, PJ Jacokes, Chris Johnston

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

**Guests:** Joe Gacioch, Assistant City Manager, Dale Vigliarolo, Chamber of Commerce Chairman, Jenny Marr, Ferndale Area District Library Executive Director, Meagan, Hamilton Anderson

B. Dismissals: Nathan Martin, PJ Jacokes, Chris Johnston

C. Approval of Agenda

Motion by Director Scheer, seconded by Director Cutlip to amend the agenda by switching presentations with action items, then to present action items in the following order: A, F, B, C, D, E and approve the agenda as presented.

All Ayes, motion carries.

D. Approval of Minutes: January 2019 (regular meeting)

Motion by Director Pawlica, seconded by Director Cutlip to approve the minutes for January 2019 as presented. All ayes, motion carries.

E. Approval of Minutes: January 2019 (special meeting)

Motion by Director Scheer, seconded by Director Pawlica to approve the minutes for January 2019 as presented. All ayes, motion carries.

**II.** Community Reports

1. Chamber of Commerce Board Chairman Dale Vigliarolo

Board Chairman Dale Vigliarolo gave an update on the Chamber operations. Firstly, a warm welcome to Joy Wells, the Chamber’s new Operations Director. There will be a Euchre Tournament on 3/22 at the Patchwork Collective. There was a mistake in the past newsletter about the ribbon cutting at the James, target date is 4/18/19. The Artist in you is 5/14 at the library. Coffee Connection is at Pearle Vision on 3/22. Rainbow Run will be 6/1 and it’s coming along nicely.

Director Raska arrives at 8:10 am.

1. Ferndale Area District Library Executive Director Jenny Marr

Director Jenny Marr updated us on library activities as the reading collective tour continues with #1 Chinese Restaurant being the current, selected book. Shared tax agreement is coming up, looking to go 2 years with the arrangement. Need to have the DDA memo by May 1st to talk and collaborate, should be ready for the next board meeting to give to DDA staff. Sheryl is requesting to have it completed by mid-June. ED Hicks adds, the CIP is tied in as well.

**III**. Action Items

1. 22965 Woodward Ave. – Build Application Rebecca, Treat Dreams

Treat Dreams is requesting assistance through the DDA’s Build Grant program, they are completing several eligible façade improvements. Upgrades include repainting exterior, new signage, awnings and lighting. Design Committee looked at the proposed improvements and suggested wider stripes on awning and lettering on the rear north corner. The total estimate for the project is $11,559. The Build program would allow for up to a 20% reimbursement for eligible costs, not-to-exceed $5,000. Based on the provided estimates, the

applicant would be eligible to receive $2,311. Final reimbursement is based on actual cost on

the invoices submitted to the DDA office after the completion of the project.

Motion by Director Raska seconded by Director Scheer to APPROVE the Build Application for 22965 Woodward Avenue as presented and to reimburse the applicant for up to 20% of eligible expenses, not-to-exceed $5,000 and to be paid from account #248-000-974.000 Public Improvements, and to be forgiven at a rate of 20% per year over a five (5) year period until the balance due is forgiven. **All ayes, motion carries.**

1. Interlocal Governmental Agreement: DDA & BRA Joe Gacioch, Assistant City Manager

The Downtown Ferndale Development Authority (DDA) is a key partner to the City, and a vital driver of the culture and character of the current downtown. several members of the DDA Executive Committee and Staff worked with City Administration to define their participation in the following ways: (1) Provide a financial contribution from the DDA Budget toward the realization of the streetscape improvements on W. Troy. This agreement was approved by the DDA Board and City Council in January 2019. (2) Enter into an interlocal agreement between the Brownfield Authority to support an economic package for private development. The term of the agreement is for 30 years. (typical Brownfield term structure). This agreement enables the private activities located within the Brownfield Plan to capture

local taxes. For the developer, this reduces annual costs. For the City and DDA, this supports the goal of providing submarket lease structures for the potential future commercial retail and office space associated within The dot. The final agreements are in place with The dot. Versa is proposing to develop the office and we need to achieve the lease rates. There’s a 30-year Brownfield plan, Gacioch is pleased with the dynamic changing from the 10 year to the 15 year incentives. Approved by the state and the developer.

Discussion: Director Scheer is asking if there is a reevaluation period, and the answer is no, nothing set in stone. Director Pawlica added that there is no tax on that property and confirmed that DDA funds are now brand new. Jordan Twardy, Director of Community and Economic Development spoke on behalf of the Brownfield Project, identifying 17 other Brownfield Projects that are going on right now. Projects range from recession to Robertson Brothers, following through with the start of the project until completion. Baseline is the starting point and anything above is taxable.

Motion by Director Pawlica, seconded by Director Raska to approve the Interlocal Agreement between the Brownfield Authority and the Downtown Development Authority. **All ayes, motion carries.**

1. Executive Committee Appointments Board of Directors

To remain in compliance with DDA by-laws, the Executive Committee is recommending switching appointments with Director Cupples to serve as Treasurer and Director Jacokes to serve as Secretary.

Motion by Director Raska, seconded by Director Scheer to appoint Director Cupples as Treasurer of the DDA and Director Jacokes as Secretary of the DDA Board of Directors. **All ayes, motion carries.**

1. Fiscal Year 2019-20 Budget/Financial Statements ED Hicks

City Council is required by City Charter to adopt a fiscally responsible and balanced budget by no later than May 5th each year. Over the past 4 years, the DDA has saved money in order to complete some capital projects. Most of these projects will be at the end of FY 18-19 and the beginning of FY 19-20. Capital projects and associated allocations are detailed in Budget Memo contained in the March 2019 board packet. The library TIF is baked right in the property tax numbers and revenues, assuming it will pass.

Motion by Director Scheer, seconded by Director Cupples to recommend that City Council adopt the proposed DDA budget for Fiscal Year 2019-20 as presented and recommended by the Executive Director. **All ayes, motion carries.**

1. Rainbow Crosswalk ED Hicks

The crosswalk where Red Hook is would be the area most conducive to the materials used to experience the best longevity of the rainbow-colored crosswalk. The DDA is being asked to pay the cost of $10,000 in full, to which the City will later reimburse half. Gacioch, ACM spoke on behalf of the City and agreed. ED Hicks would like to have this project completed a week or two before Pride.

Discussion: Director Scheer inquired on what the maintenance schedule and cost would be. To which, Deputy Director Willcock advised the maintenance would most likely be a scrape and replace every 5 years. To which, the question was asked if the City would help us pay for the crosswalk every 5 years. Director Pawlica adds that City Council has wanted this for several years. Director Cupples mentioned the sensitivity of the businesses not having access from Troy St.

Motion by Director Cupples, seconded by Director Pawlica to recommend to City Council to approve the installation of a rainbow crosswalk at the mid-block crosswalk on W. Nine Mile Rd. between Woodward Ave. and Allen St. and to allocate $10,000 from account #248-000-977-000 capital outlay. **All ayes, motion carries.**

1. LED Light Conversion ED Hicks

The City and DDA have been exploring options for upgrading downtown lighting currently being housed in the “acorn” fixtures that line Woodward Ave. and Nine Mile Rd. While several fixtures have been upgraded to LED lights, there are still several in need replacement to be more energy efficient. DPW came across several GFCI breakers and breaker boxes in need of replacement while conducting the evaluation. Dan from DPW spoke on behalf of the project and said it’s difficult to give an exact number, depending on what they find when they get up to the top of the fixture to see what’s all going on. Right now, they’re estimating it will take 40 hours to assess what needs to be replaced, in which they must work into their weekly workload amongst the many other priorities for the City. The estimated time includes all lights within the TIF district. Program would be paid for through a grant, should we decide to participate.

Motion by Director Scheer, seconded by Director Raska to approve the request to upgrade light fixtures as presented for a not-to-exceed cost of $8,200 to be paid from account #248-000-977-000 Capital Outlay. **All Ayes, motion carries.**

**IV.** Presentations

1. Downtown Development & CIP Update Megan, Hamilton Anderson Meagan from Hamilton Anderson updated us on the development of our downtown and the CIP.

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

ED Hicks wanted to mention the brush sculpture will need to be moved and to date, there has not been an agreement located to help us identify who the financial responsibility would fall on. Without an agreement, it is not our cost to incur.

Deputy Director Willcock added that the artist has reached out and asked what we’d like to do, there are talks right now to see what should be done. Willcock also thanked Chairperson Smith for putting together the B2B group, returning some great feedback. ED Hicks also has a prospect that could possibly help us with putting together a training workshop.

ED Hicks indicated Lyft data should be available in an upcoming meeting and that the DDA partnered with the City for a TAP Grant (alternative transportation).

ED Hicks will be resigning from the DDA during the next 3-4 weeks as he accepted a position with Madison Heights as the CED Director. Gacioch, ACM offered his assistance in finding an Executive Director to fill the position.

Deputy Director Willcock updated us on Promotions, illustrating their progress while also updating us o the status of Restaurant Week. Due to the low interest rate, Restaurant Week has been canceled.

**VI.** Adjournment

Meeting adjourned at 8:53 am.