FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, November 8, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:03 a.m.

**DDA Board Members Present**: Mindy Cupples, Dean Bach, Blake Scheer, Nathan Martin, Jacki Smith, Jerome Raska, Heather Cutlip, PJ Jacokes,

**DDA Board Members Absent**: Mayor/Council, Chris Johnston

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

**Guests:** Bryce Vredevoogd & Josh (WXYZ) and Angie Hicks (Hamilton – Anderson)

B. Dismissals: Mayor/Council, Chris Johnston

C. Approval of Agenda

Motion by Director Cupples, seconded by Director Raska to approve the agenda as presented.

All Ayes, motion carries.

D. Approval of Minutes: October 2018

Motion by Director Raska, seconded by Director Scheer to approve the minutes for October 2018 as presented. All ayes, motion carries.

**II.** Consent Agenda

1. Financial Statements

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

Director Jacokes arrives at 8:04 am

**III**. Community Reports

1. Chamber of Commerce Director Raska

Update on the Gala – everything went well, the food and crowd were both amazing.

1. Ferndale Area District Library Jenny Marr

Staff is getting ready to close on the bond (currently 4% interest) and purchase the library. The book club at The Emory is coming up soon. The Bake Sale is coming up on November 19th. Staff is cleaning out the storage and will also be selling what is no longer needed during the bake sale. The library will be closed during 11/22 – 11/24.

**IV.** Action Items

1. WXYZ Channel 7 ABC Marketing Opportunity Executive Director Hicks/Bryce Vredevoogd

Joining the DDA Board of Directors meeting this morning is WXYZ Marketing with a presentation for opportunities to help us promote Downtown Ferndale. As Bryce Vredevoogd stated, he believes it is a great time to make Ferndale larger than life.

**Discussion:** Director Smith asked if this is all digital and how many visitors are expected. Board continues to discuss further thought around collaborating with WXYZ, mostly being concerned with DDA online readiness. Bryce assured the board that he’s looked at our online presence and feels that we are more than ready to begin. Deputy Director Willcock added, we need to start marketing the district and building momentum as we enter into the next two years.

Motion by Director Smith, seconded by Director Raska to authorize the Executive Director to execute an agreement with WXYZ Channel 7 ABC for advertising for a not-to-exceed amount of $4,500 from account number 248-000-885.000 (Special Programs), for services outlined in the attached promotions package, and to increase budget line item 248-000-885-000 by $4,500.

**Motion:** All, ayes. Motion carries.

Director Johnston texted in: Not in support of motion.

1. Radio Marketing Opportunity WJR

In collaboration with the Downtown Ferndale marketing effort, another opportunity to market our district with WJR has been presented. Packages presented range from $1,500 to $3,765 per week and can run for multiple months.

Motion by Director Smith, seconded by Director Raska to authorize the Executive Director to execute an agreement with Cumulus Media for DDA district advertising, in accordance with the package received from Cumulus, not to exceed $3,000.

**Motion:** All, ayes. Motion carries.

1. Toshiba Copier Executive Director Hicks

The DDA copier/printer is due for an upgrade, replacement parts are being phased out and becoming harder to obtain. After the first of the year, the machine will go on the extinct list and make it even more difficult to find replacement parts. Currently, the City is looking to replace some of their copiers and we’re able to take advantage of a bulk-purchase price if we buy now. The total cost of the contract if $8,505 spread over 63 months, which comes out to $1,620 annually.

Motion by Director Raska, seconded by Director Smith, to authorize the Executive Director to execute an agreement with Toshiba Business Solutions to lease a photocopier for a not-to-exceed amount of $8,505 (plus any applicable taxes) distributed in equal payments of $135 per month over 63 months from account number 248-000-900.000 (Printing and Publishing).

**Motion:** All, ayes. Motion carries.

**V.** Discussion Item and Presentation: Downtown Development Plan

Angie Hicks is here from Hamilton Anderson to discuss our Capital Improvement Plan – for us to spend money on capital, it must be in the plan. Legislative changes have made this more challenging as of recent time. Depending on when FerndaleHaus opens, we may have to employ a Development Area Citizens Council. Most of all, we need to think about the timeframe the plan is scheduled to run, as we may need to reset the date to 2019 and 2020. If we issue the bond, we need to have the bond paid off before the plan ends. Moving the beginning and end date would benefit us in getting the things accomplished we are planning to have accomplished.

**Discussion:**  Angie feels it would be the most beneficial to break the Board of Directors up and have smaller, more structured conversation around the details involving the CIP. More to come.

**VI.** Call to Committee Chairs, Board Members & Staff

Director Raska announced, it’s Ladies Night Out tonight at Blumz.

Director Jacokes announced Go Comedy’s 10-year anniversary is this week – 11/11/18.

Deputy Director Willcock announced Small Business Saturday is coming up and beyond what we’re doing locally, the county is running their shopper program, be sure to sign up. Promotions committee designed more Small Business Saturday bags since we received less than half of what we received last year. There is a ParkFendale contest going on through the City, running from 11/9 – 11/21. Park using the app and it automatically enters you to win a prize package encapsulating a Ferndale experience.

Director Hicks announced National Main Street conference registration has started and he would like to take advantage of the early registration. Hicks also stated there is enough funding in our budget to support us and one other board member. There has been more interest and if there are others who are interested, we may be able to pay for an extra plane ticket.

If there is no meeting in December, this will be Dean’s last meeting.

**VII.** Adjournment

Motion by Director Raska, seconded by Director Smith to adjourn the meeting. All Ayes, meeting adjourned at 9:37 am.