



FERNDALE DDA BOARD OF DIRECTORS MEETING SEPTEMBER 13, 2018

8:00 A.M. Board Meeting

Ferndale City Hall; Council Chambers
300 E. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Agenda
 - D. Consideration of Minutes: August 2018

- II. Consent Agenda
 - A. Staff Report
 - B. Financial Statements

- III. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library

- IV. Presentations:
 - A. People Points (Keith Zandler)
 - B. Parking Updates (City Manager's Office)

- V. Action Items:
 - A. Downtown Maintenance Proposal (Ferndale Department of Public Works)
 - B. DDA New Board Member Applications/Appointment

- VI. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)

- VII. Adjournment

CALENDAR OF EVENTS

September

- 3rd
Labor Day
DDA Office Closed
- 4th
Design Committee 5:30pm
- 5th
Biz Dev Committee 5pm
- 6th
Executive Committee 5pm
- 10th
City Council 7pm
- 13th
DDA Board Meeting 8am
- 20th
Get Reel @ sunset
21st-23rd
DIY
Funky Ferndale Art Fair
- 24th
City Council 7pm
- 25th
Promotions 5pm

October

- 2nd
Design Committee 5:30pm
- 3rd
Biz Dev Committee 5pm
- 4th
Executive Committee 5pm
- 5th-7th
Oktober Fest
- 8th
City Council 7pm
- 11th
DDA Board Meeting 8am
Downtown Development &
Capital Improvement Plan
- 18th
Fido Does Ferndale
- 22nd
City Council 7pm
- 23rd
Promotions 5pm

November

- 1st
Executive Committee 5pm
- 6th
Design Committee 5:30pm
- 7th
Biz Dev Committee 5pm
- 8th
DDA Board Meeting 8am
- 12th
Veteran's Day
DDA Office Closed
- 24th
Small Business Saturday
- 26th
City Council 7pm
- 27th
Promotions 5pm

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, AUGUST 16, 2018
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:04 a.m.

DDA Board Members Present: Heather Cutlip, Blake Scheer, Mayor Dave Coulter, Dean Bach, Chris Johnston, Jerome Raska

DDA Board Members Absent: Mindy Cupples, Jacki Smith, PJ Jacokes, Nathan Martin, Council.

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Joe Gacioch, Assistant City Manager, Angie Hicks, Hamilton Anderson & Associates.

B. Dismissals: Mindy Cupples, Jacki Smith, PJ Jacokes, Nathan Martin, Council.

C. Approval of Agenda

Motion by Director Scheer, seconded by Director Raska to amend section V. up one and section IV. down one, as amended and presented. All Ayes, motion carries.

D. Approval of Minutes: August 2018

Motion by Director Scheer seconded by Director Raska to amend the Minutes for June 2018 as follows – In Section I, item B. Dismissals: Dean Bach, Council.

Motion to amend June 2018 minutes as amended and presented. All Ayes, motion carries.

II. Consent Agenda

A. Financial Statements

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

III. Community Reports

A. Chamber of Commerce

Director Scheer

In the absence of a representative for the Chamber, Director Scheer updated us briefly, stating they are in good shape.

IV. Action Items

A. Downtown Development & Capital Improvement Plan

Hamilton Anderson; Angie Hicks

The RFP to update the CIP included city and library board members. After the Selection Committee reviewed all submitted proposals, Hamilton Anderson was the selected firm. Angie Hicks is presenting on behalf of the firm. Once the contract is in place, there will be an initial meeting with the plan outline, followed by the kickoff assessment and then regular meetings with the plan present. Then, it will be time to implement the priority matrix as well as engage the community throughout the planning the process.

Discussion:

Mayor Coulter loves this proposal; however, he would like to caution HA with the possibility of over engaging the community. Community balance is very important with this community – a good example that resonates with the community is the Livernois project and big mixed-use

developments would scare the community. With that said, phasing is very important. Angie proposed creating handouts and documents that will help people understand. We need to sell people with the proper communication to get them to buy in. ED Hicks stated that it will give us a better handle of what our CIP budget will look like, TIF plan and the capital assets. The cost is \$76,000. Director Johnston added that he thinks it's very important to have this as a road map and to refer to, time and time again. Director Raska added, part of this is telling the story to the DDA stakeholders and then asked if we are waiting until they ask. Angie responded, they will be involved as part of the process.

Motion by Director Raska, seconded by Director Scheer to authorize the Executive Director to execute a contract with Hamilton Anderson to provide professional services to create the Downtown Development and Capital Improvement Plan in accordance with their submitted proposal.

B. Build Application

Ferndale Collision

Dennis first came to us in June with the façade improvements he would like assistance with through the Build Façade Grant Program. The application was reviewed and approved by the Appearance Review Committee on July 11, 2018. The Build Façade Grant Application was later reviewed by the Design Committee with proposal. **Recommendation:** Award 20% of renovation costs up to \$5,000, with the materials as presented on spec sheet. Total Project Cost: \$24,080.80 = \$4816

Motion by Mayor Coulter, seconded by Director Raska to approve the application as submitted up to a reimbursement of 20% of eligible expenses requested with a not-to-exceed amount of \$5,000.

C. DDA New Board Member Applications/Appointment

Director Hicks reviewed the applications we received for the open Board Member position. Currently, we only have one open position and it's a resident spot. Cindy Willcock added that Tim K. is involved with the Promotions Committee, he does all the videos for Faces of Ferndale and Art of the Cocktail. Tim is very interested in Ferndale as he lives, works and plays here, being very involved with Go Comedy. Director Bach noticed and mentioned the applications are impressive. Director Hicks acknowledged we only have one open seat, it's a residency and all applicants live in Ferndale. Director Raska added that William's retail background could also be a strength and Tim K's application doesn't indicate the amount of years he's lived in Ferndale. Director Hicks said he's going to call Angela and James.

V. Presentations

Parking: Merchant Validation Program (City Manager's Office)

- A. Assistant City Manager, Joe Gacioch gave an update on the Merchant Validation Program. To date, there are over 12K downloads already and has far exceeded the Park Mobile downloads. Gacioch has been having coffee with George from Assaggi every Monday or Tuesday, he loves the new app and is thinking about being an ambassador for the testing with Green Space Café. There is a possibility they will incorporate the ticket price into the food price. Salons would also be a good test subject for the program. We need to improve how we brand to the businesses being that there are many industries not even recognized. For now, warning citations are being issued with August being actively enforced. This will give a better idea of how many warnings are given before an actual citation is issued. Director Johnston asked if there will be a grace period from the time vehicle is parked until the issuance of citation. Assistant Manager Joe Gacioch answered, yes. Gacioch also acknowledged there will be no discounts issued and the price is set at a dollar. Concerns grow around incorporating retail and the most effective path for moving forward, in which Gacioch answered, a credit voucher may be the only way. The Chamber is also putting together a "new business" type of packet. Director Raska suggested having an app party to gain more visibility and downloads for the convenience of users. Presentation for The dot will be on the second Thursday and Gacioch will be attending. Director

Bach is hearing great things about the parking staff, they have really stepped up and taken initiative.

VI. Call to Committee Chairs & Board Members & Staff

Deputy Director Willcock announced its Dream Cruise all weekend, the weather is going to be great and tonight is the Get Reel Lion King outdoor movie on Vester with face painting and other fun festivities. Willcock also gave a brief overview of the People Movers program, in which credits are purchased from businesses and then rewarded to customers. This is a program that could assist with encouraging alternative methods of transportation while the downtown is under construction with the expansion of parking. Director Raska suggested incorporating Parking Credits.

Director Hicks announced the DDA office will be closed tomorrow with City Hall being closed for Dream Cruise. He also reported on Schiffer Park, in which it's being wrapped up. They are wrapping up with the fixtures and other details that need to be addressed. Director Hicks also noted he's been working with DPW to see if they would be able to take over in place of Worry Free, they did an excellent job outing a packet together explaining how they could work with us to achieve our goals. Director Hicks has been working hard on the presentation of downtown and it's looking better.

VII. Adjournment

Motion by Director Raska, seconded by Director Cutlip to adjourn the meeting. All Ayes, meeting adjourned at 9:25 a.m.

September 2018

Consent Agenda

Sample Motions:

- A. *To approve the consent agenda in its entirety.*
- B. *To approve the consent agenda, excluding Items ____ (Letter/Letter & Number) ____.*

Staff reports are presented to the DDA Board of Directors at their regular meetings each month. Staff report is a summary of activities for the previous month and is not intended to be all-inclusive.

Committee Summaries

Business Development

- Reviewed materials presented by PeoplePoints program and discussed the idea of piloting the program in Ferndale. <https://www.peoplemovers.com/>
- Discussed ways of communicating during the Dot construction. DDA and City Staff met after words and are developing print materials that will be distributed by the Business Development Committee.

Design

- Redesigned proposed bench to be located in front of Affirmations on E. Nine Mile. The bench would act as a piece of art as well as provide a barrier to prevent automobiles from driving through the glass-front of the building if they were to come north on Allen.
- Reviewed a build application for Ferndale Collision
- Assisted Ferndale Collision with an application for a façade grant through Oakland County
- Reviewed a build application for The Oakland
- Reviewed Schiffer Park proposal and made recommendations.

Promotion

- Art of the Cocktail wrap-up: most successful event to date; ticket sales increased, as did silent auction proceeds. Overall net income of approximately \$4,100 (up about 20% over last year). HCS would like to also be involved; title sponsorship sold, plus 1 additional sponsorship, 1 3-add package & 1 1-ad package; sent information to Hour Detroit for event issue.
- Get Reel: first and second movies were successes; crowds maybe a little smaller than last year, but considering Parks & Rec held an outdoor movie the same night as the first one, and it rained all day until just prior to show time, crowds were good.

- July movie was Napoleon Dynamite, with pre-movie entertainment from Axis Music Academy and vendors including Ferndale Community Concert Band and My Son Pops.
- August feature was The Lion King and featured a face painter and entertainment by Axis Music Academy
- Planning has begun for Fido does Ferndale with a date change due to scheduling conflict - new date: October 25th (4th Thursday); sponsorships and vendor space reservations have been steady. Reached out to the Michigan Humane Society and anticipate their participation this year with the possibility of having adoptable pets on site.
- Discussion continues on ideas for business support events as construction of The dot nears, as well as ideas on how to market the district; brand book forwarded to committee for inspiration.
- Met with Oakland County and business representation from south Livernois to discuss cross-promoting Small Business Saturday.

Informational Items

Business Support Events

- **Ferndale SOUP** – Coming up on September 19th at 6pm @ The Rust Belt. A microgranting dinner celebrating and supporting creative projects that benefit the Ferndale community. For a donation \$5 at the door, attendees receive soup, salad, bread, and a vote! Four presenters will have four minutes each to share their idea and answer four questions from the audience. At the event, attendees eat, talk, share resources, and vote on the project they think benefits the city the most. There will also be a performance by a local artist. At the end of the night, we will count the ballots and the winner will go home with all of the money raised to carry out their project.

Third Thursdays:

- **Get Reel** – September 20 will be the third and final movie of 2018. Come down and enjoy The Lion King on Vester Street, for Free!
- **Fido Does Ferndale** – NEW DATE – Thursday, October 25th – join the DDA and Michigan Humane Society for an evening of doggie tricks and treats with your furry best-friend!

Business News & Community Outreach

- **New Businesses:** Delite Deli (in former Pranzo space), The Broock (new construction near Hungry Howie's), Tool Stats, Lucky Star Salon (former Detroit Comics space), Nine Furniture + Design, Free Phoenix (formerly FreeSpace Décor – moved from rear of Smooth Vapes space to former Maurice London space), Patchwork Collective (InkAddict front), Cynthia J. McLeod PsyD (195 W. 9 Mile #106)
- **Businesses Coming Soon:** Vibe Credit Union (ribbon cutting 9/19), Anti Hero (next to Public House), Bobcat Bonnie's, Brooks Brewing (early 2019), Como's (spring 2019), La Feast (?), personal trainer (former ½ Green Thumb space), Babylon Garden (formerly B&L Auto), Elaine Jewelry (other half of Green Thumb space)
- **Façade Improvements:** Anti Hero, The Oakland (in progress), Ferndale Collision, Como's (in progress), Brooks Brewing (in progress)

- **Interior Renovations:** The Vault at The Elks, Green Thumb (reduced space), Ringwald Theatre
- **Businesses Closing:** Smooth Vapes, Maurice London, Professional Guitars, Premier Care Pharmacy, Tecoso, Sun Brite Cleaners, Zeke's Rock'n'Roll BBQ
- **Visited:** Affirmations, Alchemy, Crossfit HCS, Meagan Mitchell, 8 Degrees Plato, Zeke's Rock'n'Roll BBQ, Reid, Delite Deli, Assaggi, Western Market, Como's, FreePhoenix, Java Hutt, Vibe Credit Union, 3 Winks, Conserva, J's Penalty Box, Dino's, Valentine Distilling, The Orchid, The Elks, MiChigo, Standard Building Maintenance, Secreto, Rosie O'Grady's, Tropical Smoothie, Candle Wick Shoppe, Mejishi, GreenSpace, Patchwork Collective, Magar & Company, Nine Furniture + Design, Bayberry Music, Rouge, Lucky Star Salon, Art Van Pure Sleep, Ferndale Collision, The Oakland, Acquest Realty Advisors
- **Community Outreach:** Ferndale Area District Library, Oak Park Michigan Works!, Ferndale Area Chamber of Commerce, Ferndale Arts & Cultural Commission, Affirmations, Main Street Oakland County, Michigan Humane Society

Administrative

- Temporary Parking Solutions (TPS) – DDA continues to work with City on promoting temporary parking solutions in preparation for the upcoming construction of the Dot.
 - Chariot – the shuttle service was tested over Labor Day weekend and will start running on weekends (Thursday-Saturday evenings) starting on September 20th.
 - Lyft – the DDA will provide codes to businesses willing to participate in a program that their employees can use to get to and from work for free or at a reduced rate. This program will begin during the holidays in November.
 - Valet – valet was tested last year during the holidays and will continue to be a weekend option for people visiting downtown once construction begins.
- Staff attended several meetings regarding the Dot construction. It is anticipated construction will begin in January/February timeframe and will have no impact on parking for the 2018 holiday season. The Executive Director assisted with the construction company selection process. The Assistant City Manager will be providing updates during the board meeting.
- Ferndale Small Business Collaborative (FSBC) – met to narrow the focus of the group into four key areas:
 - Deploy a successful Business Development Campaign
 - Define the role of the BUILD Institute for small business training
 - Determine local event options focusing on B2B and specific topics such as accounting
 - Apply for a Workforce Investment Opportunity Act (WIOA) grant to offset some of the impact of loosing the Ferndale Michigan Works office
- Downtown Development & Capital Improvement Planning (CIP)
 - The DDA Board selected and hired Hamilton Anderson to assist with rewriting the Downtown Development and CIP plan.
 - Staff identified all relevant past documents/studies and submitted them to Hamilton Anderson for review.
 - Staff met with Hamilton Anderson to discuss the timeline and next steps to complete the plan.
- Schiffer Park/Downtown Experience

- City of Ferndale Parks & Rec & CED departments are working with the DDA to finalize design concepts and prepare a development agreement with Ferndale Haus to revamp Schiffer park.
- Ferndale Haus is committed to contributing \$80,000 to the redevelopment of the park. Additional funds may be required from the City and DDA.
- City and DDA staff took a tour of urban parks around Detroit to see ideas in action that may be incorporated into Schiffer Park as well as other places around downtown.
- Deputy Director Report Out: MSOC Retail listening session, Volunteer expo at Library, weekly Dumpster issues/emails, plastics usage survey, and report, ParkFerndale information distribution, Passport parking street team/booth at P&W, Passport merchant validation training, Special Events Committee meetings (3), Livernois/business support meetings (2), PeoplePoints meeting, Ferndalien meeting, DMCVB photoshoot coordination, met with Vibe Credit Union and assisted with ribbon cutting coordination/planning, Ferndale Collision/MSOC Grant application, rainbow crosswalk research, met with Library/DPW regarding landscaping/M. Patrick issue, reviewed downtown maintenance proposal and prepared report, Faces of Ferndale re-boot meeting, Small Business Saturday planning meeting, Dream Cruise ribbon cutting, potential DIA projects/collaboration list, meeting with Funky Ferndale Art Fair, meeting with Ferndale Arts & Cultural Commission, Chamber Board meeting (3), TPS meeting, Chariot meeting & business communication, attended Macomb Public Art mapping launch with CED Department, meeting on smart parking technology, meeting with City Finance Dept., Patchwork Collective ribbon cutting, DDP/CIP meeting, SBS meeting with County team

Training

- The Executive and Deputy Directors have been attending Main Street America Revitalization Professional Credential training which will continue throughout 2018 and at the 2019 Main Street Now Conference. 5 of 10 online courses have been completed
 - Online courses completed so far include topics of:
 - Advanced Principals of Leadership Development
 - Advanced Principals of Economic Vitality
 - Advanced Principals of Effective Promotion
 - Advanced Principals of Sustainable Organization
 - Advanced Principals of Quality Design
 - Online courses yet to be completed in 2018:
 - Working with Boards
 - Funding Revitalization Programs
 - Comprehensive Downtown Planning
 - Shop Local Campaigns
 - Business Retention
 - In Person Courses yet to be completed:
 - Community Transformation Workshop – Oct. 17-19, 2018 in Chattanooga, TN
 - Leadership Development – March 24-27, 2019 in Seattle, WA

Fund 248 Downtown Development Authority

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
248-000-001.000	Cash - Comerica Checking	0.00	0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec	16,828.06	12,653.29
248-000-029.000	Est. Uncollectable DELPP Tax	(16,828.06)	(16,828.06)
248-000-040.000	A/R - Miscellaneous	0.00	0.00
248-000-078.000	A/R - Other Govt Units	0.00	0.00
248-000-084.100	D/F Cash Fund	921,640.51	1,075,975.70
248-000-084.101	D/F General Fund	(22,942.22)	(22,942.22)
248-000-084.731	D/F EE Retir System	0.00	0.00
248-000-108.000	Accrued Interest Receivable	1,012.17	1,012.17
248-000-132.000	Infrastructure	1,574,005.00	1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure	(1,486,239.00)	(1,486,239.00)
248-000-136.000	Buildings	21,360.00	21,360.00
248-000-137.000	Accum.Deprec.- buildings	(1,708.80)	(1,708.80)
248-000-146.000	Equipment	50,400.00	50,400.00
248-000-147.000	Accum.Deprec.- equipment	(50,400.00)	(50,400.00)
248-000-148.000	Vehicles	23,140.00	23,140.00
248-000-149.000	Accum.Deprec.- vehicles	(23,140.00)	(23,140.00)
Total Assets		1,007,127.66	1,157,288.08
*** Liabilities ***			
248-000-202.000	Accounts Payable	13,591.66	0.00
248-000-206.000	Due to Customers	0.00	0.00
248-000-257.000	Wages Payable	10,971.04	14,400.72
248-000-257.100	Accrued Liability - Payroll	1,509.60	4,023.58
248-000-257.150	Accrued Liabilities - Health Insurance	0.00	0.00
248-000-260.000	Accrued Sick & Vacation	12,378.57	12,378.57
248-000-262.000	Flexible Benefit Plan	0.00	0.00
248-000-286.000	Deferred Revenues	0.00	0.00
Total Liabilities		38,450.87	30,802.87
*** Fund Balance ***			
248-000-390.000	Restricted	670,249.53	670,249.53
248-000-390.977	Invested in capital assets, net	175,255.00	175,255.00
Total Fund Balance		845,504.53	845,504.53
Beginning Fund Balance - 17-18			845,504.53
Net of Revenues VS Expenditures - 17-18			123,172.26
*17-18 End FB/18-19 Beg FB		968,676.79	
Net of Revenues VS Expenditures - Current Year			157,808.42
Ending Fund Balance			1,126,485.21
Total Liabilities And Fund Balance			1,157,288.08

* Year Not Closed

PERIOD ENDING 06/30/2018

% Fiscal Year Completed: 100.00

GL NUMBER	DESCRIPTION	YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BDGT USED
		2017-18 AMENDED BUDGET	06/30/2018 NORMAL (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	06/30/2018 NORMAL (ABNORMAL)	BALANCE		
Fund 248 - Downtown Development Authority								
Revenues								
Dept 000 - General								
248-000-402.000	Property taxes	452,168.00	441,064.41		0.00	11,103.59	97.54	
248-000-402.001	Property Taxes - personal	0.00	0.00		0.00	0.00	0.00	
248-000-402.005	Property Taxes - Loss in Change of PPT	0.00	0.00		0.00	0.00	0.00	
248-000-402.200	Reimbursement for PPT Loss	28,765.00	28,765.00		0.00	0.00	100.00	
248-000-403.100	Property Tax Chargebacks	0.00	2,115.71		153.04	(2,115.71)	100.00	
248-000-404.000	Voted Property taxes	58,085.00	57,182.14		0.00	902.86	98.45	
248-000-404.001	Voted Property taxes - personal	0.00	0.00		0.00	0.00	0.00	
248-000-523.000	Federal grant	0.00	0.00		0.00	0.00	0.00	
248-000-545.000	State grant	1,000.00	0.00		0.00	1,000.00	0.00	
248-000-550.010	State PPT Loss Reimbursement	0.00	2,060.50		0.00	(2,060.50)	100.00	
248-000-610.000	Participation fees	0.00	0.00		0.00	0.00	0.00	
248-000-665.000	Interest income	0.00	0.00		0.00	0.00	0.00	
248-000-675.000	Contributions	25,000.00	15,790.00		125.00	9,210.00	63.16	
248-000-675.248	Proceeds- DDA Special Events	0.00	887.00		0.00	(887.00)	100.00	
248-000-675.500	Contributions - DDA - Public Art	3,000.00	555.00		533.00	2,445.00	18.50	
248-000-676.101	General Fund contrb.	0.00	0.00		0.00	0.00	0.00	
248-000-695.000	Miscellaneous income	0.00	0.00		0.00	0.00	0.00	
248-000-698.000	Net unrealized gains	0.00	0.00		0.00	0.00	0.00	
248-000-699.661	Transfer In from Motor Pool	0.00	0.00		0.00	0.00	0.00	
248-000-699.677	Transfer In from HR Fund	0.00	0.00		0.00	0.00	0.00	
Total Dept 000 - General		568,018.00	548,419.76		811.04	19,598.24	96.55	
TOTAL REVENUES		568,018.00	548,419.76		811.04	19,598.24	96.55	
Expenditures								
Dept 000 - General								
248-000-706.000	Full Time Personnel	151,744.00	151,317.33		12,190.46	426.67	99.72	
248-000-707.000	Part-Time Personnel	0.00	0.00		0.00	0.00	0.00	
248-000-709.000	Overtime	0.00	0.00		0.00	0.00	0.00	
248-000-714.000	Holiday Pay	0.00	0.00		0.00	0.00	0.00	
248-000-714.100	Sick Pay - Annual	0.00	0.00		0.00	0.00	0.00	
248-000-715.000	Social Security	11,608.00	11,366.93		932.57	241.07	97.92	
248-000-716.000	Health - premiums	0.00	0.00		0.00	0.00	0.00	
248-000-716.100	Health Insurance	17,624.00	12,076.99		1,290.92	5,547.01	68.53	
248-000-716.110	Health Insurance - EE Contribution	(2,350.00)	(693.56)		(124.36)	(1,656.44)	29.51	
248-000-716.115	Health Insurance - Retiree	0.00	0.00		0.00	0.00	0.00	
248-000-716.150	Health Insurance Waiver	0.00	0.00		0.00	0.00	0.00	
248-000-716.736	Health - OPEB Funding	0.00	0.00		0.00	0.00	0.00	
248-000-717.000	Life Insurance - EE	211.00	291.63		26.40	(80.63)	138.21	
248-000-718.000	Pension- ICMA-RC 401	10,622.00	10,401.02		853.32	220.98	97.92	
248-000-719.000	Fringe Benefits	0.00	0.00		0.00	0.00	0.00	
248-000-721.000	Longevity	0.00	0.00		0.00	0.00	0.00	
248-000-725.000	Workers Compensation	850.00	1,120.49		0.00	(270.49)	131.82	
248-000-730.000	Postage, Mail processing	500.00	13.30		0.00	486.70	2.66	
248-000-740.000	Operating Supplies	25,000.00	29,485.91		8,064.18	(4,485.91)	117.94	
248-000-740.248	Operating - DDA Special Projects	0.00	244.78		0.00	(244.78)	100.00	
248-000-747.000	Grant Activity	0.00	0.00		0.00	0.00	0.00	
248-000-752.000	Motor Fuel / Lubricants	0.00	0.00		0.00	0.00	0.00	
248-000-775.000	Repair & Maintenance	1,000.00	568.54		0.00	431.46	56.85	
248-000-802.000	Audit/Actuarial Fees	1,000.00	1,013.90		1,000.00	(13.90)	101.39	
248-000-818.000	Contractual Services	28,000.00	5,099.88		278.65	22,900.12	18.21	
248-000-853.000	Phone/Communications	0.00	555.43		63.92	(555.43)	100.00	

User: Bhicks
DB: FerndalePERIOD ENDING 06/30/2018
% Fiscal Year Completed: 100.00

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2018 NORMAL (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - Downtown Development Authority						
Expenditures						
248-000-853.116	Telecom - Cell Phone EE Reimb.	2,340.00	0.00	0.00	2,340.00	0.00
248-000-873.000	Training/Education	12,000.00	14,866.39	1,090.00	(2,866.39)	123.89
248-000-885.000	Special programs	25,000.00	22,611.75	2,516.66	2,388.25	90.45
248-000-900.000	Printing & Publishing	8,000.00	3,251.90	0.00	4,748.10	40.65
248-000-914.000	Liability Insurance	1,800.00	0.00	0.00	1,800.00	0.00
248-000-920.000	Utilities	7,600.00	7,064.38	381.39	535.62	92.95
248-000-931.000	Facilities Maintenance	144,000.00	145,939.16	27,072.00	(1,939.16)	101.35
248-000-940.200	Equipment Leases - Non-City owned	0.00	0.00	0.00	0.00	0.00
248-000-942.000	Building Rental	1,800.00	1,811.00	356.00	(11.00)	100.61
248-000-943.000	Equip Rental Alloc - General Fund	2,800.00	545.96	0.00	2,254.04	19.50
248-000-956.000	Miscellaneous	52,800.00	757.81	216.96	52,042.19	1.44
248-000-958.000	Memberships & Dues	3,500.00	721.58	0.00	2,778.42	20.62
248-000-961.101	General Fund Admin Allocation	17,243.00	0.00	0.00	17,243.00	0.00
248-000-968.000	Depreciation Expense	0.00	0.00	0.00	0.00	0.00
248-000-970.000	Bad Debt	0.00	0.00	0.00	0.00	0.00
248-000-974.000	Public Improvements	0.00	4,815.00	0.00	(4,815.00)	100.00
248-000-977.000	Capital Outlay	5,000.00	0.00	0.00	5,000.00	0.00
248-000-996.000	Interest Expense	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - General		529,692.00	425,247.50	56,209.07	104,444.50	80.28
TOTAL EXPENDITURES		529,692.00	425,247.50	56,209.07	104,444.50	80.28
Fund 248 - Downtown Development Authority:						
TOTAL REVENUES		568,018.00	548,419.76	811.04	19,598.24	96.55
TOTAL EXPENDITURES		529,692.00	425,247.50	56,209.07	104,444.50	80.28
NET OF REVENUES & EXPENDITURES		38,326.00	123,172.26	(55,398.03)	(84,846.26)	321.38

GL NUMBER	DESCRIPTION	BALANCE		2018-19 AMENDED BUDGET	END BALANCE 12/31/2018
		NORMAL	(ABNORMAL)		
Fund 248 - Downtown Development Authority					
Assets					
248-000-001.000	Cash - Comerica Checking		0.00		0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec		27,386.25		12,653.29
248-000-029.000	Est. Uncollectable DELPP Tax		(27,262.37)		(16,828.06)
248-000-040.000	A/R - Miscellaneous		0.00		0.00
248-000-078.000	A/R - Other Govt Units		0.00		0.00
248-000-084.100	D/F Cash Fund		943,769.39		1,075,975.70
248-000-084.101	D/F General Fund		(22,942.22)		(22,942.22)
248-000-084.731	D/F EE Retir System		0.00		0.00
248-000-108.000	Accrued Interest Receivable		1,012.17		1,012.17
248-000-132.000	Infrastructure		1,574,005.00		1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure		(1,486,239.00)		(1,486,239.00)
248-000-136.000	Buildings		21,360.00		21,360.00
248-000-137.000	Accum.Deprec.- buildings		(1,708.80)		(1,708.80)
248-000-146.000	Equipment		50,400.00		50,400.00
248-000-147.000	Accum.Deprec.- equipment		(50,400.00)		(50,400.00)
248-000-148.000	Vehicles		23,140.00		23,140.00
248-000-149.000	Accum.Deprec.- vehicles		(23,140.00)		(23,140.00)
TOTAL ASSETS			1,029,380.42		1,157,288.08
Liabilities					
248-000-202.000	Accounts Payable		22,503.55		0.00
248-000-206.000	Due to Customers		0.00		0.00
248-000-257.000	Wages Payable		5,410.72		14,400.72
248-000-257.100	Accrued Liability - Payroll		188.70		4,023.58
248-000-257.150	Accrued Liabilities - Health Insurance		0.00		0.00
248-000-260.000	Accrued Sick & Vacation		12,378.57		12,378.57
248-000-262.000	Flexible Benefit Plan		0.00		0.00
248-000-286.000	Deferred Revenues		0.00		0.00
TOTAL LIABILITIES			40,481.54		30,802.87
Fund Equity					
248-000-390.000	Restricted		670,249.53		670,249.53
248-000-390.977	Invested in capital assets, net		175,255.00		175,255.00
TOTAL FUND EQUITY			845,504.53		845,504.53
Revenues					
248-000-402.000	Property taxes		284,224.34	454,090.00	196,205.31
248-000-402.001	Property Taxes - personal		0.00	0.00	0.00
248-000-402.005	Property Taxes - Loss in Change of PPT		0.00	0.00	0.00
248-000-402.200	Reimbursement for PPT Loss		0.00	0.00	0.00
248-000-403.100	Property Tax Chargebacks		1,263.90	0.00	0.00
248-000-404.000	Voted Property taxes		44,029.85	60,864.00	28,863.55
248-000-404.001	Voted Property taxes - personal		0.00	0.00	0.00
248-000-523.000	Federal grant		0.00	0.00	0.00
248-000-545.000	State grant		0.00	0.00	0.00
248-000-550.010	State PPT Loss Reimbursement		2,060.50	0.00	0.00
248-000-610.000	Participation fees		0.00	0.00	0.00
248-000-665.000	Interest income		0.00	0.00	0.00
248-000-675.000	Contributions		13,065.00	25,000.00	1,410.08
248-000-675.248	Proceeds- DDA Special Events		0.00	0.00	0.00
248-000-675.500	Contributions - DDA - Public Art		22.00	3,000.00	9,674.54
248-000-676.101	General Fund contrb.		0.00	0.00	0.00
248-000-695.000	Miscellaneous income		0.00	0.00	0.00
248-000-698.000	Net unrealized gains		0.00	0.00	0.00
248-000-699.661	Transfer In from Motor Pool		0.00	0.00	0.00
248-000-699.677	Transfer In from HR Fund		0.00	0.00	0.00
TOTAL REVENUES			344,665.59	542,954.00	236,153.48
Expenditures					
248-000-706.000	Full Time Personnel		70,687.79	156,297.00	36,969.44
248-000-707.000	Part-Time Personnel		0.00	0.00	0.00
248-000-709.000	Overtime		0.00	0.00	0.00
248-000-714.000	Holiday Pay		0.00	0.00	0.00
248-000-714.100	Sick Pay - Annual		0.00	0.00	0.00
248-000-715.000	Social Security		5,377.78	11,957.00	2,828.16
248-000-716.000	Health - premiums		0.00	0.00	0.00
248-000-716.100	Health Insurance		5,274.97	18,506.00	3,350.48
248-000-716.110	Health Insurance - EE Contribution		(183.30)	(2,467.00)	(195.00)
248-000-716.115	Health Insurance - Retiree		0.00	0.00	0.00

GL NUMBER	DESCRIPTION	BALANCE		2018-19 AMENDED BUDGET	END BALANCE	
		NORMAL	(ABNORMAL)		NORMAL	(ABNORMAL)
Fund 248 - Downtown Development Authority						
Expenditures						
248-000-716.150	Health Insurance Waiver		0.00	0.00		0.00
248-000-716.736	Health - OPEB Funding		0.00	0.00		0.00
248-000-717.000	Life Insurance - EE		133.23	211.00		79.20
248-000-718.000	Pension- ICMA-RC 401		4,920.84	10,941.00		2,587.84
248-000-719.000	Fringe Benefits		0.00	0.00		0.00
248-000-721.000	Longevity		0.00	0.00		0.00
248-000-725.000	Workers Compensation		1,120.49	854.00		0.00
248-000-730.000	Postage, Mail processing		13.30	500.00		0.00
248-000-740.000	Operating Supplies		7,468.85	25,000.00		2,287.44
248-000-740.248	Operating - DDA Special Projects		0.00	0.00		245.20
248-000-747.000	Grant Activity		0.00	0.00		0.00
248-000-752.000	Motor Fuel / Lubricants		0.00	0.00		0.00
248-000-775.000	Repair & Maintenance		0.00	1,000.00		0.00
248-000-802.000	Audit/Actuarial Fees		0.00	1,010.00		0.00
248-000-818.000	Contractual Services		2,787.74	80,000.00		84.90
248-000-853.000	Phone/Communications		0.00	0.00		0.00
248-000-853.116	Telecom - Cell Phone EE Reimb.		0.00	2,340.00		0.00
248-000-873.000	Training/Education		181.46	12,000.00		0.00
248-000-885.000	Special programs		14,754.16	25,000.00		686.76
248-000-900.000	Printing & Publishing		2,251.90	7,000.00		330.00
248-000-914.000	Liability Insurance		0.00	1,800.00		0.00
248-000-920.000	Utilities		4,260.22	7,600.00		209.14
248-000-931.000	Facilities Maintenance		80,072.00	144,000.00		28,672.00
248-000-940.200	Equipment Leases - Non-City owned		0.00	0.00		0.00
248-000-942.000	Building Rental		803.00	1,800.00		178.00
248-000-943.000	Equip Rental Alloc - General Fund		545.96	2,800.00		0.00
248-000-956.000	Miscellaneous		500.85	52,800.00		31.50
248-000-958.000	Memberships & Dues		300.00	3,500.00		0.00
248-000-961.101	General Fund Admin Allocation		0.00	16,508.00		0.00
248-000-968.000	Depreciation Expense		0.00	0.00		0.00
248-000-970.000	Bad Debt		0.00	0.00		0.00
248-000-974.000	Public Improvements		0.00	15,000.00		0.00
248-000-977.000	Capital Outlay		0.00	5,000.00		0.00
248-000-996.000	Interest Expense		0.00	0.00		0.00
TOTAL EXPENDITURES			201,271.24	600,957.00		78,345.06
Total Fund 248 - Downtown Development Authority						
TOTAL ASSETS			1,029,380.42			1,157,288.08
BEG. FUND BALANCE - 2017-18			845,504.53			845,504.53
+ NET OF REVENUES/EXPENDITURES - 2017-18						123,172.26
+ NET OF REVENUES & EXPENDITURES			143,394.35	(58,003.00)		157,808.42
= ENDING FUND BALANCE			988,898.88			1,126,485.21
+ LIABILITIES			40,481.54			30,802.87
= TOTAL LIABILITIES AND FUND BALANCE			1,029,380.42			1,157,288.08



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 09/12/2018
Re: **People Points**

Keith Zender, CEO & Founder of PeopleMovers, met with the DDA's Business Development Committee on August 1st, 2018, to demonstrate how PeoplePoints works. The Business Development Committee recommends testing the program out and utilize it as an incentive to keep people coming downtown throughout the upcoming construction and beyond. Mr. Zender will be presenting how the program works.

Recommended Action

To AUTHORIZE the Executive Director to execute an agreement with PeopleMovers to launch a pilot to test the People Points program.



PeoplePoints[®]

THE COMMUNITY REWARDS PROGRAM

Ferndale DDA Overview

September, 2018

**Your members want to grow their businesses
and you want to help them do it.**



Helping them support community leaders is The Secret.



- Nonprofit, civic leaders, doctors, board members & concerned citizens are the community **"Influentials"**
- They are most trusted when it comes to **voting, shopping and what to do**
- Local small businesses need to **unleash their 'word of mouth' influence**
- Support community Influentials and **they'll help you grow!**

– *The Influentials, Keller and Berry, RoperUSA*

Every day, city leaders and community organizations are working hard to improve the City of Ferndale.

HOW can we promote **LOCAL BUSINESS**?

How can we **REDUCE CRIME**?

How do we promote **COMMUNITY EVENTS**?

WHAT do we do in an **EMERGENCY**?

How can we improve our **SCHOOLS**?

HOW can we improve **RACE RELATIONS**?

How do we encourage **BETTER HEALTH**?

Let's **CLEAN UP** our city!

HOW can we support **SENIORS**?

HOW can we improve **WORK SKILLS**?



Part of their challenge is it's tough to get citizens to respond to things that don't have instant results.



Residents will
get this...



... but it feels
like this.

Our Solution? Connect community leaders and local business with universal PeoplePoints® Rewards!



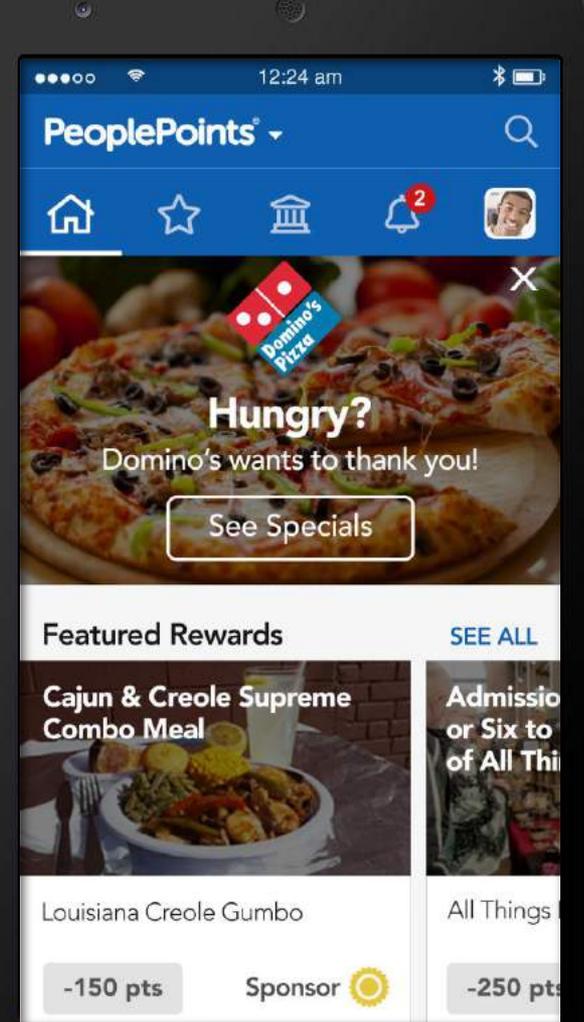
Create a Community Rewards Program at MyPeoplePoints.com for your city, organization, school or business



Citizens earn points as they take quizzes, volunteer and other activities from multiple organizations/initiatives



Redeem points for goods and services from participating businesses or donate to a cause or nonprofit



Businesses **reuse** points for incentives or **donate** to cities & organizations



Cities & organizations **buy** or **receive** points to **fund** their rewards programs



Activity	When	pt.	Balance
Arter Gear likes your post! Actually just got the book yesterday and read it.	07/08/2018	+ 5	991,390
You returned the reward! Get a \$5e cup of coffee from The Toasted Coffee.	07/08/2018	- 100	991,375
You attended the event by United Way for Southeastern Michigan: Let's Build Detroit!	07/08/2018	+ 5	991,475
Jin Fry commented on your post! 10 Questions you could have asked instead.	07/08/2018	+ 5	991,450
Samantha D'Souza shared your post! Actually just got the book yesterday and read it.	07/08/2018	+ 5	991,430
Ohio First Bank gave you points for the topic How to Improve your Financial Literacy.	07/08/2018	+ 5	991,405
You donated points to The Car Center.	07/08/2018	- 1000	991,395
Smitha George likes your post! Why don't we get more involved in building our city?	07/08/2018	+ 5	992,370

Account Balance: 991,390

Buttons: Return for Office, Donate Points, Buy Points



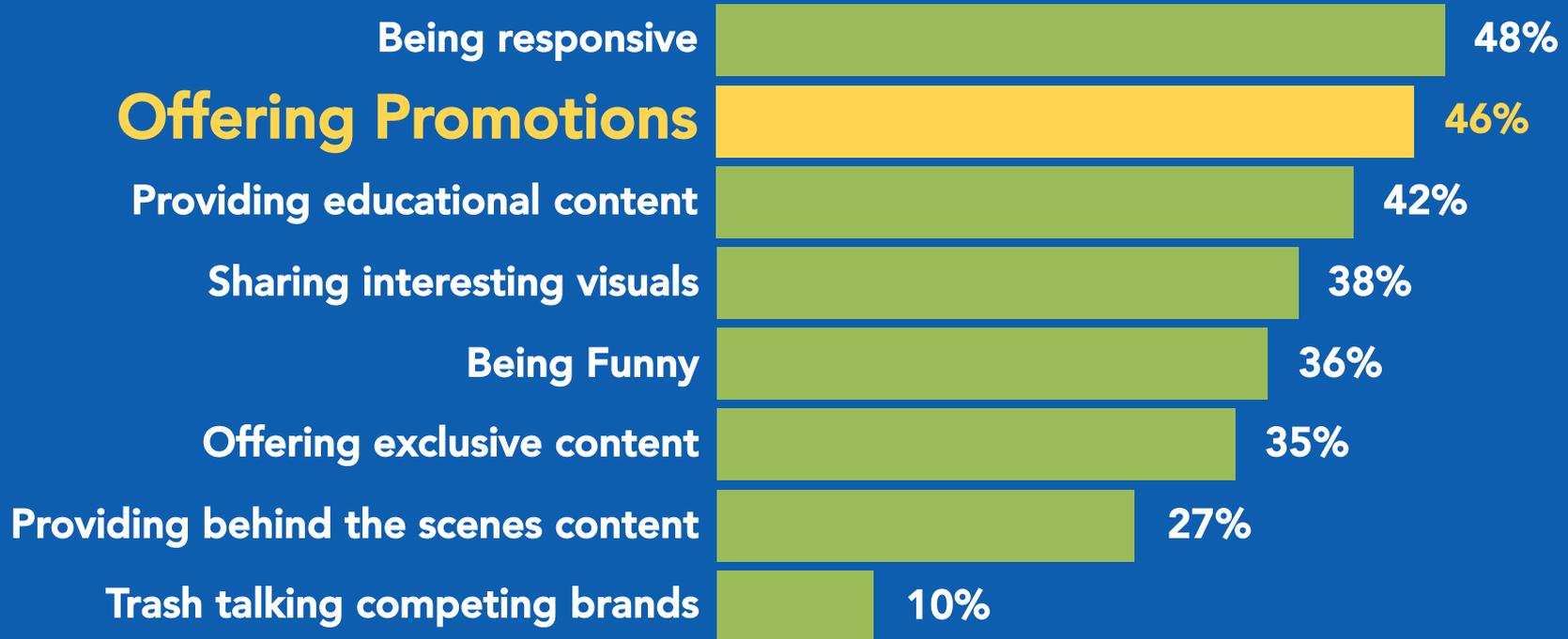
Users **redeem** points for rewards from businesses



Citizens and members **earn** points through online & offline activities

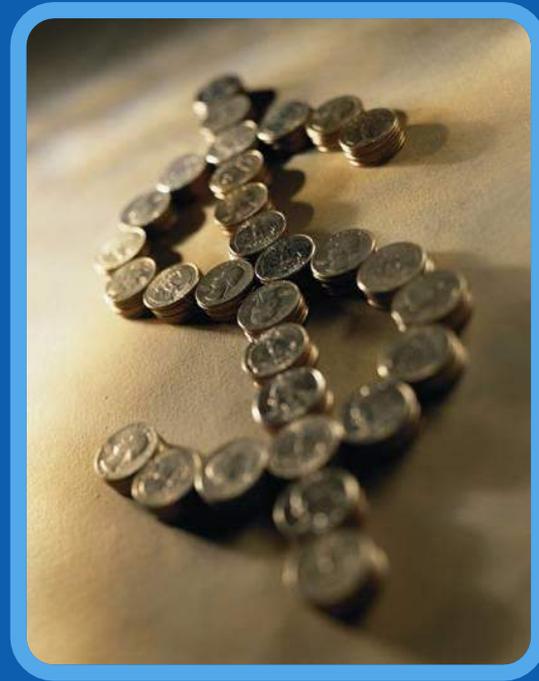
PeoplePoints[®] will increase participation...

Brand actions on social media that prompt consumers to purchase/act



... and reduce campaign "Cost per Action".

- Campaigns & initiatives have budgets or ongoing expenses for community outreach & engagement (the "**Cost**")
- The goal is to have citizens, customers & employees respond (the "**Action**")
- The "**Cost per Action**" is the average cost per response achieved



Community Use Cases



GOVERNMENTS

Civic Ordinances

Attend Trainings

Visitors & Tourism

Citizen Surveys



NONPROFITS & FOUNDATIONS

Healthy Living

Attend Events

Volunteering

Stakeholder Surveys



UNIVERSITIES & SCHOOLS

Campus Safety

Volunteering

Tutoring

Fund Raising



COMPANIES & LOCAL BUSINESS

Promote Business

Employee Recognition

Community CSR

Wellness Seminars

Key Influentials Reached

-  Elected & Career Governmental Officials
-  Public Relations & Communications Professionals
-  Hospitals & Health Care Companies
-  Doctors & Dentists
-  Corporate Governmental Relations
-  Small Business Owners & Entrepreneurs
-  Corporate Executives
-  School Districts & Universities
-  Real Estate Developers & Management Companies
-  Houses of Worship & Clergy
-  Foundation, Nonprofit & Grassroots Leaders
-  Young Professionals

How It Works



**Sign up
for FREE**



Easy for citizens,
members &
businesses
to join



**Purchase
Points**



Buy points at \$10
per thousand to
fund initiative
incentives



**Promote
Posts**



Promote rewards
to users across site
at \$10 per
thousand views



**Upgrade to
Premium**



Send blasts to
large email lists
starting at
\$19/month



**Transaction
Fees**



5% fee charged
when points are
redeemed for
rewards

Creating and managing a successful rewards program takes a lot of work. PeoplePoints® will make it easy.



- Reward programs are time-consuming to create
- Finding sponsors is challenging
- It takes time and resources to manage reward options
- People want easy technology and lots of choices
- Participating in multiple reward programs for multiple initiatives is **CONFUSING**

Be a global role model as a PeoplePoints® Beta Partner

1. **We'll give you 100,000 points per month (about 1000 rewards) for 3 years and a lifetime PeoplePoints® Premium Subscription at NO CHARGE**
2. **You create** organizational and city profiles at **MyPeoplePoints.com**
3. **We'll create** your **Community Rewards Program** with promo templates
4. **We'll post** the rewards for your events, quizzes and other activities
5. **We'll train** your departments, businesses and key community partners
6. **You invite** your stakeholders to participate and engage everywhere you go!

The more people are rewarded for doing good,
the more they'll do it and the better our world will be.
Want to make a better world?



Contact:

Keith Zender

CEO & Founder

PeopleMovers.com, Inc.

+1 (248) 379-7979

kzender@peplemovers.com



PeoplePoints Beta Partner Memorandum of Understanding

This Memorandum of Understanding dated September 13, 2018, between **PeopleMovers.com, Inc. ("PeopleMovers")** and **Ferndale DDA** regarding collaboration in the launch and promotion of PeoplePoints as a way for cities and organizations globally to engage, motivate and reward citizens for positive community-building activities as part of the "**Ferndale DDA Community Rewards Program Launch**" campaign.

The mission of this memorandum is to provide the framework for the launch of the **PeopleMovers.com** and promotion of **Ferndale DDA** as a "**PeoplePoints Beta Partner**".

PeopleMovers.com, Inc. agrees to provide:

- Up to **100,000 PeoplePoints each month** for use in **Ferndale DDA** rewards and promotions for a period of **three years** from the date of this agreement **at no charge**.
- A premium Organization profile on MyPeoplePoints.com with bulletin board content posting and networking functionality
- Enterprise PeopleMovers, PeoplePoints, PeoplePrep, PeoplePowers, PeopleLink, PeopleOps, and PeopleProjects subscriptions at no additional charge
- Free Email Marketing with no monthly email limits
- Initial launch planning assistance and training for key staff, stakeholders and members
- Promotion for **Ferndale DDA** as a "**PeoplePoints Beta Partner**" in press releases, social media communications and promotions
- VIP invitations to launch events and leader receptions
- Ongoing online technical support

Ferndale DDA agrees to:

- Create a **Ferndale DDA** profile on MyPeoplePoints.com
- When ready for launch, promote the **Ferndale DDA Community Rewards Program** to departments, employees, citizens, businesses, schools, houses of worship and other stakeholders as an online place for them to create their own profiles, post their news and events and provide goods & services in exchange for PeoplePoints
- Host and participate in a Launch event and member trainings at places and times to be determined

PeopleMovers.com, Inc. • 671 Edison Street • Detroit, Michigan 48202
Phone +1 (313) 865-1264

www.PeopleMovers.com



- Allow PeopleMovers to use its logo in communications and promotions
- Create and maintain links to its PeopleMovers.com profile on its websites, emails and social media sites
- Create at least 1 new offer, event, news update or article post per week on MyPeoplePoints.com, PeopleMovers.com or any other PeopleMovers Premium apps.

Services and responsibilities will start immediately once this memorandum is signed by both parties. **Ferndale DDA** may terminate this agreement at any time, either in writing or by ceasing to perform the responsibilities outlined herein.

For Ferndale DDA

For PeopleMovers.com, Inc.

A handwritten signature in black ink, appearing to read "Keith Zendler", written over a horizontal line.

Keith Zendler, CEO & Founder



MEMO

To: DDA Board of Directors
 From: Barry Hicks, Ferndale DDA Executive Director
 CC: none
 Date: 09/12/2018
 Re: **Downtown Maintenance Proposal**

The DDA and City have been working together over the past several months to determine the feasibility of having the City’s Public Works Department take over all facilities maintenance in the downtown. Attached is the revised proposal that resulted from a conversation between the DDA’s Executive Committee and City staff.

Additionally, we spoke with Block-By-Block (BBB) – another service provider – earlier this year. It is difficult to find quality service providers as there are not a lot of them that do the type of work we are seeking. I did not attach the current contract with Worry Free, nor BBB, to this memo, but I do want to try to illustrate some comparison. Most of what needs to be discussed will be done during our meeting.

The Ferndale DPW has added an addendum to their proposal for an additional 10 hours per week for at least the first year. This is to do some repairs and take care of things that have been neglected for a number of years. After year one, the cost may come down or it is possible one additional year may be needed at a higher cost through an addendum to the contract.

	Worry Free	Block By Block	Ferndale DPW
April 1 – May 20	120 hours	120 hours	120 hours
May 20 – Sep 30	128 hours	128 hours	128 hours
Oct 1 – Nov 30	120 hours	120 hours	120 hours
Dec 1-31	72 hours	82 hours	72 hours
Jan 1 – Feb 28	16 hours	40 hours	16 hours
Mar 30-31	24 hours	40 hours	24 hours

**Note that the Ferndale DPW will add 10 hours per week for the first year per the addendum*

Ferndale's DPW has included something no other proposal includes, which is data. The DPW and DDA would have a monthly meeting to discuss hours and maintenance items and to help us all better understand how many hours are truly needed to accomplish everything that needs to be done. This is advantageous to us, because both parties feel there are some areas of cost savings we may be able to identify over time.

Contractor	Cost
Worry Free	\$141,500
Block-By-Block	\$179,753
Ferndale DPW	\$165,118 + \$17,507 (per addendum)

**Cost does not include materials; currently we pay about \$20k per year to Worry Free for supplies*

In addition to the services we are accustomed to receiving (flowers, hanging banners, Holiday decorations, ect.) there are several services that DPW will be able to perform that we do not currently receive, such as tending to dead or damaged trees and power-washing sidewalks in the core downtown (close to Woodward & Nine Mile in the TIF capture area. Also, we will be assigned a full-time Downtown Maintenance Manager to serve as our point of contact to help alleviate confusion around which team member is responsible for what.

There are a number of other advantages, such as the ability to get creative with the roles and responsibilities of the DPW once we know how many hours we'll need exactly for regular maintenance. We can get imaginative going forward.

The DPW personnel will be at our meeting to answer any questions.

Recommended Action

The AUTHORIZE the Chairman and Executive Director to execute an agreement with the City of Ferndale for downtown maintenance services and to cancel the current downtown maintenance agreement with Worry-Free Lawn Outdoor Services, Inc.



August 5, 2018

Mr. Barry Hicks
Executive Director
Ferndale Downtown Development Authority
300 E. 9 Mile Rd.
Ferndale, MI 48220

Subject: Proposal for Downtown Development Authority Landscaping and Maintenance Services

Dear Mr. Hicks,

The Department of Public Works is pleased to present the enclosed proposal to perform Landscaping and Maintenance Services for Ferndale Downtown Development Authority.

The proposal details our Scope of Work and the proposed fees for the stated services. Currently, we provide complete landscaping and maintenance services for the City of Ferndale. We take pride in our community and in providing an exceptional level of service. We believe that our services will take the DDA District to the next level. Our employees are experienced, well-rounded, developed and retained, and have an excellent benefit package. Our employees and experience set us apart from the competition.

During our assessment of the district, we noticed some neglected landscaping and public areas. Our first step would be getting these areas up to a standard the DDA and the community of Ferndale deserve. The proposed weekly hours reflect our observations. We anticipate the first year will require additional hours to bring the district up to our, and what we believe to be the standards of your organization. We have the knowledge, manpower, equipment, and technology to do this.

We have made some service additions to our Scope of Work that you will not find elsewhere. Those additions include: routine power washing, trash receptacle and compactor policing, sweeping services managed by onsite team, snow and ice management at key areas, potential 24/7 availability, modern equipment, state certified applicators, successful weed control and pruning methods, experienced green industry professionals, competitively bid buying power for material, and established professional relationships.

Our office and both of our yards are located within a mile of the DDA District. This will allow us to deliver your core services efficiently and effectively. In addition, we are open to providing services outside our scope of work and flexible hours for special projects. Ferndale Haus will be completed soon and with more development occurring within the DDA District, our flexibility and proximity to the district will allow us to account for the increased pedestrian and vehicle traffic. We also have access to technology. See Click Fix can be utilized to record and track issues in the district. Our City Works asset mapping software will allow us to track and manage the DDA's fixed assets. These technologies' and our staff expertise give us the opportunity to give the DDA a detailed breakdown of year end data and cost analysis. Our experience and expertise can assist the DDA with material purchasing; helping to lower your overall costs.



FERNDALE

Department of Public Works
521 E. Cambourne
Ferndale, MI 48220
248.546.2519
www.ferndalemi.gov

We would like to have an initial landscape and maintenance agreement for a period of two years. During that first year, it is recommended that the DDA and Department of Public Works meet monthly to discuss the work being done and any special projects. After the initial year of services provided, we are hoping to lower our labor cost once the district's landscaping is under control. Please see Exhibit A for our fee proposal.

We anticipate the first year of service to be labor intensive and require additional hours to be worked per week. Our estimate is an additional ten hours per week will be needed the first year of this contract. The additional hours will consist of landscaping and maintenance services defined in the Scope of Work. Please see Addendum A.

We look forward to the opportunity to provide landscaping and maintenance services to the Ferndale Downtown Development Authority.

Sincerely,

Carlos Kennedy
Director
Department of Public Works
City of Ferndale
521 E. Cambourne St.
Ferndale, MI 48220
Office 248-546-2514
ckennedy@ferndalemi.gov

Scope of Work

General specifications

The work to be performed under this agreement shall include furnishing all labor, material, vehicles and equipment to perform the following.

Scope of work

This work shall include all labor, materials, equipment, supplies and to maintain flower pots, hanging baskets, and flower beds in an attractive, healthy and weed free condition. Water shall be available at the city yard. All work shall be performed in a professional workmanlike manner, using quality methods. All equipment and material shall be operated and maintained with the highest of standards. All flower beds shall receive no less than the following:

- Beds shall be maintained in a clean, crisp condition. They shall be kept healthy-looking and above average in vigor for the specific variety.
- Only the appropriate weed control products will be allowed in landscape and flower bed areas after they are planted and established. The appropriate depth of mulch is encouraged in these areas as a form of weed control and to enhance its attractiveness.
- All flower beds and baskets shall be watered regularly and adequately to fit the nature of the plant, the type of soil, and the location and exposure. Fertilizer will be applied during the watering process as needed.
- The DDA will be notified immediately if disease, pest or lack of vigor are observed. Control of these issues will be arranged by DPW according to environmental protection and local pest-control laws.
- Dead or diseased plants shall be removed promptly from all beds and properly disposed of. Broken, damaged or unsightly flowers or sections of plants shall be properly removed promptly and replaced at cost to the DDA.
- Beds shall be maintained free of weeds. No individual weed (including Grasses) shall remain more than one week. Acceptable weed density within the above shall not exceed over two weeds per square foot over the worst half of any bed.
- Where interplanting of a permanent nature exist within the area or bounds of a given Flower bed, such interpolating's shall be protected and compatibly natured. This will include trees, shrubs, etc.
- Where removal of a plant or lack of growth detracts measurably from a planting, the DDA shall be notified.
- Trash, waste and other unsightly matters shall be removed regularly and disposed of properly, at no additional cost to DDA.

- In the winter, snow removal and de-icing shall be performed around bike racks, benches and crosswalk locations.

A. Hours and days of maintenance service

Hours of operations shall be primarily from 5 a.m. to 3 p.m., though the city may elect to provide additional coverage as needed. Days of operation shall be Monday through Saturday. Sunday and evening work will be scheduled as needed. The **Minimum** number of hours required each week to perform the duties is outlined in the City of Ferndale DDA fee proposal.

B. New plant materials/purchase and guarantee

The Department of Public Works is responsible for labor, adequate storage and delivery of plant materials. A list of estimated prices for materials and supplies shall be provided prior to replacement.

1. Plant materials

Plant materials shall conform to the “Horticultural standards” of the American Association of Nurserymen regarding kind, size, age, etc.

2. Plants

Plants shall be sound, healthy, vigorous, free from plant disease, insect pest or their eggs, and shall have healthy normal root systems and comply with all state and local regulations governing these matters and shall be free from any noxious weeds.

3. Caliper

Measure caliper of all trees six inches above ground surface. All new trees planted shall be a minimum of 3 inch in caliper.

4. Shape and form

Plant materials shall be symmetrical and/or typical for variety and species.

5. Quality of plants

All plant material shall be provided from a licensed nursery and shall be subject to acceptance as to quality by the DDA.

6. The DDA will provide additional funding for purchase of plant materials and any other required work/supplies above and beyond this agreement. About 600-800 flats of flowers are to be planted annually. Cost of installation shall be covered in the hours outlined in The DDA fee proposal.

7. Guarantee

All shrubs and perennials shall be purchased with a guarantee to live and remain in healthy condition for no less than one year from the date of acceptance by the DDA of the planting (job). All trees shall be purchased with a guarantee to live and remain in healthy condition for no less than two years from the date of acceptance by the DDA of the planting (job).

8. Purchasing

The DPW is a member of multiple organizations that source from competitiveness bid contracts. We also have relationships and knowledge of vendors across industries. We will be able to assist in purchasing material. In some cases, we can realize economies of scale when purchasing material for both the DDA and DPW.

C. Weeding

All landscape areas – including tree grates, landscape beds, sidewalks and parking lots on 9 Mile, Troy, Vester, Planavon, Allen and Woodward from Saratoga to Breckenridge (east & west) (outlined on map) and in the DDA walkways shall be weeded frequently so that at no time shall there be any weeds. (With regards to parking lots, weeds around bumper blocks, meter and sign post, etc., shall be controlled via use of pesticides or other cultural means. Where tree plantings exist in a parking lot, an appropriate weed control program must be utilized to eradicate the pest and ensure the health of the tree focusing on the dripline area. Tree grates outside of the DDA area will be maintained outside of this agreement by DPW.

D. Watering

Because water requirements by plants vary according to the season and a particular year, extremely close attention shall be paid to the demands of the plants as influenced by their exposure to the sun, wind, shade and location in the individual sites. The variations in the size of the plants installed, as well as the varieties, shall be taken into considerations. To determine when watering is required, a soil probe shall be used every week in each landscape site to test the root zone of one or more plants of each variety. **Water will be provided at the DPW yard.**

E. Pruning

All pruning shall be performed as required by the DDA according to the aesthetic requirements of the City and the DDA, as follows:

1. Trees (DBH 10" or less)

- (1) Corrective pruning shall consist of removing dead and/or broken branches. Interfering or crossed limbs shall be removed along with any suckers. All limb removals shall be made flush to the trunk or limb from which they originate.
- (2) Aesthetic pruning shall be performed to maintain the natural shape and characteristics of the variety. Central leaders shall be maintained in those varieties normally having them. Pruning shall be performed as often as growth allows and at least 2 times/year to have the

trees appear neat and orderly. No additional compensation will be given for aesthetic pruning.

2. Shrubs

All shrubs shall be pruned to retain their natural form and proportionate size to each other, at least 3 times/year, or as needed.

3. Ground cover

All ground covers shall be pruned as necessary to a neat edge along all walls and sidewalks. Any runners that start to climb any of the shrubs or trees shall be pruned.

F. Flower beds

1. Definition

Flower beds shall include all areas where six or more annual flowers or plants are grouped and planted for aesthetic purposes. The presence of other plants interplanted does not change the flower bed classification. Bed parameters shall be defined as all areas up to 18" beyond the edge flower or at the neared designed edging or boundary.

2. Sites

Flower beds are located at the Woodward median from Marshall to Oakridge, the Central business District (north and south sides of Nine Mile from Paxton to Livernois), West Troy from Woodward to Allen, Henry Schiffer Memorial Park, Withington from Woodward to Planavon on the south side of the street, the decorative entrance to the Withington parking lot at both west and northeast ends and parking lots where other beds are located, such as Falvey, Library, Troy Street, Withington, Breckenridge and city hall lots. Note: The DDA has approximately 186 hanging basket and 40 free-standing pots. Additional flower beds may be added through the life of the agreement.

3. Flowerpots, hanging baskets and flower beds

Flower pots, hanging baskets and flower beds need the highest standard of care. Watering shall be regular and sufficient to maintain a crisp, healthy, weed-free appearance. DPW will supply equipment, labor and fertilizer to maintain the flowers and water supplied from the DPW yard.

4. Mulching

Approximately 80-200 yards of double shredded hardwood mulch is necessary for installation in landscape area in the DDA areas. Each year, a pre-determined amount of mulch will be required, and paid for by the DDA under separate billing. Installation of mulch is included in the agreement hours.

5. DPW is responsible for delivery and installation of materials, these materials will be stored at one of the DPW yards during the installation period. All flower bed annuals, hanging baskets and planters must be installed by Memorial Day, unless otherwise directed by the DDA. Perennials, trees and shrubs should be planted during appropriate seasons based on species, unless replacement materials or otherwise directed by DDA. Fall removal of beds, landscape areas, hanging baskets and planters depends on the season.

6. Spring & fall clean up

DPW shall perform a spring and fall clean-up of all bed, landscape areas, hanging baskets and planters. Spring clean-up shall be completed by May 15th and fall clean-up shall be completed by November 1st.

G. Light pole banners & holiday decorations

Light pole banners on 9 Mile need changing approximately four times a year and weekly maintenance checks that all banners are still attached. DDA will supply banners and notify DPW of what banners will be installed. DPW will supply labor, materials and equipment to change and maintain banners. Work shall be done during normal business hours. Banner changes include:

Fall banners: September 15th

Winter banners: November 15th

Spring banners (flexible): February 1st

Summer banners (when available): June 15th

Other intermittent changes as requested

There are also third-party events held within the city that sometimes request banner changes for their events on behalf of their organization. All banner changes outside of the scope of the above list must be approved by the DDA and billed to the third-party organization. DPW will be the only contractor allowed to change banners throughout the duration of the agreement.

Holiday decorations on light poles and landscaping on Woodward, 9 Mile, Troy street, Planavon and pedestrian alleys are required to be installed one week prior to Thanksgiving each year starting November 15th. Removal of the holiday decorations will be on or before February 1st depending on the season. DPW will supply labor, materials and equipment to change and maintain holiday decorations (which requires a lift for the snowflake globes). Work shall be done during normal business hours.

H. Pest control

DPW is responsible for maintaining an effective pest control program. Pest control work shall be performed by a state-certified and state-licensed operator following all federal, state and local laws. **The DDA will purchase all pesticides, when necessary.**

I. Debris

Litter and debris shall be removed **daily** from all landscaped ground, sidewalks, parking lots & bays and other DDA areas, including flower and shrub beds. Removal of litter and debris from city parking lots shall be done by the DPW under the 'Central Business District Cleanup' portion of this agreement. All litter and debris shall be disposed of properly at no additional cost to the DDA. Periodic debris around and in the waste, containers may need removal. DPW will schedule blowing and street sweeping no less than three days per week for the Central Business district (as indicated on map). Litter and debris removal on foot will be required as needed per week in the otherwise designated areas of the DDA, called the Extended DDA Areas. See DDA area map for details and locations. Tree wells on Woodward north of Breckenridge and south of Saratoga are handled by DPW outside of this agreement.

J. Landscaping, clean-up & snow

1. Grounds and areas

The grounds and areas to be maintained, include but are not limited to the Falvey, Library, City Hall, East Breckenridge, West Breckenridge, Nine mile/Woodward, Withington, and West Troy parking lots; the Henry Schiffer Memorial park; the north and south Central Business District pedestrian walkways; Foley & Mansfield Alley the streetscape plantings on Nine Mile from Paxton to Livernois and on West Troy from Woodward to Allen; the north retainer wall of the Withington parking lot; the Planavon entrance to Withington parking lot; the Planavon parking lot; and the Woodward median between Marshall and Oakridge, These grounds and areas are landscaped with shrubs, flowers, and trees, and are not irrigated with the exception of the Woodward median between Saratoga to Cambourne, and the Falvey, library, East and West Breckenridge parking lots. DPW will manage start up, repairs and winterization of irrigation system in the mentioned areas of the DDA.

2. Snow removal

Snow removal and de-icing shall take place at all pedestrian cross walks, the passages from West 9 Mile to West Troy and from West 9 mile to the Withington alley and all pedestrian walkways adjacent to the parking lots defined in the grounds and areas. Snow removal shall be required at 2", less than 2", a de-icing agent will be utilized to maintain a safe walkway for pedestrian traffic. Any snow/ice event taking place during normal operating hours shall be maintained during that time, A weather event that takes place outside of normal operating hours that requires attention Shall be billed in addition to the DDA at the employee's

overtime rate. DPW will maintain snow removal and de-icing in the municipal lots outside of this agreement.

3. General cleanliness

In conjunction with **Pest control section I**, power washing of sidewalks, pedestrian alley's, dumpster areas and trash receptacles in the core downtown area shall be power washed once per month or as needed to maintain a clean and safe appearance. This service will be scheduled during times where there will be minimal impact to the businesses and pedestrians. The Department of Public Works will be responsible for any graffiti eradication and control to city property under this agreement, they will not be responsible for replacement cost of plant materials destroyed due to vandalism.

K. DDA Boundaries

1. Grounds and areas definitions

The areas of maintenance of the DDA are: west Nine Mile (north and south sides) from Woodward to Livernois; all vehicular and pedestrian alleys in the DDA; West Troy (north and south sides) from Woodward to Allen; Vester from Woodward Bermuda (north and south sides); East Breckenridge from Woodward to East Breckenridge parking lot (north and south sides) Planavon from Nine Mile to Withington including Schiffer Park; Withington (north and south sides) from Woodward to Planavon; East Nine Mile (north and south sides) from Woodward to east corner properties of Paxton (north and south sides); Woodward (east and west sides) from Oakridge to south corner properties at Marshall; East Troy (north and south sides) from Woodward to City Hall parking lot; and West Breckenridge (north and south sides) from Woodward to the West Breckenridge parking lot; all public lots, except City Hall. (see attached map).

2. Exceptions to maintenance areas

Medians & tree wells along Woodward Avenue, except flower beds, from Saratoga to Marshall and Breckenridge to Oakridge are not included. Flower beds along Nine Mile between Livernois and Pinecrest are not included. They are maintained by DPW outside of this agreement.

L. Personnel

1. Supervisory

DPW shall have at least one full-time Leader dedicated solely to the DDA's maintenance services program. A list of contact numbers for the leader and pertinent crew members will be provided to the DDA.

2. Data

DPW can collect and analyze data. DPW would need direction on what data and metrics the DDA would like to see. We will be using our data collection to increase the efficiency and effectiveness of our team. See Click Fix will be utilized to report and track issues.

3. Ancillary services

As the needs of the DDA changes, DPW would be open to providing additional services and flexible hours on a case by case basis, any modifications to this agreement must be agreed upon by both parties and results documented.

Exhibit A. DDA Fee Proposal

Period	1	2	3	4	5	6
Date Range	April 1 - May 20	May 20 - September 30	October 1 - November 30	December 1 - December 30	January 1 - February 28	March 1 - March 31
Hours per Week	120	128	120	72	16	32
Total People	3	4	3	3	2	2
Hourly Rate	\$36.61	\$29.95	\$36.61	\$36.61	\$34.41	\$34.41
Rate per Week	\$4,393.20	\$3,833.60	\$4,393.20	\$2,635.92	\$550.56	\$1,101.12
Annual Rate	\$30,752.40	\$72,838.40	\$39,538.80	\$13,179.60	\$4,404.48	\$4,404.48

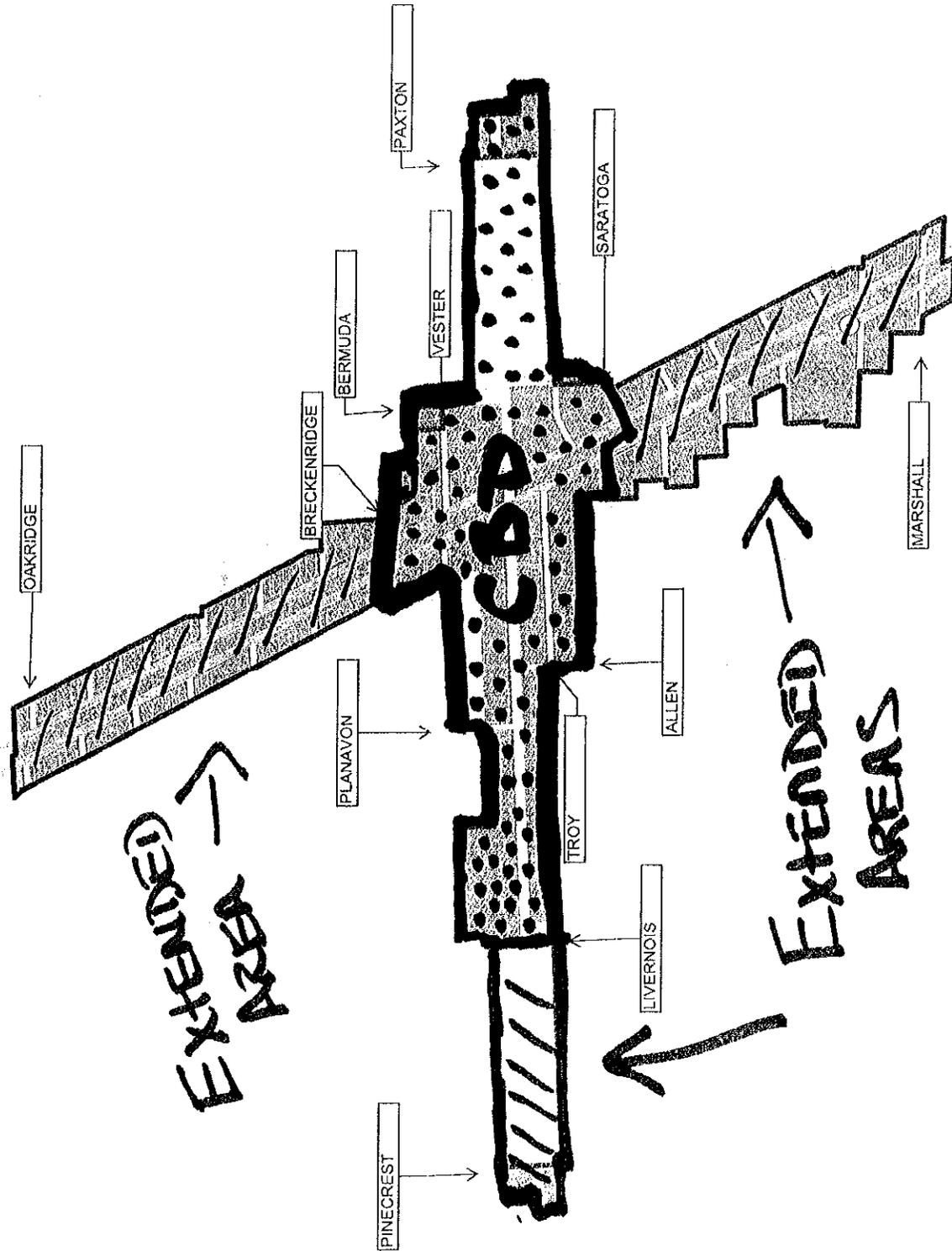
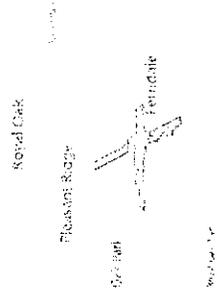
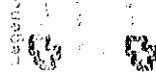
Hourly Rate	\$34.77
Total Annual Cost	\$165,118.16

Addendum A. DDA Fee Proposal

Period	1	2	3	4	5	6
Date Range	April 1 - May 20	May 20 - September 30	October 1 - November 30	December 1 - December 30	January 1 - February 28	March 1 - March 31
Hours per Week	10	10	10	10	10	10
Total People	3	4	3	3	2	2
Hourly Rate	\$36.61	\$29.95	\$36.61	\$36.61	\$34.41	\$34.41
Rate per Week	\$366.10	\$299.50	\$366.10	\$366.10	\$344.10	\$344.10
Annual Rate	\$2,562.70	\$5,690.50	\$3,294.90	\$1,830.50	\$2,752.80	\$1,376.40

Hourly Rate	\$34.77
Total Annual Cost	\$17,507.80

**City of Ferndale
 DDA Expansion**





MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 09/12/2018
Re: **New Board Member Applications**

Over the summer, the DDA received four (4) applications from residents that would like to be on the DDA Board. Currently, there is one (1) available resident spot on the Board of Directors. Each person that has applied to fill the available resident position on the board are all very talented individuals and would bring great talents to our team.

My recommendation is to appoint Tim Krzyckowski to the DDA Board of Directors. Tim has served on the Promotions Committee since the beginning of 2018. He already has a solid foundation and understanding of the Main Street principles and also assisted us with developing the "Faces of Ferndale" social media videos produced earlier this year. Tim is a resident in Ferndale and works at Go Comedy!

Recommended Action

To RECOMMEND that the Mayor appoint Tim Krzyckowski to the DDA Board of Directors.



*A separate application is required for each board or commission you wish to join.
Applications remain active for one year from the date of submittal.
Resumes are encouraged and may be attached to your **completed** application.*

Name of Board or Commission for which you are applying:
Downtown Development Authority

Name: Tim Krzyczkowski

Home Address: [Redacted] Ferdale, MI 48220	Work Address:
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Home Phone:	Work Phone:
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Cell Phone: [Redacted]	Email: [Redacted]
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Ferdale residency is required for most boards and commissions.
 I am a Ferndale resident. If so, for how many years? _____

Describe experiences you have had that led to your desire to serve the City.
I love Ferndale. I love this city's commitment to artists, diversity and progressive values. I want to serve because I love who we are and want to help us continue creating the unique place I'm proud to call home. I've spent the better part of 10 years working in Ferndale and getting a first hand look at our rapidly developing city. I have an intense desire to be part of what's next and to have a hand in developing new, exciting city initiatives.

Provide a brief biography including your skills, background and expertise, as well as involvement in the community, professional or other non-profit organizations that are specifically applicable to this board or commission.
My professional career has been involved in a wide variety of creative positions - director, video editor, motion graphics artist, and writer. I've been an actor, performer, and teacher at Go Comedy! Improv theater for a decade - which has given me a unique opportunity to grow my communication and leadership skills. I've volunteered with the Detroit Improv Festival, a non-profit dedicated to bringing the art of improv to south-east Michigan and the Ferndale DDA, helping during events, creating custom video content, and planning for the promotions committee.

Employment: List your three most recent employment experiences.

Dates	Company Name / Location	Position	Job Description
4/17-Present	Agency 5/5-hour Energy	Video Producer	Video content creator for social media channels
10/08-Present	Go Comedy! Improv Theater	Performer/Teachers	Performer, writer and director for a variety of
1/08-1/14	Q + M (Agency)	Video Producer	Video producer, editor and director for a variety

Education: List your three most recent educational experiences.

Educational Institution / School	Degree Received	Area(s) of Study
Eastern Michigan University	B.S.	Electronic Media/Theater Arts

Some boards and commissions are a mix of citizens with certain qualifications and other citizens representing the general public. Even if you do not have any of the experience or professional background listed below, City Council urges you to apply for consideration. Ferndale needs citizens with diverse backgrounds on its boards and commissions.

Important Public Records Information: All information submitted in this application is public information and subject to disclosure in response to a public records request made pursuant to the Freedom of Information Act. Please contact the City Clerk at 248-546-2384 if you have any questions or concerns about the disclosure of specific information.

Truth and Accuracy: I certify that the information contained on this form is accurate and complete to the best of my knowledge. I understand that all information disclosed on this form will be available to the public as part of a Freedom of Information Act request.

eSigned via SeamlessDocs.com

Key: 8636ee9981949503599817e3f0cf4d2

7.19.18

Applicant's Signature

Date

Return completed forms to:

Marne McGrath, City Clerk
 City of Ferndale
 300 E Nine Mile Rd
 Ferndale, MI 48220
 248-546-2381
 mmcgrath@ferndalemi.gov