



**Ferndale Downtown Development Authority  
Board of Directors Meeting**

Thursday, January 9, 2020

8:00 A.M.

Ferndale City Hall  
300 E. 9 Mile  
Ferndale, Mi 48220

**Minutes**

**1. ROLL CALL**

**CALL TO ORDER:** 8:02 am

MEMBERS PRESENT: Janice Semma, Jackie Smith, Mindy Cupples, Nathan Martin, PJ Jacokes, Blake Scheer, Jerome Raska arrived at 8:24 am, Melanie Piana

MEMBERS ABSENT: Chris Johnson

STAFF PRESENT: Lena Stevens, Sommer Realy

GUESTS PRESENTORS:

- Erin Quetell, Community and Economic Development (CED) Sustainability Planner
- Jon Moses, Ideation Orange Creative Director
- Jordan Twardy, Community and Economic Development (CED) Director
- Dan Antosik, DPW Administration Manager
- Ashleigh Laabs, A.Victoria MAE

**2. APPROVAL OF AGENDA**

*Motion by Director Scheer seconded by Director Jacokes to approve the agenda.*

*All ayes, motion carries.*

**3. COMMUNITY REPORTS**

**4. CALL TO AUDIENCE**

**5. PRESETATIONS**

**a. Downtown Maintenance Update from the Department of Public Works**

Dan Antosik, DPW Administration Manager from DPW updates provided regarding the Downtown Maintenance contract between DDA and DPW. From a budgetary standpoint costs came in under budget. The second year of the contract started in December 2019. DPW would like to continue the contract when the 2 year term expires, and feels confident they can continue to enhance the Downtown experience in collaboration with the DDA. DPW would like to investigate trying to move away from how much time is spent on specific items and focus instead on goals. Antosik discussed options to utilize Car Trucking for more regular solid waste pickup and either reduce DPW hours or assign them to alterative projects.

Mayor, Piana asked how they will report the amount trash being removed, DDA spends money on trash removal therefore tonnage of trash removal data point needs to be established for downtown region. Growth of downtown impacts the amount of trash

and the cost involved. Director Cupples asked, what the trash expense was prior to DPW contract. Antosik answered that it would have been a shared cost between the DDA contract with Worry Free, Car Trucking, and service from DPW as needed. He also noted that DDA and the downtown maintenance contract is responsible for trash cans, not compactors.

**b. Update on the Downtown Waste Reduction and Recycling Master Plan**

Erin Quetell, CED Sustainability Planner presented updates on the Downtown Waste Reduction and Recycling Master Plan that began in November of 2019. The Downtown Waste Reduction and Recycling plan will be completed mid-February and presented to council in March 2020. Interviews with Tom Pearlman, Rust Belt, Greenspace and other property and business owners provided insight on what is working and what isn't. Plan is meant to improve the level of service. Organic waste management and recycling are priorities. Plan will also establish a way to track the amount of trash collected.

Chair Smith mentioned that the CandleWick Shoppe recycling bins are constantly stolen and a big challenge to business' is the trash is taken out at night. Staff puts trash in their personal vehicles to take home rather than using designated trash collection areas. Trash collection areas are dirty, employees forget codes and overall an uncomfortable experience.

Director Scheer mentioned it is the same for Level One Bank.

Quetell states she is always available to listen and encouraged everyone to reach out to her with any concerns. Executive Director, Stevens states there is little to no accountability even with video cameras to those who use the trash collection system incorrectly.

**c. Ideation Orange Presentation - Experience Designer for The dot**

Executive Director, Stevens introduced the concept of using an experience designer to assist with the incorporation of art to The Development on Troy (The dot). Jordan Twardy, CED Director has been working with Ferndale Arts and Cultural Commission (FACC) on brainstorming ideas and reports there is a high level of interest in interactive art. This is uncharted territory and utilizing a source that is knowledgeable and experienced is essential. Ideation Orange was invited to present a plan of approach they would offer to the project.

Jon Moses, Ideation Orange Creative Director, explained they are a design firm focused experiences to move people. Bring together type, color, images, form, art, technology to create an experience that helps with how public knows they have arrived, directional signage to set the tone, color palette that helps with interest, wayfinding can add to experience and engage your visitors with interactive art displays. Create a destination not just a parking garage. Murals and art engage the community. They can help with the overall experience including branding, exterior signage, interior artwork, wayfinding and exterior art.

If partnered with DDA, the current objectives to focus on are to attract, excite, engage, find and navigate, expressing the Ferndale spirit and through design. Branding components offered are vignettes, storytelling, exteriors, wayfinding all creating a unique environment. Presentation included projects they have completed and ideas with samples.

Director Raska asked about wayfinding and how it would impact what is already in use? Executive Director, Stevens expressed concerns about the functionality, replacement cost, and financial sustainability of current wayfinding system. Stevens stated she would like to use the process with Ideation Orange to re-imagine the system starting with The dot and spreading out from there.

Mayor Piana mentioned she investigated when the grant was received from current wayfinding system and confirmed it is a decade old. Times have changed. At that time, the goal the DDA implemented was to incorporate historical design components and is based off the designs used in the old marquee that is no longer in Ferndale. Piana recommended implementing a replacement strategy over the course of the next 5 years.

Mayor Piana, shared a story about attending a session on wayfinding in Seattle. Learned 4 different types of wayfinding. Suggested the DDA can do a similar session and host a user experience survey.

Director Martin asked Ideation Orange what the approach and process is. Jon Moses stated the following steps they would take in order to implement a plan: First is discovery period, second is design options, third is detail engineering and fourth is delivery. Scope of project would determine the details and all pieces of project.

Director Martin highly recommended Ideation Orange and would love to see the proposal. Chair Smith mentioned the importance of keeping our identity amongst development and this type of plan can create confidence.

Jordan Twardy, Community and Economic Development (CED) Director welcomed the partnership and outlined a potential strategy for seeking grants to cover costs. Patronicity offers a great fundraising opportunity for public art.

**d. PA 57 Compliance for FY18-19**

Executive Director Stevens explained the new law governing Downtown Development Authorities in Michigan, Public Act 57 and the accompanying annual reporting process. The DDA is required to host two Informational Meetings per calendar year. First one held on December 30, 2019. Moving forward it will take place every quarter.

Website has been updated to meet the compliance needs and financial report has been sent to the Michigan Department of Treasury. The dot and Schiffer Park contributions were noted to support the fund balance.

The Ferndale DDA 2012 Development/TIF plan is on file with Treasury and they can be active for up to 20 years, State has acknowledged they have the plan on file. Focus is now on budget and finalizing the CIP. Deficiencies found in the CIP plan provided by

Hamilton Anderson are being documented and included in a letter to the project manager.

e. Frosty Ferndale Holiday Promotion Update

A. Victoria MAE addressed Frosty Ferndale Holiday promotion, Business Outreach and the dot.

Frosty Ferndale Campaign was quick and had significant success. Components included Lyft codes, local events, business specials and the Holiday Ice Festival. Website to support this campaign was created in three days. Lyft codes offered were redeemed 110 equaling a cost of \$545 spent by City of Ferndale. Public relation report shows activity. DDA spent \$1087 spent in FB and Instagram promotions. Printed media utilized OC times, C&G news, expanding the footprint. Recommendations: Continue to develop themed campaigns to support business engagement, continue to build Instagram profile using stories to share information about current events, create a hub to collect and distribute business promotional information and market it.

f. Business Outreach Campaign Final Update

**Business Visit Campaign:** 52 surveys completed, 194 business contacted, 3 exit surveys with an overall success rate of 25%. Document focused on the top five opportunities and challenges the business stated in the survey taken. Parking is a frustration; however, the structure should elevate parking issues. Exiting business M.C. Wiches advises that the dot was too late, and it is what caused their closing. Staffing and HR is challenging. People state they are moving because of parking and have begun to look elsewhere. Downtown business Schmidt and Long needs staff and is looking for resources. Marketing and foot traffic challenge. A few comments shared by individual business' were provided.

Much of the feedback pointed to marketing as a business training need. Businesses realize that everyone has a part in the picture of success, and most do not know how to market themselves. Social media assistance would be valuable. Participation and events are other areas of opportunities and community would like to support.

Executive Director Stevens will supply requested slides to board that were part of A. Victoria MAE presentation. Mayor Piana, suggested possible partnership with TechTown to assist businesses with their challenges to assist DDA with providing resources.

Volunteer Involvement survey has created a collection of interested parties looking to engage with DDA.

**Business Visit recommendations:** Specific, Measurable, Achievable, Realistic and Timely (SMART). Commit to hosting one monthly meeting, face to face drop ins, streamline communication with local business, define communication channels, evaluate festivals and events opportunity for business engagement, develop content around the area most noted as challenges and opportunities to market it. Comradery among business has been lost.

Chair Smith states that the database should reflect the preferred form of communication with each business.

**The dot campaign status and update:** 1185 email marketing subscribers, average open rate of 34%, click through rate 2.1%. New website funded by the City, [www.thedot.com](http://www.thedot.com). 1689 employee rides redeemed by Lyft program, 1109 individual users, \$10,728.91 dollars spent by DDA. December is the highest month codes were redeemed. Does not include Frosty Ferndale code. 2019 is completed and all codes are expired. Testimonials shared by Flip, Greenspace with positive outcome.

Recommendations: Continue employee Lyft codes to create positive message related to the dot, continue to link to three parent sites: [ferndalemi.gov](http://ferndalemi.gov), [parkferndale.com](http://parkferndale.com), [downtownferndale.com](http://downtownferndale.com).

Executive Director Stevens addressed budget and ensures that the amount allocated has not been met. Approximately \$21,000 is left in the DDA budget that was allocated for Parking Mitigation. Requested the DDA continue working with AVM for marketing, looking for a 50/50 cost share between DDA and City. Remaining budget would cover AVM costs until March. Director Martin would like to see objectives, scope of work, details to support the expenses. Continues to ask for the measurable report and game plan, goals and objectives. Director Martin thanked AVM for their efforts and would like a scope of work that has been requested and not yet supplied. Executive Director Stevens asked for clarity on what area of measurables should be included.

Chair Smith mentioned that when a goal is set, it should be referred to when analyzing a project. Challenge going forward is to agree to those goals as a Board and rely on the Executive Director to report on progress.

Director Scheer stated that he agreed more data would be helpful in making decisions. He noted that one of the original goals was to improve the usage of the employee Lyft program which has been accomplished.

Director Jacokes is satisfied with AVM performance.

Executive Director Stevens expressed agreement on the need for setting goals and collecting data to track progress. Will work to implement this going forward.

## **6. CONSENT AGENDA**

- a. Approval of the Minutes of the Regular Meetings held November 14, 2019

*Motion by Director Jacokes seconded by Director Raska to approve the consent agenda as presented.*

***All Ayes, motion carries.***

## 7. REGULAR AGENDA

### a. Discuss Attendance at the National Main Street Conference in May 2020

Executive Director Stevens noted she is unable to attend; Director Pawlica has shown interest and is available to go. Jacki Smith, Jerome Raska, and Melanie Piana expressed interest.

### b. Redesign of DDA Committee Structure

Executive Director Stevens proposed creating the 2020 Visioning Committee that can be flexible in tackling new projects and goals. The current committee structure is based strictly around the four pillars of the Main Street program; Organization, Design, Promotion, Business Development. This is no longer required for compliance with the Main Street Oakland County program and participation has been minimal recently.

February could be the first month to implementation. Discussion of when it is best to be held. Board recommends a mid-month, third week at 6 or 6:30.

Executive Director Stevens is in communication with Affirmations to host monthly business meet ups.

Director Raska suggested not recreating the wheel and have more engagement with the Ferndale Chamber of Commerce events.

## 8. INFORMATION ITEMS

### a. Happenings Around Town

Temporarily igloos update (Bobcat Bonnie's) has gone to council for approval

- New: Balkan House, coffee shop on first floor of WAB

- Closed: Delite, AtomArt

- For Sale: Dino's/MBrew

- Prospects: Breadless, sandwich shop that makes sandwiches without bread.

- Other: Open in Ferndale CED Project, Meeting with Brian Kramer

Director Semma asked about the placement and style of the sculptures during Holiday Ice. Stevens recommended significant changes to the event are pending and it is likely ice sculptures will no longer be included.

### b. Executive Director Workplan Overview

Document with outline is supplied to board. Clean up on supplies, integrating into city budget, creating a check and balance.

## 9. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF (note more than 3 minutes)

Holiday lights, DPW will remove all the Christmas garland, red and green lights, but leave the white lights up at 9 & Woodward and on trees. Rainbow lights will remain at the dot.

## 10. ADJOURNMENT

*Motion by Director Scheer, seconded by Director Raska to adjourn the meeting at 10:20 A.M.*

*All ayes, motion carries.*