



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

Thursday, November 14, 2019

8:00 A.M.

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

Minutes

1. ROLL CALL

CALL TO ORDER: 8:05 am

MEMBERS PRESENT: Greg Pawlica, Mindy Cupples, Jerome Raska, Blake Scheer, PJ Jacokes, Janice Semma, Jackie Smith

MEMBERS ABSENT: Nathan Martin, Chris Johnston

STAFF PRESENT: Lena Stevens, Sommer Realy

GUESTS PRESENT: Community & Economic Development Sustainability Planner, Erin Quetell; Community & Economic Development Director, Jordan Twardy; City Manager, Joseph Gacioch; Human Resources Director, Dan Jacey; DPW Director, Dan Antosik; Ferndale District Public Library, Jennifer Marr; Owners of CrossFit, Cameron and Sarah Brown; Lawfirm of Miller Canfield, Steven Mann; A.Victoria MAE, Ashley Laabs.

2. APPROVAL OF AGENDA

Motion by Director Cupples seconded by Director Raska to approve the consent agenda. All ayes, motion carries.

3. COMMUNITY REPORTS

Ferndale District Public Library Director, Jennifer Marr announced upcoming events at Library. Dave Coulter meet and greet register via Eventbrite. Fall bake sale is on Monday, November 25, proceeds go to summer music concert series. Cardboard City is on Saturday, November 23 and in need of large boxes, if you have please drop off to Library. Closed Thanksgiving weekend and opens on Sunday, December 1.

Ferndale Area Chamber of Commerce presented by Stevens and Scheer. Party is tonight, Thursday November 14 from 6 pm to 11 pm. Tickets available online and at door \$50. Event includes a silent auction, speed painting by Dave Santia, live band, food and networking.

4. CALL TO AUDIENCE

None

5. PRESENTATIONS

a. Welcome Statement from Lena Stevens

Executive Director Stevens shared her excitement and gratitude over this opportunity. Expressed that the City Staff is extremely supportive and helpful. There is a lot of work to do and she will be focused on creating solid foundation. As a new resident to the City of Ferndale, Stevens shared that her family's experience in Downtown Ferndale has been amazing.

b. DPW Downtown Maintenance Report

Presented by Stevens and DPW Director, Dan Antosik. Pressure washing was completed in October, DPW was proactive and sent list of outdoor seating locations set up in areas they have scheduled to clean. Holiday décor expected to be up by Thanksgiving. Delay in holiday lights due to early snowstorm. Dan Antosik is putting extra bodies in place to get the lighting done to meet the Tree Lighting next Friday.

Stevens provided a garland demonstration due to a decision made to replace all 25 garlands used on light poles. \$50,000 was budgeted this fiscal year for upgrading the lights, of which only a portion will be spent this fall. In early 2020, the Board and staff can discuss what décor to purchase for next year with the remaining budget.

Scheer expressed the quality of what the DPW has done in past year. Dan Antosik states that the contract needs to be reviewed and possible increase in cost. Looking forward to continuing servicing the downtown Ferndale.

Raska asks if they experienced challenges with hanging the baskets. Dan Antosik answers, yes. Jerome states the baskets were too small and recommends looking at the baskets now while nurseries are planting for next spring. Dan Antosik agrees and is communicating with Carlos the appearance of hanging baskets and working on a solution for 2020. Raska comments that maybe half as many but very nice.

Smith stated she is excited to see the DDA working so close with the DPW.

c. Holiday Event Update moved to Informational Items in interest of time

d. Additional Presentation. Downtown Sanitation Master Plan Update

Community & Economic Development Sustainability Planner, Erin Quetell presented that on Tuesday City Council approved the budget for the creation of a Downtown Sanitation Master Plan. RRS has been selected as the consultant. Department will be reaching out to the downtown businesses to see how waste management is working for them.

6. CONSENT AGENDA

- a. Approval of the Minutes of the Regular Meetings held October 14, 2019
- b. Separation Agreement with the Deputy Director of the Downtown Development Authority
- c. Approval of Holiday Decor Expenditures (receipts provided in packet)

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

All Ayes, motion carries.

7. REGULAR AGENDA

a. Capital Improvement Plan Update

Hamilton Anderson was contracted to the DDA in 2017 to create a Downtown Development Plan. Two draft plans have been developed, and comments from the Board of Directors as well as staff were incorporated in recent months; Strategic Plan for

Capital Improvements & 2019 Development and TIF Plan. A strategy must be outlined to finalize these documents in accordance with State requirements, meet all public notice requirements, and ultimately recommend the plan for approval to the City Council.

In October 2019, Executive Director Stevens contracted with the law firm of Miller Canfield to review the draft the plans, identify areas where it is currently insufficient to meet State requirements, and assist in preparation of all resolutions, ordinances, notices, certificates and related material necessary to approve the plans. Stevens expressed the need of having faith in the plan. There is not a hard deadline. 2012 plan is filed with state, no need to push by end of December. Take this time to be secure in the firm and plan outline. with Hamilton Anderson

Steven Mann presented his initial findings, as well as the timeline for public notice. Compliance review has shown some issues in the plan. The term TBD, 7 of 23 projects listed as TBD is non accountable. Hamilton Anderson report is very vague and doesn't offer a secure plan. Stevens expresses the need to address the underlining problems before the street scape. Downtown patience is not included in the proposal. Step back take a beat and discuss what to do moving forward.

Stevens is asking board to authorize speaking to other firms, look at all scenarios and present when faith is established in firm.

Steve Mann mentioned bond and finance committee reviewed plan and issues that need to be corrected before revised for statutory requirements. Anything within the plan, funds captured TIF, January 1st this year. Citizens advisory board committee should be present if over 100 residents reside in development area a Citizens Adversary Board committee should be in place. Committee should consist of nine citizens to commit to volunteer, at least 5 members. City clerk should be able to supply a list of registered voters that are in development area. Ferndale Haus tour – 80 apartments rented, over 100 residents by year end.

Smith mentioned that Stevens brought to her attention that there are not clear boundaries of the TIF and NON TIF Downtown Districts.

Scheer expresses he is tired and disappointed and asks Stevens if she is comfortable with no longer working with Hamilton Anderson. Stevens shares she is not comfortable doing so until there is a release value in place. Scheer will supply the original presentations for Stevens to review. Stevens states the problem maybe in the outstanding invoice. Budgeted 80,000 for firm to develop CIP plan. Currently 13,571 in pending invoices.

Legal fees with Miller Canfield will be incurred reviewing plan and will be on call for compliance purposes for the CIP plan. \$4000 should never had to pay in legal fees. Paying the remaining invoices leaves 8,000 in budget.

Raska offered assistance in discussing the issues with the firm. Board agrees that a meeting between Jerome, Stevens and the owner of Hamilton Anderson.

Stevens states the next step is to reach out personally in hopes of rectifying the plan. If it doesn't work, then to reach out to other firms and figure out if we can do it internally.

Pawlica agrees this is the correct approach. Smith express the confidence in Stevens' approach and communication. Thank you for doing research and I appreciate you stepping back and taking a pause.

b. Engaging DDA Special Council

Executive Director Stevens asked for approval to engage the law firm of Miller Canfield as special counsel to assist the DDA with public law and finance matters upon request in addition to their work with the Development/TIF Plan.

*Motion by Director Pawlica to authorize DDA entering a contract with Miller Canfield, seconded by Director Raska. **All Ayes, motion carries.***

c. DOT Construction Update and DOT Outreach Campaign Update/Proposal

City Manager, Joseph Gacoich presented a construction update The dot (Development on Troy). Project will include 25,000 sq. of office, affordable housing, retail space and parking. Contractually, retails lease rates of 18-22 per sq. foot have been secured compared to surrounding cities at 24 per sq. foot. June 2020 the crane should be done. Walk through scheduled for Monday at 430pm. By June 1st parking should be available.

Executive Director Stevens began presentation with reference to project budget tracking sheet provided in packet. Last payment to Lyft was in March. Stevens expressed that the weight and demand of tasks and responsibilities can largely be handled internally. Recommends having AVM on board as a consultant for retail landscape.

Scheer mentioned while looking at budget and coding wondering why items end up in 818. Stevens assured that this is an element of the work plan moving forward and the coding confusion will be more consistent and clearer cut. Smith is concerned with what is out of budget, Scheer mentioned that is it possible we will come in over budget for this project. Cupples and Smith discussed and clarified that the budget is broken over 2 fiscal years to help with parking mitigation. There is no additional budget increase.

Ashley Laabs of AVM stated the highest usage of Lyft codes was in October. Cost of codes to date disturbed and not paid were reviewed. Any unused codes expire on December 31 2019. AVM estimated \$4000 additional cost for November and December. Usage report is supplied at being of month for following month. All codes expire in calendar year. Ashley Laabs, if contract continues, stated they will recommend that Lyft put the expiration date of 6 months out from purchase.

Stevens approached the podium to clarify what portion of the encumbered funds for Lyft codes would likely not be used by the end of the year. Stevens stated that she would monitor the process and recommended option 3, a contract with AVM extending from January-June 2020.

Smith reviewed numbers and questions the budget for the Lyft codes, challenges seen by dot and struggle to business is lack of foot traffic and customers. Huge decrease in customers. Employees out of parking system makes room for customers. Valet is paid by City of Ferndale and is available on Thursday, Friday and Saturday from 5 pm to 10 pm.

Pawlica noted there are two goals: employees not parking and marketing as well as business communication. We have yet to identify another solution. Scheer believes there is value but not secure in the numbers.

Discussion continued over solutions in best way of use of money. Smith clarified there are two conversations, budget for AVM and Lyft codes and marketing advertising efforts.

Cupples stated that in January we can look at numbers and allocate what is left for communication. Raska expressed that November and December are make it our break it time for businesses. Business need help now, and Lyft codes are not bringing customers. Cupples mentioned using the radio and TV for upcoming events, or support from City with connections on media. She noted that it is important to start announcing the upcoming events. In previous experience, she felt marketing firms contracted to do this have never been able to provide proven results.

Stevens mentioned that this is a discussion about marketing. DDA will need a marketing budget for communication. Ashley Laabs, AVM mentioned there are 40 hours remaining to do follow-up appointments and continue efforts. Information will be supplied by December's meeting.

Pawlica inquired who uses Lyft codes and to where when? Laabs expressed the frustration that Lyft does not supply this data. Pawlica mentions maybe business can use the codes for valued customers. Expand this to the consumers.

Stevens clarifies that DDA will continue with AVM until November/December and she will to investigate marketing outreach options for consumer communication.

Option 1: The dot Campaign (November to December 2019)

Lyft Codes

- Purchase request of Lyft Codes – *Reminder: All Lyft codes received in 2019 will expire December 31, 2019
- Ongoing management of Lyft Code campaign (refer to process document for additional information)
 - o Organization, distribution, and communication for Lyft Codes
 - o Email marketing messages surrounding recommended usage of Lyft Codes (festivals, etc)

Construction Messaging

- Email marketing messages surrounding The dot construction notices

Motion by Director Raska to move forward with option 1, seconded by Director Scheer. All Ayes, motion carries.

d. Business Outreach Campaign Update - A. Victoria Mae

Ashleigh Laabs briefly discussed the status of the Business Outreach Campaign. To date all businesses in the TIF district have been visited and have been given the opportunity to respond to a survey either in-person or electronically. A final report and budget will be brought to the DDA in January.

8. INFORMATION ITEMS

5.c. Holiday Event Update (moved from Presentations section in interest of time)

DDA Administrator, Realy gave overview of the upcoming events and status of involvement.

November 30– Small Business Saturday/Shop Local. Door Prizes are being collected, business are sharing their specials and promotions to be listed on event page and shopping list. Welcome Station will take place at Rust Belt Market from 11 am to 2 pm with Level One Cash Mob, ShopLoyal, ShopTextWin station, Door Prize contest for customers who submit a \$25 receipt. Ferndale Area Concert Band will be strolling the streets filling the air with holiday sounds.

December 14 – Holiday Ice Festival 2019. Theme this year is Food and Fairytales. New this year is an interactive frosty cityscape that will be at the North Pole. With the change in staff and confusion in boundaries there has been a delay in communication. Department sent out a state of art email via Mailchimp that provided links to applications and information. Department mailed out Holiday Season information on how to participate to all captured business within the DDA district. Cregger Plumbing has secured the Title Sponsorship and business are slowly sending in applications.

a. Executive Director Workplan Overview

Executive Director Stevens explained and shared the workplan she has created for managing the short-term needs of the DDA office. Her goal is to be as transparent as possible in what staff is working on. The Idea parking lot is where ideas go that we don't have time for but are valuable enough to be noted. Tasks mentioned of highest importance: Act 57 compliance, holiday events, staffing, The dot, housekeeping, budget, database.

Jackie expressed her enthusiasm towards Stevens work plan and approach to all that is needed.

b. Upcoming Certification and Training with Main Street Oakland County

Stevens informed the board that there is training in January and it is mandatory for Smith and Scheer to attend in order for the DDA to be eligible for MSOC grants. Insight on the structure Main Street program will be implemented moving forward.

c. Mark Your Calendar

Items already outlined previously in meeting.

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

None

10. ADJOURNMENT

Motion by Director Scheer, seconded by Director Raska to adjourn the meeting at 10:06 A.M.

All ayes, motion carries.