



**FERNDALE DDA
BOARD OF DIRECTORS MEETING
THURSDAY, JUNE 9, 2016
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 Minutes: May 2016
 - D. Consideration of Agenda

- II. Consent Agenda
 - A. Financial Report
 - B. 2016 National Main Street Report
 - C. DDA Staff/Committees Report

- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)

- IV. Community Organization Reports
 - A. Chamber of Commerce
 - B. Woodward Avenue Action Association

- V. Presentations
 - C. Oakland County Treasurer
 - D. Ferndale Public Schools
 - E. Ferndale Area District Library

- VI. **Action Items**
 - A. By-Law Revisions

- VII. Regular Agenda & Info Items
 - A. Parking Update
 - B. Schiffer Park/Ferndale House Update
 - C. Events Update
 - D. DDA Personnel

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

- IX. Adjournment

CALENDAR OF EVENTS

June

- June 1**
Executive Committee 3pm
Biz Dev Committee 5pm
- June 4**
Ferndale Pride
- June 5**
Ferndale Rainbow Run
- June 7**
Design Committee 7pm
- June 9**
DDA Board of Directors 8am
- June 13**
City Council 7pm
- June 22**
Promotions Committee 7pm
- June 23**
Art of the Cocktail
- June 27**
City Council 7pm

July

- July 4**
Independence Day – closed
- July 5**
Design Committee 7pm
- July 6**
Executive Committee 3pm
Biz Dev Committee 5pm
- July 11**
City Council 7pm
- July 14**
DDA Board of Directors 8am
- July 15-17**
Pig & Whiskey
- July 21**
Get Reel Movie
- July 25**
City Council 7pm
- July 27**
Promotions Committee 7pm

August

- August 2**
Design Committee 7pm
- August 3**
Executive Committee 3pm
Biz Dev Committee 5pm
- August 8**
City Council 7pm
- August 11**
DDA Board of Directors 8am
- August 18**
Get Reel Movie
- August 20**
Dream Cruise
- August 22**
City Council 7pm
- August 24**
Promotions Committee 7pm

***The mission of the Ferndale DDA is:
Work together to drive, deliver, and advance the great downtown Ferndale experience.***



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, MAY 12, 2016 at 8:00 A.M.
FERNDALE DDA OFFICE/CITY COUNCIL CHAMBERS
300 E. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

A. Roll Call 8:01 a.m.

DDA Board Members Present: Jacki Smith, Jay McMillan, Ed Lane, Mindy Cupples, Chris Johnston, Jerome Raska, PJ Jacokes, Michael Hennes

DDA Board Members Absent: Dean Bach, Mayor/Council

Staff Present: Cindy Willcock and Michelle Delacourt

Guests: Joe Gacioch (City of Ferndale), Kim Hart (Ferndale Area Chamber of Commerce), and Kathryn Baker (AdviCoach)

B. Dismissals: Dean Bach (work), Mayor/Council

C. Approval of Minutes April 2016

Motion by Director Smith, seconded by Director Raska to approve the April 2016 minutes as presented. All Ayes, motion carries.

D. Approval of Agenda

Motion by Director Raska, seconded by Director Lane approve agenda as presented. All Ayes, motion carries.

II. CONSENT AGENDA

A. DDA Staff Reports

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

III. CALL TO AUDIENCE

None

IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

Hart

The Chamber just wrapped up their Artist in You program and handed out scholarships to three students in front of a crowd of 60-70 people. The Rainbow Run is June 5th and they are hard at work promoting it. Hart noted that the event supports good causes, and part of the proceeds will benefit Camp Casey, Team Guts, Blessings in a Backpack and the Ferndale Police Auxiliary. Director Johnston requested a jpeg version of material Hart provided so that he can put it on the televisions in his establishments.

B. Woodward Avenue Action Association (WA3)

No report given

C. Ferndale Public Schools/Citizens for a Fair Ferndale

No report given. ED Hicks ran into Superintendent Prewitt who is trying to set up a café in the high schools so kids have a study spot and they are looking for donations of chairs, tables, etc.

V. ACTION ITEMS

A. Michigan Main Street Executive Director Retreat

ED Hicks explained that the Michigan Main Street program hosts an executive director retreat each year, which will take place September 11-13 in Kalamazoo. This retreat offers educational opportunities as well as the opportunity to network and share ideas with other MS/DDA directors. This item was not included in the budget, but he estimates the total cost for travel, meals and lodging to be just under \$600. Main Street Oakland County covers the registration fee for member communities.

Motion by Director Raska, seconded by Director Hennes to approve the allocation of funding in the FY 2016-17 budget and for the Executive Director to attend the 2016 Michigan Main Street Executive Director Retreat.

Discussion was had regarding the structure of the retreat as well as what the learning opportunities would be.

All Ayes, motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

A. Strategic Planning – Elevator Pitch & Values

The revised 1-page plan, updated by ED Hicks & Kathryn Baker, was reviewed. The biggest changes were the items along the bottom. Baker met with the Business Development Committee who discussed and revised the elevator pitch. The Committee felt that having bullet points, rather than an actual speech to memorize, would make it seem less robotic and more conversational. Ms. Baker also noted that she was working with Business Development on some first quarter targets that feed into this, including business outreach which will start in July. The goal is to connect everything the organization does around the same language, weaving in the mission statement and core values into the elevator speech, with separate key points for businesses and residents. The idea is that when someone goes out, they'll have 3 pages to take that tie into this, based on the individual they are meeting with and what their interests may be.

Director Hennes noted that he enjoyed the process of working through and simplifying the message with the Business Development Committee and thought that Ms. Baker's presentation was good and one he wants the opportunity to practice and work on the pitch to businesses. He explained that some of the tools she used to help with engagement and retention of the message were very useful. A brief overview of the 9 steps in having a conversation with businesses included: 1. Who are You (allows the person to give an overview of their business, etc.); 2. Who am I (why am I hear to talk to you); 3. Understanding the DDA structure (this can be drawn out quickly); 4. Relationships (DDA with the Chamber, City and how that fits); 5. Main Message; 6. Resources & Partnerships; 7. Audit of Info (review/update the information we have in our database); 8. Hand-outs/Resources; 9. Action Items. Other ways to communicate were also discussed, as was the value of face to face interaction.

Ms. Baker than conducted a brief survey, asking the Board how they felt the plan was actually being executed, on a scale of 1-10: Directors Raska, Lane and McMillan – 9; Director Smith - 7; Directors Cupples and Johnston - 6; and

Directors Hennes and Jacokes – 5. She pointed out that the importance of using the 1-page plan for focus at all meetings, to go back to how everything aligns with the priorities set.

B. Champion Roles

The role of champions was discussed in relation to committee and Board members, who are a mix of individuals doing different things. The champion is the person keeping that in the forefront of their mind. Champion assignments were reviewed. Branding & Communication is Mindy and Jay. The champion roll is to carry the flag and make sure priorities and tasks are happening that fall under that category. There is a difference between authority, accountability and responsibility; all are responsible for executing the plan, accountability falls to the champions and authority can fall to different levels, some is the Executive Director, some is the Board, etc. The use of organizational tools, such as using TeamGantt, for project tracking, were discussed. Ms. Baker explained that where the organization is today is a result of what was done in the past and now there is a tool (the 1-page plan) to help move forward. The Board needs to be driving these items, and the champions assigned need to keep up to date on progress. She reiterated the importance of going back to the vision of where the organization wants to be in three years and providing the oversight and guidance to plan the proper strategy and execution to get there.

Director Cupples expressed frustration on creating a plan regarding volunteers and lack of action taken on it. Ms. Baker explained that everyone approaches assignments in a different way and the key is to find what works best for you. ED Hicks indicated that he believed that the project fell off is that there wasn't an event established for volunteer recruitment and that is up to the Board. He explained that all events are an opportunity to recruit volunteers, whether DDA or third-party such as the Chamber Gala, by striking up conversations. Discussion was also had regarding incorporating the 1-page plan into the agenda so progress could be more visible and trackable. Board members shared analogies in their approach to handling these challenges. Ms. Baker suggested looking at the current structure of committee based work vs. project-based.

C. Promotions Committee: Upcoming Events

CW: update on what is actually happening on events;
ED Hicks wanted to make everyone aware that the calendar on the side of the agenda now goes out three months and included are events that have been approved by the City special events committee. The City has indicated they don't want the DDA advertising events until they are approved by the committee and the DDA is working with them on trying to get approvals sooner. OM Willcock noted that all events for the year, with the exception of Holiday Hoof, have been submitted to the City. Willcock then provided updates on Get Reel Outdoor Movies on Vester and the Art of the Cocktail.

D. By-Laws Revisions

This item was also included in the April Board packet. ED Hicks provided an overview of the revisions he is proposing and encouraged the Board to read through them and provide any feedback. Revisions, which are based on prior feedback, include certain authorities the Board wishes to hand over to the Executive Director, including purchasing authority, staffing decisions as well as cleaning up language in terms of Board terms and resignation. Also

recommended is an adjustment to budget presentation timing to better align with the City and removal of references to the Main Street program. Kathryn Baker also recommended updating the mission statement.

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Director Smith requested that the DDA review the impact on the downtown and its businesses on the new City directive regarding not holding events on the same day at the end of event season and create a statement accordingly.

Director McMillan noted that the agenda calendar noted “Color Run”, but the Chamber is not endorsed by that organization and requested that the name be changed to the proper “Rainbow Run.”

Operations Manager Willcock noted that she will continue to help keep businesses aware of street closures via email, which will also be provided to the Kara at the City.

Director Johnston discussed the opportunity to park cars on 9 Mile Road for events. Assistant City Manager Gacioch requested Johnston set a meeting with him to discuss the City stance on this.

Director Lane noted that while the new DDA website was up, there were no Directors photos on it and he once again extended his offer to take professional studio photos.

Director Raska provided a reminder that the BBQ Rib Burn Off is Saturday and his team, Team 7, will be serving up their award-winning ribs.

VIII. ADJOURNMENT

Motion by Director Smith, seconded by Director Lane to adjourn meeting. All Ayes, meeting adjourned at 9:39 a.m.

FUND ACCOUNT	DESCRIPTION	BALANCE	2015-16	END BALANCE
		06/30/2015	AMENDED	06/30/2016
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Assets				
248 026.000	Delq.Pers.Prop.Tax/Rec	39,279.69		36,741.01
248 029.000	Est. Uncollectable DELPP Tax	(39,279.69)		(39,279.69)
248 040.000	A/R - Miscellaneous	0.00		0.00
248 078.000	A/R - Other Govt Units	0.00		0.00
248 084.100	D/F Cash Fund	541,763.96		692,668.38
248 084.101	D/F General Fund	(674.50)		(9,334.97)
248 084.731	D/F EE Retir System	0.00		0.00
248 108.000	ACCRUED INTEREST RECEIVABLE	1,535.27		1,535.27
248 132.000	Infrastructure	1,574,005.00		1,574,005.00
248 133.000	Accum.Deprec.- infrastructure	(1,441,402.00)		(1,441,402.00)
248 146.000	Equipment	50,400.00		50,400.00
248 147.000	Accum.Deprec.- equipment	(50,400.00)		(50,400.00)
248 148.000	Vehicles	23,140.00		23,140.00
248 149.000	Accum.Deprec.- vehicles	(23,140.00)		(23,140.00)
TOTAL Assets		675,227.73		814,933.00
Liabilities				
248 202.000	Accounts Payable	19,010.85		0.00
248 206.000	DUE TO CUSTOMERS	0.00		0.00
248 257.000	Wages Payable	3,904.73		2,172.10
248 257.100	Accrued Liability - Payroll	0.00		3,905.23
248 257.150	Accrued Liabilities - Health Insurance	0.00		600.74
248 262.000	Flexible Benefit Plan	0.00		0.00
248 286.000	Deferred Revenues	0.00		0.00
TOTAL Liabilities		22,915.58		6,678.07
Fund Equity				
248 390.000	Restricted	389,070.60		477,057.15
248 390.977	Invested in capital assets, net	175,255.00		175,255.00
TOTAL Fund Equity		564,325.60		652,312.15
Revenues				
248 402.000	Property taxes	475,117.09	460,250.00	441,635.57
248 402.001	Property Taxes - personal	0.00	0.00	0.00
248 402.005	Property Taxes - Loss in Change of PPT	0.00	0.00	30,618.39
248 402.200	Reimbursement for PPT Loss	0.00	0.00	0.00
248 403.100	Property Tax Chargebacks	12,603.74	(10,000.00)	0.00
248 404.000	Voted Property taxes	53,802.71	53,365.00	52,103.28
248 404.001	Voted Property taxes - personal	0.00	0.00	0.00
248 523.000	Federal grant	0.00	0.00	0.00
248 545.000	State grant	0.00	0.00	0.00
248 550.010	State PPT Loss Reimbursement	30,618.39	0.00	0.00
248 610.000	Participation fees	200.00	2,500.00	0.00
248 665.000	Interest income	9,927.60	1,000.00	0.00
248 675.000	Contributions	59,737.85	73,265.00	19,668.64
248 676.101	General Fund contrb.	0.00	0.00	0.00
248 695.000	Miscellaneous income	0.00	0.00	0.00
248 698.000	Net unrealized gains	(57.45)	(10,000.00)	0.00
248 699.661	Transfer In from Motor Pool	0.00	0.00	0.00
248 699.677	Transfer In from HR Fund	0.00	0.00	0.00
TOTAL Revenues		641,949.93	570,380.00	544,025.88
Expenditures				
248 706.000	Full Time Personnel	118,948.30	147,090.00	83,955.36
248 707.000	Part-Time Personnel	8,242.51	23,400.00	12,461.24
248 709.000	Overtime	0.00	0.00	0.00
248 714.000	Holiday Pay	0.00	0.00	0.00
248 714.100	Sick Pay - Annual	0.00	0.00	0.00
248 715.000	Social Security	9,324.67	12,830.00	7,375.87
248 716.000	Health - premiums	0.00	0.00	0.00
248 716.100	Health Insurance	16,971.17	33,250.00	6,863.23
248 716.110	Health Insurance - EE Contribution	0.00	(2,800.00)	0.00
248 716.115	Health Insurance - Retiree	0.00	0.00	0.00
248 716.150	Health Insurance Waiver	0.00	0.00	0.00
248 716.736	Health - OPEB Funding	0.00	0.00	0.00
248 717.000	Life Insurance - EE	96.80	215.00	79.20
248 718.000	Pension- ICMA-RC 401	5,539.75	6,725.00	2,995.17
248 719.000	Fringe Benefits	0.00	0.00	0.00
248 721.000	Longevity	0.00	0.00	0.00

User: Bhicks
DB: Ferndale

PERIOD ENDING 06/30/2016

FUND ACCOUNT	DESCRIPTION	BALANCE	2015-16	END BALANCE
		06/30/2015	AMENDED	06/30/2016
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Expenditures				
248 725.000	Workers Compensation	759.97	850.00	736.04
248 730.000	Postage, Mail processing	91.98	500.00	0.00
248 740.000	Operating Supplies	37,264.18	56,720.00	13,145.20
248 747.000	Grant Activity	0.00	0.00	0.00
248 775.000	Repair & Maintenance	2,081.83	1,374.00	1,014.49
248 802.000	Audit/Actuarial Fees	1,000.00	1,000.00	0.00
248 818.000	Contractual Services	47,236.04	37,500.00	59,883.08
248 853.000	Phone/Communications	4,595.61	3,000.00	1,346.93
248 873.000	Training/Education	12,067.48	8,400.00	528.75
248 885.000	Special programs	50,599.85	44,975.00	25,279.87
248 900.000	Printing & Publishing	20,052.53	21,780.00	4,444.40
248 914.000	Liability Insurance	0.00	2,000.00	0.00
248 920.000	Utilities	16,430.66	21,000.00	11,488.56
248 931.000	Facilities Maintenance	121,912.00	134,000.00	113,061.68
248 940.200	Equipment Leases - Non-City owned	0.00	200.00	0.00
248 942.000	Building Rental	27,478.85	27,500.00	19,809.85
248 943.000	EQUIP RENTAL ALLOC-GENERAL FUND	3,900.75	0.00	1,579.18
248 956.000	Miscellaneous	0.00	0.00	0.00
248 958.000	Memberships & Dues	1,525.00	725.00	675.00
248 961.101	General Fund Admin Allocation	0.00	0.00	0.00
248 968.000	Depreciation Expense	42,652.00	0.00	0.00
248 970.000	Bad Debt	0.00	0.00	0.00
248 974.000	Public Improvements	0.00	15,000.00	0.00
248 977.000	Capital Outlay	5,191.45	30,000.00	21,360.00
248 996.000	Interest Expense	0.00	0.00	0.00
TOTAL Expenditures		553,963.38	627,234.00	388,083.10



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 06/06/16
Re: 2016 National Main Street Conference

The Executive Director attended the 2016 National Main Street Conference in Milwaukee, Wisconsin on behalf of the Ferndale Main Street Program. Approximately 12 seminars/events were attended. The following is a brief summary of the program.

Sampling of some of the seminars attended:

Can Small Towns be Cool?

Smaller and mid-sized communities often struggle to add vitality to their struggling downtowns. Based on a research study examining the successful approaches of 80 high performing small to mid-sized communities, this session provides real strategies from real communities on enhancing local entrepreneurship, strengthening human talent, addressing youth migration, and building successful regional partnerships.

Partnerships, Placemaking, People & Moving Places

Panelist discussed what it takes to create "surprise and delight" in the center of a downtown at a very disconnected parcel, where people don't choose to linger, explore, spend money. How do we change behavior? The Spot 4MKE (Milwaukee) is one of the Heart of the Community grant recipients that is charged finding a resolution. From its start one year ago, in a four-season environment this parking lot project had great opportunities to become a catalyst. A tremendous learning journey of best intentions meets reality of creative placemaking, helpful for cities looking to "catch the magic" for their own underutilized spaces.

Crowdfunding 2.0: Utilizing Economic Champions to Drive Market Gap Start-Ups

The City of Emporia, KS, has been experimenting with a community-based crowdfunding platform for market gap financing for business startups. This session reviewed theoretical academic work on crowdfunding through the lens of social exchange and motivation theories, while highlighting the success of a local BrewPub in Emporia, Radius Brewing. After the first year of operation, the business has exceeded lofty financial projections. This session discusses what we have learned from Radius' success.

For the Love of Cities

An interactive break-out session on implementing projects. Elements will include how to marshal your creative people in your city; the importance of starting small; how to avoid the small but painful things that disconnect us from our places; how to embrace technology; and how to be emotionally true.

Vacant Storefronts—They Are All Opportunities!

This session discussed ways to bring attention to vacant storefronts, get people engaged, and bring more business to the downtown. Opportunities such as cost effective props, pop-ups, incubators, or mystery events were discussed.

Your Logo Here: How to Develop a New Identity for Your District

Too often, our logos don't tell the right story about our downtowns. Two Main Street programs in Baltimore worked with a local advertising agency to revamp their logo and branding. Though the Main Streets have dramatically different populations, both communities were able to rally their neighborhood behind the new design.

The New Main Street: Paradigm Shift and “Catalyst Strategies”

Overview of the new Main Street model currently being rolled out in seven pilot cities. This is a paradigm shift: The organizational structure is more flexible, and all revitalization work is organized around Transformation Strategies (you don't need four committees). Reviewed “Catalyst Strategies” – a menu of economically-grounded transformation strategies that you can adopt.

Economic Impacts of Storefront Improvement

Business and property owners, as well as public sector officials, require sound research, information, and analysis when making decisions about improving the appearance of downtown buildings. Staff at University of Wisconsin-Extension (UWEX) and Wisconsin Economic Development Corporation (WEDC) analyzed 24 downtown storefront improvement projects from throughout Wisconsin. These examples were recapped and have helped us begin to understand the impacts of storefront projects from the business and/or property owner's perspective.

June 2016

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

- Elevator Pitch and Value Discussion – members of the committee finalized the elevator pitch and value message and recommend it be taken to the Board of Directors for consideration.
- Retention Program – the committee is in the process of creating a retention packet and discussed how the retention program will function. Several topics were covered, including: scheduling appointments; message to be delivered; talking points; graphic interface; and other relevant pieces to provide a message to the businesses as they visit them. Executive Director Hicks proposed that he or Heather Coleman-Voss (Michigan Works) accompany volunteers on visits initially to provide training and assistance to those who have not conducted retention visits before.

Promotions

- Committee discussed the Get Reel movie series happening the third Thursday of each month from July-September. The movies have been chosen and are:
 - July 21 – The Sandlot
 - August 18 – Disney's Cars
 - September 15 – The Princess Bride
- The Art of the Cocktail event was discussed and June 23rd was chosen as a date for the event. Additional sponsors and interactive art installations were discussed. Tickets are on sale now!

Design

- The committee has divided up tasks to clean-up the design guidelines started several years ago and will be reviewing the guidelines for content accuracy and to update photos. The goal will be to publish the guidelines this year and to start using them during the Architectural Review

Committee meetings. The Committee did review several proposed changes from member Bowerman-Hagfors.

- The committee plans to discuss sponsorship opportunities at a future meeting with regard to potentially having sponsors for flower baskets/arrangements, benches, or other art/public infrastructure downtown.
- Partnering with local artists, businesses, and SMART was discussed to redesign and sponsor bus shelters around the City. The bus shelters would resemble creative shelters seen in other cities such as Chicago.

Informational Items

Outreach

- Business visits: Twisted Tavern, Jeff King (Former Elegance By Design Space), Magic Bag, Touch of Light, Detroit Comics, Western Market, Assaggi, Darwin's Home Evolution, Detroit Grooming Co., Grasshopper, Candle Wick Shoppe, Little Lotus, Green Thumb Garden Center, Elegance By Design, Jersey Mike's, Union Barbour Shop, Smooth Vapes, Found Sound, Spaulding Curtain, Meaghan Mitchell Salon, Wetmore's Tire & Auto, Level One Bank, Atom Art, Modern Natural Baby, Territory Post, Ferndale Collision, Valentine Distilling Co., M Brew,
- Partner Meetings: National Main Street Center, City of Ferndale, Ferndale Chamber of Commerce, Ferndale Public Schools, Oakland County, Ferndale Area District Library

Property & Business Development

- Save-A-Lot site – Demolition of the former grocery store is underway. The developer submitted plans for landscaping, sidewalk redevelopment, and Schiffer Park. City Staff and DDA have reviewed and commented. City will work with consultant to create redevelopment plans for the park. It is proposed that there will be 90 residential units with some office/retail on the first floor.
- Detroit Grooming Company is now open at 212 E. Nine Mile
- Former Mother Fletcher's – several interested potential tenants have made offers to lease the space at 210 E. Nine Mile
- Former DDA Office – several interested potential tenants have worked with area brokers on leasing the space at 149 E. Nine Mile
- Former Rent-A-Center – Grenadier moving forward with renovations; working to get additional parking on site and improvement to alley
- Former Pizza Hut (Woodward & Cambourne) – construction of a multi-tenant building is ongoing; all spaces in the building have been leased; Jersey Mike's is now open at this location
- Former Hodges Subaru – currently being renovated and will be an Art Van Pure Sleep.
- Church site – to be a mixed-use development by Northstar Properties

New Businesses/Expansions/Retention

- Otus Supply Co. – under construction; \$3.5million investment; no known completion date
- Former Lisa D's and Dangerous Curves has been transformed into Smooth Vapes and the Detroit Grooming Company

- Former Mother Fletcher's – Owner is working on façade improvement plans and potential new tenants.
- Old House next to Hungry Howie's has been demolished and will become a new mixed use development with possible retail/residential or office. 2-Story tall development.
- Working with two new potential retail prospects

Planning & Policies

- The Executive Director has drafted some suggested edits to the DDA's By-Laws and has included in this month's packet for discussion. These are the same edits that have been in the DDA Board packets for review since March. Action is being requested at this time. This is being done based on feedback received during previous Board Meetings and the Strategic Planning sessions.
- DDA is working with City on Master Land Use Plan which will impact policies in the DDA District (such as mixed-use and multi-story future development) These efforts will be ongoing for the next 12 months.

Communication & Marketing

- Website Redesign – the DDA website has received minor updates (Staff/Board of Directors Headshots) as well as the addition of more business data. Integration with volunteer sign-up applications is being researched. Business profiles/photos will be worked on throughout the summer by an intern.
- A General DDA Marketing Strategy as well as an Events Marketing Strategy must be completed within the year. Staff is updating work plans at this time.

Administrative

- The Executive Director is looking at various cloud-based project management applications to streamline projects and allow easy access for all Board and Committee members to check the status of projects and provide updates. This may be feasible with minimal to no cost based on a reduction of licenses for Adobe software products.
- The Executive Director has been evaluating staff development opportunities and consultant performance. Recommended action at this time is to hire a summer intern to complete downtown photo library and to draft potential Marketing/Promotions full-time position description to make hire in the fall.
- Executive Director attended the National Main Street Conference in Milwaukee, WI
- DDA Office move is ongoing as files/boxes are unpacked and organized.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 06/06/16
Re: By-Law Revisions

Revisions have been proposed for the Ferndale DDA By-Laws that are more aligned with the Board of Directors positions on staffing, finances, and the allocation of certain responsibilities to the Executive Director. Additionally, the new language does not discuss the old Main Street model and allows for flexibility with projects.

Recommended Action

To RECOMMEND that City Council approve the revisions to the DDA By-Laws as presented.

Att: Proposed DDA By-Law Revisions

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
FERNDALE, MICHIGAN
BY-LAWS**

Adopted by the Ferndale DDA: June 11, 2002

Adopted by the City of Ferndale: June 24, 2002

Amended and adopted by DDA on Month Day, 2016; adopted by City of Ferndale Month Day, 2016

Article I: Purpose

Section I – Statement of Purpose and Mission

A. Mission Statement:

The mission of the Ferndale Downtown Development Authority is to create a vibrant urban downtown district in Ferndale by promoting economic growth and preventing or correcting deterioration through the implementation of economic restructuring, design, promotions and organizational plans developed by the Ferndale DDA Board of Directors on behalf of the business owners, property owners, residents and volunteers within Downtown Ferndale.

Also, the purpose of the Ferndale Downtown Development Authority is to act in accordance with Act 197 of the Public Acts of 1975, as such statute may from time to time be amended; including particularly to correct and prevent deterioration in the downtown district; to encourage historical preservation; to create and implement development plans in the district; to promote the economic growth of the district; and to encourage the expansion of commercial enterprises in the downtown district. The Ferndale DDA supplies the funding and the public and private sector leadership to provide for the future success and viability of the Ferndale DDA district.

B. The Ferndale DDA shall have the powers to:

1. Prepare an analysis of economic changes taking place in the downtown district;
2. Study and analyze the impact of metropolitan growth upon the downtown district.
3. Plan and propose the construction, the renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility , an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan, which in the opinion of the Board, aids in the economic growth of the downtown district;
4. Develop long-range plans, in cooperation with the agency which is chiefly responsible for planning in the municipality, designed to halt the deterioration of the property values in the downtown district and to promote the economic growth of the downtown district, and take such steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible;

5. Implement any plan of development in the downtown district necessary to achieve the purposes of Act 197, in accordance with the powers of the Authority as granted by Act 197;
6. Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties;
7. Acquire by purchase or otherwise, on terms and conditions and in a manner the Authority deems proper, or own, convey, or otherwise dispose of, or lease as lesser or lessee, land and other property, real or personal, or rights or interest therein, which the Authority determines is reasonably necessary to achieve the purposes of this act, and to grant or acquire licenses, easements and options with respect thereto;
8. Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings and any necessary or desirable appurtenances thereto, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination thereof;
9. Fix, charge and collect fees, rents, and charges for the use of any building or property under its control or any part thereof, or facility therein, and pledge the fees, rents, and charges of the payment of revenue bonds issued by the Authority;
10. Lease any building or property under its control, or any part thereof;
11. Accept grants and donations of property, labor or other things of value from a public or private source;
12. Acquire and construct public facilities;
13. Prepare its own budget for approval by the City;
14. Utilize Tax Increment Financing (TIF) or other revenue measures throughout the DDA District or portions thereof as authorized under Act 197 or Public Act 120 of 1961.

C. Goals:

1. Improve communication and processes between city and businesses;
2. Increase awareness of Downtown Ferndale;
3. Create a business base that will support and compliment one another;
4. Increase foot traffic and business sales in Downtown Ferndale;
5. Improve the physical and visual appearance of Downtown Ferndale;
6. Improve the efficiency and effectiveness of the operating board, staff and volunteers;
7. To nurture community pride in and support of Downtown Ferndale;
8. To promote Downtown Ferndale through marketing, public relations and communications strategies;
9. To establish a coordinated effort among various organizations and agencies to support the revitalization of Downtown Ferndale;
10. To promote economic growth and increase property values in Downtown Ferndale and to eliminate the causes of deterioration;
11. To enhance the image of Downtown Ferndale;

12. To expand and diversify the retail mix in Downtown Ferndale
13. To strengthen residential development and renovation;
14. To maintain and increase private sector investment and expansion;
15. To encourage business excellence and quality in merchandise, services and building appearance;
16. To create a business district that is unique, diverse, friendly, comfortable, active, urban, cutting edge, accessible, creative, and cultural;

D. Goals will be achieved through ~~long term commitment to the Main Street Oakland County Program and the National Main Street 4-Point Approach~~ following the Strategic Plan and focusing on projects which includes, but is not limited to:

1. Branding and communication
2. Providing business resources
3. Supporting the downtown experience
4. Creating a volunteer base with a variety of experience and expertise
5. Gathering, organizing, and providing relevant data

- ~~1. Design~~
- ~~2. Economic Restructuring~~
- ~~3. Promotions~~
- ~~4. Organization~~

Article II: Offices

Section I – Offices:

The Ferndale DDA may have such offices as the Ferndale DDA Board of Directors may determine or the affairs of the Authority may require from time to time.

Article III: Board of Directors

Section I – General Powers:

The affairs of the Ferndale DDA shall be managed by its Board of Directors

Section II – Number, Tenure, and Qualifications:

The Ferndale DDA Board of Directors shall consist of not less than 8 and not more than 12 voting members, including the Chief Executive Officer of the City of Ferndale, and not more than 3 Ex-Officio non-voting members. The voting members shall be appointed for a term of four years, except that of the members first appointed and shall include an equal number of Board of Directors appointed for one year, an equal number for two years, an equal number for three years, and an equal number for four years. At least a majority of the members shall be persons having an interest in property located in Downtown Ferndale. At least

one of the members shall be a resident of Downtown Ferndale, if the district has one hundred or more persons residing within it. A member shall hold office until the member's successor is appointed and assumes the office. Thereafter, each member shall serve for a term of four years.

The Ex-Officio members shall include the executive director by virtue of office of the Chamber of Commerce, Woodward Avenue Action Association and School Board. The Ex-Officio members may appoint a representative of their organization to attend Ferndale DDA Board of Director meetings.

Section III – Selection of Board Members:

The Chief Executive Officer of the City of Ferndale, with the consent of the City Council, shall appoint the voting members of the Board. Subsequent voting Board members shall be appointed in the same manner as the original appointments at the expiration of each member's term of office.

The Chief Executive Office of the City of Ferndale may ask for the assistance or advice of the Ferndale DDA Board of Directors on selecting voting Board Members for appointment. The Ferndale DDA Board of Directors may then assist the Chief Executive Officer of the City of Ferndale in determining the best candidates for positions on the Ferndale DDA Board of Directors through a thorough recruitment selection process that considers the needs of the Ferndale DDA Board of Directors, needs of the Ferndale DDA and review of applicants. A person so appointed by the Chief Executive Officer of the City of Ferndale shall be declared a voting member of the Ferndale DDA Board of Directors upon taking the oath of office.

The Ferndale DDA Board of Directors shall approve Ex-Officio representative members of the Board after considering the recommendations of the Ex-Officio member.

Section IV – Expiration of Term; Continuation in Offices; Reappointment; Filling Vacancies:

Board Members whose term of office has expired shall continue to hold office until his successor has been appointed. If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed by the Chief Executive Officer of the Municipality.

Section V – Removal:

Pursuant to notice and after having been given an opportunity to be heard, a member of the board may be removed for cause by the governing body, removal of a member subject to review by the circuit.

Section VI – Disclosure of Interests:

A Board Member who has a direct interest in any matter before the Ferndale DDA Board of Directors shall disclose his interest prior to the Ferndale DDA

Board of Directors taking any action with respect to the matter, which disclosure shall become a part of the record of the Ferndale DDA Board of Directors' official proceedings.

Section VII – Annual Strategic Planning Meetings:

~~An annual Strategic Planning Meeting~~ of the Ferndale DDA Board of Directors shall be held ~~in the month of January each year, beginning with the year 2000, as needed (the frequency will depend on the needs of the organization at the time)~~ for the purpose of strategic planning, assessment of ~~yearly~~ goals and accomplishments ~~as established at the previous Strategic Planning Meeting(s),~~ and for the transaction of such other business as may come before the meeting. A bi-annual meeting of the Ferndale DDA Board of Directors shall be held in the ~~month January~~ first quarter of the calendar year, beginning with the year ~~2002~~2017, for the election of officers. ~~If the election of officers shall not be held on the day designated herein for any annual meeting or any adjournment thereof,~~ ~~the~~ The Ferndale DDA Board of Directors shall cause the election to be held at a regular or special meeting of the Ferndale DDA Board of Directors ~~within 90 days of the annual meeting.~~ Nominations for the Offices of the Ferndale DDA Board of Directors shall be recommended in December at least one meeting prior to the meeting in which the nominations will be considered. ~~of the previous year.~~

Section VIII – Regular Meetings:

Regular meetings of the Ferndale DDA Board of Directors shall be held at such time and place, as the board shall from time to time determine. Regular meetings shall be held, at a minimum, once per month, unless the Ferndale DDA Board of Directors determines otherwise. The Chairperson shall determine the specific time and day of each month that regular meetings shall be held based on the availability of Board members.

Section IX – Special Meetings:

Special meetings of the Ferndale DDA Board of Directors may be called by or at the request of City Council, the Board Chairperson or any Board Member. The person or persons authorized to call special meetings of the Ferndale DDA Board of Directors may fix any place within the City of Ferndale as the place for holding any special meeting of the Ferndale DDA Board of Directors called by them.

Section X – Notice of Meetings:

Except as otherwise provided by law, all meetings shall be preceded by public notice in accordance with Public Act 267 of the Public Acts of 1976, as amended.

Section XI – Quorum and Voting:

A majority of the members of the Ferndale DDA Board of Directors then in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of Disclosure of Interest (Article III, Section 6), a majority of the remaining members of the Ferndale DDA Board of Directors eligible to vote shall constitute a quorum for the transaction of business.

The vote of majority members present at a meeting at which a quorum is present shall constitute the action of the Ferndale DDA Board of Directors unless the vote of the larger number is required by statute or elsewhere in these rules.

Section XII – Public Meetings:

The meetings of the Board shall be public.

Section XIII – Compensation of Members:

Members of the Ferndale DDA Board of Directors shall serve without compensation, but shall be reimbursed for actual and necessary expenses subject to authorization by a vote of two-thirds of the majority of the Board members then eligible to vote.

Section XIV – Minutes of all Meetings:

The minutes of any meeting of the Ferndale DDA Board of Directors will be mailed to all members of the Ferndale DDA Board of Directors for their review prior to the next regularly scheduled meeting. Minutes of the proceedings of regular or special meetings shall be prepared at the request of and provided to any member of the Ferndale DDA Board of Directors or the City Council. Minutes of closed meetings shall be maintained in conformity with and shall be subject to the provisions of the Open Meetings Act, Act 267 of the Public Acts of 1976, as amended.

Article IV: Officers and The Executive Board

Section I – Officers:

The officers of the Ferndale DDA Board of Directors shall be a Chairperson, Vice-Chairperson, Secretary and Treasurer.

Section II – Election and Term of Office:

Officers of the Ferndale DDA Board of Directors shall be elected bi-annually by the Board at the regular bi-annual meeting of the Ferndale DDA Board of Directors. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Each officer shall hold office until his successor shall have been duly elected and shall have qualified. The same person in the same office may serve a maximum of two consecutive terms. A term of office is two years. No member shall hold more than one office at a time. An officer must be a current Board member.

Section III – Removal:

After notice and having been given an opportunity to be heard, the Ferndale DDA Board of Directors may remove any officer elected or appointed by the Ferndale DDA Board of Directors whenever it judges that it is in the best interest of the Ferndale Board of Directors.

Section IV – Vacancies:

A vacancy in office because of death, resignation, removal, disqualification or otherwise, may be filled by the Ferndale DDA Board of Directors for the unexpired portion of the term.

Section V – Chairperson:

The Chairperson shall preside at all meetings of the Ferndale DDA Board of Directors and shall discharge the duties of the presiding officer. To qualify as a candidate for Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VI – Vice-Chairperson:

In the absence of the Chairperson or in the event of his inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson, and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. Any Vice-Chairperson shall perform such other duties as from time to time may be assigned to him by the Chairperson or by the Ferndale DDA Board of Directors. To qualify as a candidate for Vice-Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VII – Secretary

The Secretary shall record, review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA Board of Directors meeting minutes, committee minutes and correspondence.

Section VIII – Treasurer

The Treasurer shall review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA fund and expense reports created by the Executive Director of the Ferndale DDA and the Finance Director of the City of Ferndale. In the absence of the Executive Director of the Ferndale DDA or Finance Director of the City of Ferndale, the Treasurer will be responsible for all tracking of all funds, expenses and revenues.

Section IX – Executive Board Members:

The Executive Board shall be made up of the Chairperson, Vice-Chairperson, Treasurer and Executive Director.

Section X—Executive Board Powers:

The responsibilities of the Executive Board shall be to advise the Executive Director on the finances, personnel and administration of the Ferndale DDA. The Executive Board shall finalize the annual budget to be approved by the Ferndale DDA Board of Directors and then presented to City Council for approval.

Article V: Employment of Personnel:

The Ferndale DDA Board of Directors may employ personnel as deemed necessary ~~by the Ferndale DDA Board of Directors~~. Such personnel may include, but not limited to an Executive Director, treasurer, secretary, legal counsel, ambassador, ~~and~~ maintenance staff, and other staff as necessary to achieve the goals and objectives of the Ferndale DDA.

Section I—The Executive Director Role:

The Executive Director shall report directly to the Chairperson of the Ferndale DDA Board of Directors. The Executive Director shall supervise all other staff, contractors, and consultants of the Ferndale DDA.

The Executive Director shall have the authority to spend DDA funds within the approved budget line items. In the event that funds need to be reallocated to accommodate a new or different goal or objective of the DDA the Executive Director shall have the authority to do so up to \$5,000 item without prior consent from the DDA Board of Directors. The Executive Director shall notify the DDA Board of Directors of this action at their next regular meeting.

Section II—Employment Contract & Hiring

The Executive Director shall sign a written contract of employment signed and approved by the Chairperson with majority support from the board of Directors and Vice Chairperson of the Ferndale DDA Board of Directors. The Executive Director shall ~~present~~ be responsible for all other staff hiring selections ~~to the Ferndale DDA Board of Directors for approval~~. The Executive Director will be responsible for all personnel decisions and will inform the DDA Executive Board of all hiring, disciplinary, and termination actions. Employment agreements shall be prepared by the Executive Director and reviewed by legal counsel prior to execution. All employment agreements will be signed by the ~~staff, Executive Director and Chairperson of the Board for all staff recommended by the Executive Director.~~

Article VI: Standing Committees

Section I – Standing Committees:

Standing committees of the Ferndale DDA Board of Directors shall be the design committee, ~~economic restructuring~~ business development committee, promotions committee and the organizational committee. These committees may be restructured or ceased by the DDA Board of Directors at any time. Additional committees may be formed if necessary to accomplish goals and objectives as outlined in the Strategic Plan.

Section II – Standing Committee Structure:

No fewer than three committee members and no more than eight committee members shall serve on each committee. No more than four Ferndale DDA Board of Directors shall serve on one committee. The DDA Executive Director

shall act as a permanent consultant to each committee without needing to be in attendance at all meetings. The committees shall include outside consultants, residents of the city and business people of the DDA district appointed by vote of the Ferndale DDA Board of Directors deemed necessary.

Section III – Term of Office:

Each member of the standing committee shall continue as such until ~~the next annual meeting of the members of the Ferndale DDA Board of Directors and until~~ his successor is appointed, ~~unless such member resigns, or~~ unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section IV – Chairperson:

One member of each committee shall be appointed Chairperson by the Ferndale DDA Board of Directors and does not have to be a DDA Board Member.

Section V – Quorum:

Unless otherwise provided in the resolution of the Ferndale DDA Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum, and the acts of the majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Section VI – Power of Committees:

Standing committees shall determine and schedule their meeting times, dates (minimum of monthly) and locations; consult with outside sources; interface with other city-appointed Boards and Commissions for an exchange of ideas that would then be presented to the Ferndale DDA Board of Directors prior to any action of the Ferndale DDA Board of Directors.

The committees could interface by inviting member(s) of such boards and commissions to a committee meeting, members(s) of the committee attending said Board's meeting, telephone consultation, and written correspondence; make recommendations to the Ferndale DDA Board of Directors for approval; act on decisions made by the Ferndale DDA Board of Directors as delegated by said Board of Directors that are within the authority and means of Ferndale DDA Board of Directors. Standing committees do not have the authority to take action without the approval of the Ferndale DDA Board of Directors; make decisions without the approval of the Ferndale DDA Board of Directors; act on proposed plans without approval of the Ferndale DDA Board of Directors; make recommendations between committees without Ferndale DDA Board of Directors approval; and enter into contracts or purchase agreements.

Section VII – Duties:

The duties of the committees are to notify the DDA Executive Director and Chairperson of all meeting times, dates and locations; keep written ~~minutes~~

summaries of each meeting to be filed with the Ferndale DDA; keep the DDA Executive Director informed of the events of each meeting by means of the Chairperson if unable to attend; fulfill charges of and answer to the Ferndale DDA Board of Directors; present ~~monthly~~ committee reports at Ferndale DDA Board of Directors meetings as necessary; act in the best interest of the Ferndale DDA at all times.

Article VII: Advisory Committees

Section I - Committees of Members:

The Ferndale DDA Board of Directors, by resolution adopted by a majority of the members present at any meeting, may designate and appoint one or more committees to advise the Ferndale DDA Board of Directors, except as otherwise provided in such resolution. The members of such committee may be Board Members, outside consultants or community leaders as authorized by the Ferndale DDA Board of Directors and appointed whenever it is deemed in the best interest of the Ferndale DDA. The Ferndale DDA Board of Directors if deemed in the best interest of the Ferndale DDA may remove any member of an advisory committee.

Section II – Term of Office:

Each member of a committee shall continue as such until ~~the next annual meeting of the members of the Ferndale DDA Board of Directors and until~~ his successor is appointed, unless such member resigns, or unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section III – Chairperson:

The Ferndale DDA Board of Directors shall appoint one member of each committee the chairperson of the advisory committee.

Section IV – Quorum:

Unless otherwise provided in the resolution of the Ferndale DDA Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum, and the acts of the majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Article VIII: Contracts, Checks, Deposits and Funds

Section I – Contracts:

The Board may authorize the chairperson, executive director, agents or agents of the Ferndale DDA, to enter into any contract or execute and deliver any instrument in the name of and on the behalf of the authority, and such authorization may be general or confined to specific instances.

The Executive Director shall enter in to contracts without further consideration by the DDA Board of Directors for those items that are included in an approved budget.

Section II – Checks, Drafts, etc.:

All orders for the payment of money, notes or other evidences of indebtedness shall be signed by the executive director and forwarded on to the Finance Department of the City of Ferndale for the issuance of payment. If for any reason the Ferndale DDA establishes a bank account outside of the City of Ferndale's bank account, then all checks, drafts, and orders for payment of money, notes or other evidences of indebtedness shall be co-signed by two persons of the Executive Board.

Section III – Deposits:

All funds of the Ferndale DDA shall immediately be deposited into the appropriate fund or account to the credit of the Ferndale DDA in such banks, trust companies or other depositories as the Ferndale DDA Board of Directors may select.

Section IV – Gifts:

The Board of Directors may accept on behalf of the Ferndale DDA any contribution, gift, bequest, or devise for the general purposes or for any special purpose of the Ferndale DDA. The Executive Director shall inform the City of Ferndale of the receipt of such gifts. The identity of the donor need not be reported should the donor wish to remain anonymous.

Section V – Budget:

The committees of the Ferndale DDA shall submit proposed objectives and goals to the Ferndale DDA Board of Directors in December for the development of an annual budget. The Ferndale DDA Board of Directors shall set goals and objectives annually in January to develop and approve a budget for the fiscal year beginning the first day of July. The Ferndale DDA Board of Directors shall submit an annual budget to the City of Ferndale Finance Department by the end of January-March for inclusion in the annual budget presentation to City Council held prior to April 4-30 of each year for City approval.

Article IX: Books and Records

The Ferndale DDA shall keep correct and complete books and records of account, and shall also keep minutes of the proceedings of its members, Ferndale DDA Board of Directors, and committees having any of the powers of the Ferndale DDA Board of Directors, and shall keep at the principal office a record giving the names and addresses of the members entitled to vote. All books and records of the Authority shall be open to the public at all times.

The Executive Director shall provide the Treasurer, Ferndale DDA Board of Directors and City of Ferndale with regular financial reports of the activities of the revenues received and expenditures made by the Ferndale DDA.

All bank accounts maintained by the Ferndale DDA shall incorporate the words "Ferndale Downtown Development Authority" in the title of such accounts. Upon the creation of any new accounts, the Authority shall so advise the City of Ferndale.

Article X: Calendar Year

The calendar year of the corporation shall begin on the first day of July and end the last day of June each year.

Article XI: Amendments to Rules

These rules may be altered, amended, or repealed and new rules may be adopted by a majority of the members appointed and serving if written notice is given of intention to alter, amend, or repeal or to adopt new rules at such meeting. The full nature of the rule change shall be included in the notice. Adoption of rule changes shall require affirmative votes by five members of the Ferndale DDA Board of Directors. Changes in these rules are subject to approval by the City Council.

Article XII: Political Campaign Activity

The Ferndale DDA shall not expend funds of the Ferndale DDA or otherwise contribute to the advocacy of any political candidate or ballot question.

Article XIII: Parliamentary Authority

The rules contained in the current edition of Robert's Rules of Order Newly Revised shall govern the Ferndale DDA Board of Directors in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the DDA Board of Directors may adopt.