

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Thursday, October 10, 2019 7:30 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

1.a. Roll Call 8 a.m.

DDA Board Members Present: Greg Pawlica, Blake Scheer, Janice Semma, Jerome Raska, Nathan Martin, Chris Johnston, Pj Jacokes, Mindy Cupples,

DDA Board Members Absent:

Staff Present: Cindy Willcock, Sommer Lynn Realy

Guests: Ashleigh V. Laabs, A.Victoria MAE; Joseph Gacioch, City Manager, Kara Sokol, Communications Director; Daniel Martin, Mayor of the City of Ferndale; Dan Jacey, Human Resources Director; DPW staff, Carlos Kennedy, Director of Department of Public Works; City Attorney, Dan Christ

1.b. Dismissals: Chair, Jacki Smith

1.c. Approval of Agenda

Motion by [Director not noted] to approve agenda, seconded by [Director not noted] to approve agenda as presented. All Ayes, motion carries.

II. Closed Session

2.a. Closed session to consider material exempt from discussion or disclosure by state or federal statute pursuant to MCL 15.268(h)

Moved by Director Cupples, seconded by Director Raska to approve entering closed session to consider material exempt from discussion or disclosure by state or federal statute pursuant to MCL 15.268(h).

MOTION CARRIED

Open Session began at 8:19 am

Dismissal: Greg Pawlica left room at 8:55 a.m., returned at 8:57 a.m.

III. Approval of Minutes:

Motion by Director Greg Pawlica, seconded by Director Jerome Raska to approve the minutes for September 2019 regular meeting. All ayes, motion carries.

IIII. Community Reports

A. Ferndale Area Chamber of Commerce

Blake Scheer announced that anyone who would like to be involved with Celebrate Ferndale to contact Joy Wells at the FACC.

V. Consent Agenda

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

5.a. Financial Statements for period ending September 30th, 2019

5.b. DPW Downtown Maintenance Report for September 2019

5.c. Staff and Committee Report

VI. Call to Audience

VII. Presentation

A. Victoria Mae Presentation; Ashleigh V. Laabs

i. The DOT Update

Ashleigh V. Laabs of AVM presented The DOT campaign summary is included in packet. High level update. All 600 codes are all distributed. September 250 rides redeemed, 55% of business has used code up from 49%. Email marketing holding steady. Website navigation is all pointing to www.thedot.com. Analytics included in packet. Significant increase of 644 current users. Deputy Executive Director Wilcock included in packet the budget breakdown. Close to \$250,000 allocated. \$7 lyft codes may not be used and expire at year end. \$704 amount allocated for \$7 codes. Total of \$13,000 has been purchased / remaining 8500 to be redeemed. \$14 are actively being used.

Director, Blake Scheer asks City Manager, Joseph Gacioch and Deputy Executive Director, Cindy Wilcock about the \$9,000 allocated for the Chariot service. City Manager stated that Chariot doesn't come out of DDA budget, Ms. Wilcox confirmed that two invoices have been billed to DDA. \$9000 listed as expense of DDA budget and will be revised accordingly.

ii. Merchant Validation Pilot Campaign Overview

Ashleigh V. Laabs of AVM presented and supporting documents included in packet. Anita's Kitchen believes it is a great program, customers do not use app and it's not relevant for their customers. Modern Natural Baby believes it is a super success. Next step is phase 2 of the plan, developing case studies with data usage reports. Suggested an allocation of \$50 to 5 business' and print out cards with codes for customer redemption. Union Barber, Anita's Kitchen, Modern Natural Baby are included in phase 1. Looking for another five business' for phase 2. No additional dollars are required. Anita's would rather not be included at this time and to touch base in November.

Director Blake Scheer inquires how many hours have been used for this validation program? AVM explains that she does not have exact number in report, possible 10 hrs. Director Nathan Martin

asks how many hours for phase 2. AVM explains that this is continuation of the communications already in place.

Director Jerome Raska expresses that this is a waste of time, the business owner should be responsible and not be begged or prompted to participate. Feels as though it is a total waste of money. Business owners should be rewarded for their best applied solution. Information is available to all and initiation should be on them.

Director Mindy Cupples mentions that it is about good will.

AVM states this already exists and is a communication and marketing.

Director Chris Johnston agrees with the communication and efforts should be more on incentive action.

Director Nathan Martin suggests allocating time to phase 2 or focus on another aspect, Director Mindy Cupples states it doesn't take more time or money and is included in the initial contract. Deputy Executive Director Cindy Wilcock stated that this was implemented to support business and create positive moral.

iii. **Business Retention Update**

Oct 1st numbers were shared at Executive board meeting with an additional update not included in packet. Not in packet: 31 surveys / 21 additional surveys have been sent. 126 have been visited. 2 exit interviews – Michigo and Boston Tea Room. Goal touch and visit business and collect information. Value visibility and brand awareness.

Business and owners are interested in board or committee volunteer; Ben Long has submitted an application for board, Lisa Schmidt has interest in joining a committee.

Mayor, Daniel Martin asked if an exit interview was done with M.C. Wicks AVM stated that owner has been contacted and a email survey supplied to them.

Motion to approve the extension of contract with AVM for next 30 days to not exceed \$5000 coded to account 248-000-956.000, by Jerome Raska and review again at November meeting for 2020, seconded by Janice Semma. All Ayes, motion carries

VIII. DDA PU Updates

IX. Information Items

9.a. **Capital Improvement Plan (CIP) Update**

Deputy Executive Director, Cindy Wilcock supplied documentation and discussed the current information provided by Hamilton Anderson is almost ready for presentation. Director Nathan Martin is up to date on information and recommends this is presented as soon as possible. Director Blake Scheer asks if we have paid the invoices received.

Cheryl from finance was not available to attend meeting, Deputy Executive Director Wilcock confirmed two invoices have been received but not processed for payment until Hamilton Anderson supplies the documentation the invoices refer to. Public meeting needs to be posted at 20 days before CIP plan is presented. Recommended that the board meet and present the CIP plan to the public at the same time. 30 days gives time for all supporting documentations are provided by all parties. November board meeting is moved to Wednesday, November 13th at 6:00 pm. Capital Improvement Plan will be provided to council for approval on November 25th.

9.b. Holiday Lighting Update

DPW director, Carlos Kennedy invites all members to the DPW garage to see three trees dressed for review and recommendation. Would like to install tree lighting by 1st week of November. Discussed different variation of lighting options wrap trunks and canopy. Deputy Director, Wilcock mentioned the budget of \$50,000 has been approved to enhance the downtown holiday decorations. 174 downtown light poles. Recommended to purchase after holiday when on sale by purchasing in the fiscal year. Focus is on the lights and replace the existing fixtures. Field trip to DPW follows meeting adjournment.

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

Zing Training took place on September 30th was well received. Attended by 35 people. 25 filled out survey with a rating of 9.44 success. Deputy Executive Director Wilcock is looking to partner with surrounding communities to offer this training again.

Fido Does Ferndale takes place next week on October 17th from 5 p.m. to 8 p.m.

Gearing up for Small Business Saturday, text and win. Promotions volunteer, Christina is working on the neighborhood campaign details.

Director Chris Johnston shares that the DDA used to do more events, asking board to think about a different tactic for advertising. Forward thinking and how-to best support business' in marketing and events with possible new allocation of the advertising funds. Deputy Executive Director Wilcock shares that a co-op coupon is being created and welcomes Director Johnston to review and offer recommendations. Director Nathan Martin recommends looking at Main Street Organization success practices in other communities

XI. **Adjournment**

Motion by Director Jerome Raska, seconded by Director Mindy Cupples to adjourn the meeting at 9:22 a.m. All ayes, motion carries.