



**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY**  
**BOARD OF DIRECTORS MEETING**  
**THURSDAY, AUGUST 11, 2016 at 8:00 A.M.**  
FERNDALE DDA OFFICE/CITY COUNCIL CHAMBERS  
300 E. 9 MILE  
FERNDALE, MI 48220

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**I. CALL TO ORDER**

- A. Roll Call 8:04 a.m.

**DDA Board Members Present:** Mindy Cupples, Jay McMillan, Jerome Raska, Dean Bach, Michael Hennes, Jacki Smith, Chris Johnston and Mayor Dave Coulter

**DDA Board Members Absent:** PJ Jacokes, Ed Lane

**Staff Present:** Barry Hicks and Cindy Willcock

**Guests:** Kathryn Baker, AdvCoach

- B. Dismissals: PJ Jacokes and Ed Lane (work-related)

- C. Approval of Agenda

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

- D. Approval of Minutes June 2016

Motion by Director Hennes, seconded by Director McMillan to approve the June 2016 minutes as presented. All Ayes, motion carries.

**II. CONSENT AGENDA**

- A. Financial Report  
B. DDA Staff/Committee Reports

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

**III. CALL TO AUDIENCE**

None

**IV. COMMUNITY ORGANIZATION REPORTS**

- A. Chamber of Commerce McMillan  
The Chamber is diligently working on the annual directory, which should be out in time for the Gala in November. Administrative Assistant Linden Godlove has resigned, and they have brought someone new on so that there is a week overlap where Linden can help bring her up to speed. They are also in the process of launching a new website which will involve a new data management program.
- B. Woodward Avenue Action Association (WA3)  
WA3 is working on their mobile site and hope to have something to present at the September DDA Board meeting. They are in the early stages of identifying a clear job description for an Executive Director.

C. Ferndale Public Schools

No report given. The schools will be coming out to the next Outdoor Movie on Vester with swag and information about their new "Learn Local" campaign.

V. ACTION ITEMS

A. BUILD Application – 310-318 W. Nine Mile

The applicant, the daughter and son-in-law of the property owner, have expressed interest in restoring the original façade and after checking into the condition determined that this would be possible. Their BUILD application includes replacement of the limestone band as well as cleaning and repair of the original brick. At this time they have not requested funds for replacement of the upper cap, windows or possible removal of the brick veneer lower level and restoration of the material beneath it. Costs for the submitted work is \$31,860. They are eligible for up to a 20% reimbursement. The Design Committee reviewed the application and are recommending an amount of up to \$6,000, which is just less than 20%. Director Raska inquired about whether this fits into the budget and it was noted that for this fiscal year \$20,000 was budgeted, with just less than \$5,000 already paid out. Director Johnston asked whether there was a requirement for applicants to submit multiple bids and this is not a requirement, however Director Hennes explained that the payment is based on actual invoices submitted upon completion of the work.

Motion by Director Hennes, seconded by Director Smith to approve the BUILD application for 20% reimbursement up to a maximum of \$6,000.

Discussion was had with it noted that the plans go through the building and planning department so they would know if the cost was accurate. Director Hennes noted that he appreciates what Director Johnston brings to the table, noting that in the past the Board was a little casual with some of the larger projects and he has been in favor of allocating funds to smaller projects instead.

All Ayes, motion carries.

B. Band Sponsorship

The Ferndale Marching Band has inquired about DDA sponsorship again this year. Director Johnston noted that he brought this topic up with the executive committee and thinks that the value of the sponsorship goes away after years and the DDA should ask for volunteer hours in return for sponsorship dollars. Director Raska asked who would track the hours and also noted that he was not in favor of sponsoring the band and would rather invest into educational-based programs. Director Smith noted that both types of programs could be assisted by the DDA. Discussion was had to let staff address the volunteer hour exchange and ED Hicks asked for clarification that if the band was able to provide volunteer hours, that the Board was authorizing the \$500 requested donation, noting that funds would have to be moved from someplace else in the budget. Director Cupples asked if the funds could be allocated from the Art of the Cocktail proceeds.

Motion by Director Smith, seconded by Director Cupples to authorize the Executive Director to reallocate \$500 to the Ferndale High School Golden Eagle

Marching Band in exchange for volunteers to be determined at the DDA discretion.

Discussion was had regarding the fact that this item was not included in the budget and would require moving funding from elsewhere or taking it from the public art account. Discussion was had regarding the creation of a community fundraisers account and amount in the next budget cycle and how that would be structured.

All No's, motion fails.

C. Art Piece

The graffiti art piece that was created at the 2014 Funky Ferndale Art Fair and subsequently purchased for \$500 by the DDA and installed on the wall at the Cupcake Station has been removed so that the building owner can do some powerwashing and repairs in preparation of a new mural installation by the Ferndale Arts and Cultural Commission. Another property owner has agreed to allow the piece to be installed on her building, however the plexiglass in the frame needs to be replaced. Installation and plexi replacement, based on previous costs, could run approximately \$500. A Ferndale resident has inquired about purchasing the piece for her private collection and offered \$300.

Motion by Director Raska, seconded by Director Cupples to accept the offer by Kate Baker for \$300 for the art piece. All Ayes, motion carries.

D. Holiday Hoof

The Executive Board discussed whether they wanted to continue doing Holiday Hoof this year, noting that participation has not grown as originally hoped for and whether it fulfilled the mission and goals of the organization. Discussion was had regarding the effectiveness of the event, possibly coordinating it with the Holiday Ice Festival and whether time and efforts are better spent promoting other events and programming such as the Holiday Ice Festival and Small Business Saturday.

Motion by Director Johnston, seconded by Director Smith that we don't do Holiday Hoof. All Ayes, motion carries.

**VI. STRATEGIC PLAN – PLAN COMPARISONS & CROSS-ANALYSIS**

A spreadsheet that combined the DDA strategic plan in comparison against the Master Land Use Plan (MLUP) and City Council goal setting was reviewed. This comparison shows who is focusing on what, where overlaps occur as well as begins to draw where initiatives and other resources are and where it all aligns. Specific items were discussed in further detail, such as under economic vitality, the Mayor's business council and the small business council that was started by the Mayor Pro-Tem and working through that partnership; under efficient operations, bylaw review and update has already been done, work is continuing on volunteer management, and the City partnership with the University of Michigan technical school looking into the efficiency of City functions and other projects, one of which could be how we can efficiently and easily recruit volunteers and monitor and track how we can use technology to better coordinate. The whole point of the spreadsheet was to show the different plans that are there and how the DDA goals and objectives align with what the City is doing.

Further discussion was had regarding MLUP items that listed the DDA as task leader and how they align with the DDA's strategic priorities, a partnership with the FerndaleHaus developers, DDA and City on Schiffer Park. Mayor Coulter spoke about how all the plans mesh together and the opportunity to identify any items that are in conflict.

**VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF**

Operations Manager Willcock provided an update on the "Art in SMART" bus shelter project. Executive Director Hicks provided an update on progress of a business recruitment and retention program, noting that the Business Development Committee has begun retention visits and consultants for creating business recruitment strategies for retail are being looked into. Director Hennes noted that DTE has begun replacing street poles and have replaced the existing ones with sleek, modern looking ones that don't match the overall look and feel of the downtown. Director Johnston provided an analogy about the annual planning process and a family trip to the amusement park, but noted that the time spent was valuable and he appreciates that the process and work continues. Mayor Coulter explained that the parking recommendation made by the parking committee has been vetted by the consultants and they have a recommendation that is based on, but not exactly what, was recommended by the committee. The committee and consultants will meet at 10:00 to hear that recommendation and provide feedback. The Mayor indicated that he would like the DDA Board to have a chance to review the recommendation prior to it going to Council for approval and a meeting was scheduled tentatively for 8:00 am Thursday, August 18th. Director Smith noted that as the Board Treasurer, we have not gotten a good financial report in over a year from BS&A, that information seems to be lagging and things aren't coming up right and she wanted to recognize that. Executive Director Hicks noted that the transition is slower than anyone anticipated and he has requested that the City provide training to the DDA staff so that payables can be input in a timely fashion.

**IX. ADJOURNMENT**

Motion by Director Raska, seconded by Chair Bach to adjourn meeting. All Ayes, meeting adjourned at 9:29 a.m.