



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, DECEMBER 10, 2015 at 9:00 A.M.
FERNDALE DDA OFFICE
149 W. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

A. Roll Call 9:00 a.m.

DDA Board Members Present: Dean Bach, Jacki Smith, Mindy Cupples, Ed Lane, Michael Hennes and Jerome Raska

DDA Board Members Absent: Jay McMillan, Chris Johnston, Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock

Guests: Joseph Gacioch (Ferndale Asst. City Manager), Justin Lyons (Planner, City of Ferndale), Candice Susak (Zipcar), Bob Greager (The Eagles Pledge), Tiffany and Chris Best (The Rust Belt Market, Kevin Canze (Republic Parking)

B. Dismissals: Jay McMillan (vacation), Chris Johnston Dave Coulter/Dan Martin

C. Approval of Minutes November 2015

Motion by Director Lane, seconded by Director Raska to approve the November 2015 minutes as presented. All Ayes, motion carries.

D. Approval of Agenda

Motion by Director Smith, seconded by Director Hennes approve agenda as presented. All Ayes, motion carries.

E. Acceptance of Financial Report

Motion by Director Smith, seconded by Director Lane to accept the financial report as presented. All Ayes, motion carries.

II. CONSENT AGENDA

Motion by Director Lane, seconded by Director Raska to accept the consent agenda as presented. All Ayes, motion carries.

III. CALL TO AUDIENCE

Bob Greager, gave an overview of the Eagles Pledge (EP), a grant program for up to 4 years of college tuition for all high school graduates modeled after the Kalamazoo Promise. The EP is launching its first major fundraising campaign to activate its own tuition grant pledge for graduating seniors of FPS. To date all funds raised have been either gifts or from their Board. Greager is seeking additional donors or ideas for potential donors as well as assistance in getting the word out. Chair Bach directed that Pitch Black get something out regarding this program.

IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

OM Willcock delivered report emailed by Chamber Interim ED Carol Jackson.

The Chamber is looking forward to an awesome year and hoping to collaborate with the DDA in some new projects. Jackson also wished to extend her personal apologies that the Chamber was not able to fully participate in Holiday Hoof because of the staffing issues they are experiencing. The hunt for a new

Executive Director has begun, but they are taking their time in the interview process. Finally, she wanted to wish the Board a happy holiday from the Chamber.

- B. Woodward Avenue Action Association (WA3) (No report provided)
WA3 continues to go through internal changes and hopes to attend meetings and provide updates in 2016.
- C. Ferndale Public Schools (No report provided)
The Ferndale Community Concert Band will be having a concert on Sunday, December 13th at 3:00 pm in the FHS auditorium.

V. ACTION ITEMS

A. Zip Car

Candice Susak, market fleet supervisor, gave an overview of Zip Car (information provided in Board packet). Zip Car is a the world's leading car sharing network whose mission is to provide affordable/sustainable transportation options for anybody at any time. They would like to launch a one-year pilot program in Ferndale with two vehicles. Proposed locations for the vehicles were discussed, with it being noted that close proximity to Woodward was a priority. The proposed first location would be on the west side of Woodward, on Planavon (next to the former Save-A-Lot), which will provide good access to both 9 Mile and Woodward, as well as good visibility and proximity to residential areas. The proposed location for the east side of Woodward is on 9 Mile, just east of Bermuda on the north side of the street. Benefits of this location are the same as listed above. Chair Bach stated he would be more in favor of having the parking in lots rather than on street and Kevin Canze of Republic Parking explained that there is more visibility on-street, as well as from a maintenance standpoint on-street is less disruptive than lot spaces. Assistant City Manager Gacioch also noted that studies show the proposed locations are not utilized at 85% capacity and that this is a one year pilot – cars can always be moved if it proves to be a burden.

Motion by Director Hennes, seconded by Director Raska to recommend that City Council approve Zip Car's proposal to locate two vehicles in Downtown Ferndale, on East 9 Mile near Bermuda and Planavon near West 9 Mile.

Discussion was had regarding clarification of locations, with Assistant City Manager Gacioch indicated that the City parking department would notify businesses.

All Ayes, motion carries.

B. Liquor License Review – Rust Belt Market

As discussed at the November Board meeting, the Rust Belt Market (RBM) has applied for a Redevelopment Liquor License. The City Liquor Review Committee met in October to review the request and are recommending approval of the request. The DDA Board requested the City draft an agreement that would allow the City to inspect the operation to determine if the owners were operating within the scope of the agreement and allow revocation of the license if it was determined they were in violation of the agreement. The Board also asked that the owners provide additional information regarding where the alcohol will be

sold, how parking during special events will be addressed and compliance with state law hours of operation requirements.

RBM owners Tiffany and Chris Best provided information regarding these questions that was included as an attachment to the Board packet. The Best's indicated theirs is a very fluid business model that always meant for Friday, Saturday, Sunday hours for retail. They will be trying a Thursday game night concept to assist with complying with hours requirements, provided information on parking mitigation and the proposed floorplan of the café/bar area. Directors Raska and Hennes thanked the Bests for their extra work in addressing the Board's concerns.

Motion by Director Raska, seconded by Director Hennes to recommend that City Council approve the Redevelopment Liquor License for the Rust elt Market as reviewed and recommended by the Ferndale Liquor License Review Committee with all of the conditions listed in said document.

All Ayes, motion carries.

C. Resolution to Council Regarding Liquor Licenses

The DDA Executive Board met and discussed concerns regarding parking in the Central Business District as a result of adding liquor-serving establishments and wanted to make a statement to Council through a formal resolution that the DDA Board does not want Council to consider any additional issuance of liquor licenses in the Central Business District until a parking in lieu ordinance is considered.

Motion by Director Smith, seconded by Director Cupples to approve a Resolution requesting that City Council consider the parking In-Lieu Ordinance before considering any additional liquor licenses in the Central Business District.

All Ayes, motion carries.

D. Parking In Lieu Ordinance Revisions

City Staff and the City Attorney are seeking input from the DDA Board regarding a revision to the City's Zoning Ordinance as it pertains to parking in the Central Business District (CBD). Currently, when parking is deemed necessary per the City's Code of Ordinances, developers must comply with providing adequate facilities to accommodate the need for parking that different uses create. This applies all over Ferndale except in the CBD where currently there is not a requirement for parking.

Proposed ordinance changes would change this and require that all restaurants would be required to provide adequate off-street parking on their own private property or, if located in the CBD, pay on a per-space basis. The money paid would go into a special account to be used exclusively for the maintenance and construction of more parking at a future date. This change is made in the ordinance, Part 1(j) CBD parking exemption, item (1). If approved, new restaurants or expansions of existing would be required to provide adequate parking or pay into the parking system. This would not apply to outdoor seasonal spaces. City Planner Lyons explained that upon passing of the DDA Board motion, the Planning Commission will hold a public hearing for January 20, 2016

at which time fees will be set and the PC and public will have the opportunity to speak about the proposed changes. Discussion was had regarding how the number of required spaces is calculated.

Motion by Director Cupples, seconded by Director Smith to recommend that City Council approve an ordinance to amend Section 24-223 to the Zoning Ordinance, Ordinance No. 1087, of the Ferndale Code of Ordinances, as attached.

Discussion was had regarding the proposed ordinance change being a good first step and now it is up to the City to take their step, how quickly construction on a parking deck could commence and the DDA desire to issue a clear statement on managing downtown growth. Planner Lyons encouraged Board members to attend the January 20th Planning Commission meeting at 7:00 pm at City Hall.

All Ayes, motion carries.

E. DDA City Hall Space

In order to facilitate the plan to move the DDA office into City Hall during the first quarter of 2016, construction should begin as soon as possible. The DPW Director received three bids for the build out, but only one included construction of walls to create an office and storage area. This bid was for \$20,860.00. The Board previously authorized an amount not to exceed \$20,000 and at this time the Executive Director is requesting this be revised to an amount not to exceed \$25,000. In the future it is hoped that something this minor could be administratively approved, but in the absence of a DDA purchasing policy, such requests must come before the Board. A purchasing policy will be worked on at a later date.

Motion by Director Lane, seconded by director Raska to authorize the Executive Director to execute the proposal from Allied dated November 24, 2015, to build out new office space for the DDA at City Hall and to allow a not-to-exceed amount of \$25,000 for construction to account for contingencies.

All Ayes, motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

A. Parking Update

The downtown committee is actively working on some discussions of parking and locations for what sounds like a stand-alone deck on east side of Woodward. Bob Gibbs and Hamilton Anderson have worked on identifying where need is with their report still being finalized. Chair Bach noted that committee has officially said yes to the need for a structure and likely it should be on the east side first, then look on west. The plan is that the company that builds it will fund the project and City will then purchase it with bond money.

B. Customer Service Software Update

ED Hicks has spoken with provider Quick Base about their customer tracking service that is easily sortable and found them to be a good option over Sales Force (\$2,500/year vs. \$20,000/year). This will be presented as a formal item on next month's agenda and may require a budget amendment.

C. DDA Personnel Update

Permanent staffing decisions should be held off until after the annual planning process is completed. In the interim the goal is to bring in temporary part time help for 4-6 months. This should allow ample time to decide a future direction, assess current staff skill sets and identify gaps while still filling immediate needs.

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Director Cupples mentioned a trip hazard due to tree roots/grate in front of Sneaker's on Woodward.

Director Smith requested tracking results and providing a report on the Holiday Ice Festival to gather some hard numbers that will help determine the future of the event as she has gotten feedback that the event is not well received by businesses. Director Lane stated that last year the event attracted more people to the downtown than ever before.

OM Willcock requested volunteers for the Holiday Ice Festival.

VIII. ADJOURNMENT

Motion by Director Lane, seconded by Director Smith to adjourn meeting. All Ayes, meeting adjourned.