



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, JANUARY 14 at 9:00 A.M.
FERNDALE DDA OFFICE
149 W. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

A. Roll Call 9:02 a.m.

DDA Board Members Present: Jay McMillan, Mindy Cupples, Jacki Smith, Jerome Raska, Michael Hennes, Chris Johnston (9:03) and Dean Bach (9:04)

DDA Board Members Absent: Ed Lane, Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock

Guests: April Lynch (Ferndale City Manager), Carol Jackson (Ferndale Area Chamber of Commerce), Rebeca Parker (resident)

B. Dismissals: Ed Lane (work), Dave Coulter/Dan Martin

C. Approval of Minutes December 2015

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

D. Approval of Agenda

Motion by Director Raska, seconded by Director McMillan to move VI. Regular Agenda (B) Update: Part-Time Temporary Position to V. Action Items (C). All Ayes, motion carries.

Motion by Director Raska, seconded by Director Hennes approve agenda as amended. All Ayes, motion carries.

E. Acceptance of Financial Report

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

II. CONSENT AGENDA

Motion by Director Smith, seconded by Director Johnston to accept the consent agenda as presented.

Discussion: Director Smith noted that items contained in the report regarding outreach and property development seem to be the same as previous months. ED Hicks will look into this.

All Ayes, motion carries.

III. CALL TO AUDIENCE

Director Smith introduced resident Rebecca Parker, who is interested in becoming more involved.

IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

Interim ED Jackson noted that the Chamber is also hunting for new Executive Director. They are currently in event and sponsorship mode, having sent out

sponsorship and event opportunity packages. The Rainbow Run is coming up, as well as the Artist in You, a project the DDA was involved last year, although she understands there won't be any involvement this year. They have established a Go Fund Me account and are collaborating with schools and the Ferndale Arts & Cultural Commission. She noted that anything the DDA can do to help out is appreciated. ED Hicks asked her to forward information and said the DDA will help get word out.

- B. Woodward Avenue Action Association (WA3) (No report provided)
The WA3 is working through a major transformation and are currently considering an interim director.
- C. Ferndale Public Schools (No report provided)

V. ACTION ITEMS

A. Annual Planning Meeting Consultant

To satisfy the Board's desire to simply goals and objectives for the DDA, three organizations were contacted regarding facilitating the process. Although Main Street Oakland County offered the most affordable (\$4,500) option, it didn't provide any follow up and would stick mainly to the Main Street initiative. Capricorn Leadership's proposal included everything required, but was cost prohibitive (\$12,000). Therefore, ED Hicks is recommending AdvCoach at a cost of \$6,500 which includes two planning sessions/meetings as well as monthly phone calls and quarterly meetings with the Board. Dates for the initial planning session as well as the plan presentation session have been set for 5:30 pm January 28th at the Kulick Center and February 4th at the Ferndale Area District Library. It was also noted that Main Street Oakland County may allow the DDA to apply for a grant to receive \$4,500 that can be applied towards the cost. Discussion was had regarding the benefits of going through the planning process without the focus being on the Main Street approach to determine if it is a model the DDA uses going forward.

Motion by Director Smith, seconded by Director Cupples to authorize the Executive Director to sign the proposal from AdvCoach dated December 30, 2015, to provide consulting services to assist the DDA with the Strategic Planning Process and to allow the Executive Director to make minor modifications to effectuate the proposal.

Discussion was had regarding this approach not shutting out the Main Street program. AdvCoach is a total outside entity that doesn't work with the Main Street program and will only be aware of information that the Executive Director shares with them. Concern was expressed about not having enough volunteers to continue the Main Street approach and what the best use of DDA resources is. It was noted that the planning meeting, like all DDA Board meetings, is an open meeting and all are welcome.

All Ayes, motion carries.

B. Downtown Committee: Parking Recommendation

The Downtown Committee, formed at the request of Mayor Coulter and DDA Chair Bach has been meeting since late summer to discuss parking and development related to parking in the downtown. Although their final report has

not yet been finalized, they came to an agreement that additional parking, whether stand-alone decks or mixed use developments, needs to occur on both the east and west side of Woodward. The committee is recommending beginning on the east side, but has yet to finalize location between Falvey and City Hall lots. Lot selection will determine whether the project will be a stand-alone deck or possibly have a liner building to create some mixed use/office space. Final determination will be based on a number of variables including construction costs, bonding capacity, number of spaces/floors, etc. Final recommendation from the committee should be presented to both the DDA Board and City Council in the next month. No action required at this time.

C. UPDATE: Part-Time Temporary Position

With the recent resignation of part-time project manager/customer service representative Sommer Realy, the DDA has a need for additional help. Pending the outcome of the Annual Planning Meeting, it has been determined that a temporary, part-time administrative position should be created at a rate of \$15/hour for 25 hours/week. Over fifteen resumes were received by staff in response to the job posting, with four candidates interviewed. Staff is recommending Michelle Delacourt for the position, as she was the most capable, has the desired skill set and is friendly and customer service oriented. Discussion was had regarding why an at-will employment agreement was required and the need to review/revise the DDA bylaws to address this, as well as other, matters that have recently come up.

Motion by Director Smith, seconded by Director McMillan to authorize the Chairman and Executive Director to sign the agreement to employ an at-will, part-time administrative assistant and to allow the Executive Director to make minor modifications to effectuate the agreement. All Ayes, motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

A. UPDATE: Resolution Regarding Liquor Licenses

City Council took action to adopt the resolution that the DDA Board passed in December and won't be considering any additional liquor licenses in the central business district (cbd) until they consider the zoning ordinance regarding off-street parking requirements.

B. UPDATE: City Hall Renovations

Construction has begun on the space at City Hall and it sounds like it should be done mid to late February. The goal is to be out of the current DDA location by April.

C. Board Meeting Time Change

At the last Executive Board meeting, discussion was had regarding work commitments causing both the Mayor and Councilman Martin being unable to attend 9:00am Board meetings. Until a permanent solution can be made, the Mayor will have a city staff member attend DDA Board meetings as a non-voting member on his behalf and in the event there is a critical issue being discussed requiring his presence he will make arrangements to attend. Discussion was had regarding moving the meeting time, either earlier or later and it was determined that DDA Board meetings will now be held at 8:00am on the second Thursday of each month.

D. Board Member Recruitment

The DDA Board is currently made up of 9 members, including the Mayor/his designee. The Board must be comprised of no less than 9 and no more than 12 members. Discussion was had on how to recruit additional directors and Chair Bach asked each Board member to reach out to candidates.

E. January 20th Planning Commission Meeting Reminder

The Planning Commission meets on Wednesday, January 20th at 7pm in Council Chambers and the parking in lieu item is on the agenda. Board members were encouraged to attend if possible.

F. Bench Dedication

DDA staff received a telephone call from someone wishing to purchase/dedicate a bench in the downtown in memory of her father. This item is to be referred to the Design Committee who will review the existing city policy and make any revisions/suggestions. Director Raska recommended forwarding the information to area funeral homes once it is established.

G. Annual Planning Meetings Reminder

The DDA Annual Planning meetings will be held on January 28th and February 4th at 5:30pm. Additional information will be sent via email.

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Director Cupples inquired as to the status of her request that the buckled sidewalk caused by tree roots in front of Sneaker's had been addressed. ED Hicks indicated he thought he sent a request to DPW and City Manager Lynch said she would follow up on this.

Director Smith inquired whether ED Hicks had gotten with Assistant City Manager Gacioch regarding ParkMobile and other parking items and he indicated he had reached out but not gotten anything back yet.

City Manager Lynch noted that the City is overhauling their land use plan. Since it has been 6 years since the last review and update, this will be a complete 100% overhaul. They are seeking public input via the Ferndale Exchange and are also hosting an all-day open house event on February 6th from 8am-5pm at the Rust Belt Market.

Director Johnston requested looking into replacing dead/missing street trees with something else green and perhaps a structure that bikes could also park at with something living growing on it. This item will be referred to the Design Committee for further

Chair Bach indicated he noticed a trash compactor going in behind Como's

Director Hennes stressed the importance of businesses, particularly corner businesses, being responsible and shoveling their snow. He also urged everyone to sign up for the Ferndale Exchange at www.ferndaleexchange.org

VIII. ADJOURNMENT

Motion by Director Raska, seconded by Director Hennes to adjourn meeting. All Ayes, meeting adjourned at 10:21 a.m.