



**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY**  
**BOARD OF DIRECTORS MEETING**  
**THURSDAY, MARCH 10, 2016 at 8:00 A.M.**  
FERNDALE DDA OFFICE  
149 W. 9 MILE  
FERNDALE, MI 48220

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**I. CALL TO ORDER**

A. Roll Call 8:03 a.m.

**DDA Board Members Present:** Jay McMillan, Mindy Cupples, Dean Bach, Michael Hennes, Chris Johnston and PJ Jacokes

**DDA Board Members Absent:** Ed Lane, Jacki Smith, Jerome Raska and Mayor/Council

**Staff Present:** Barry Hicks, Cindy Willcock and Michelle Delacourt

**Guests:** Bob Donohue, Alex Hritcu and Leigh Young (Main Street Oakland County), Joe Gacioch and Justin Lyons (City of Ferndale) and Kat Bruner James

B. Dismissals: Ed Lane (out of town), Jacki Smith, Jerome Raska, Mayor/Council

C. Approval of Minutes February 2016

Motion by Director Johnston, seconded by Director Cupples to approve the February 2016 minutes as presented. All Ayes, motion carries.

D. Approval of Minutes Strategic Planning 02/29/16

Motion by Director McMillan, seconded by Director Hennes to approve the 02/29/16 Strategic Planning minutes as presented. All Ayes, motion carries.

E. Approval of Agenda

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

**II. CONSENT AGENDA**

A. DDA Staff Reports

B. Finance Report

ED Hicks noted that Item VI (B) is a discussion on the DDA budget and that while no action will be taken, copies of the budgets will be handed out. Motion by Director Hennes, seconded by Director Cupples to approve the Consent Agenda as presented. All Ayes, motion carries.

**III. CALL TO AUDIENCE**

Kat Bruner James inquired about whether permits were required for busking and City Planner Lyons said he would check and follow up.

**IV. COMMUNITY ORGANIZATION REPORTS**

A. Chamber of Commerce

Jay McMillan

Director/Chamber Chair McMillan noted that interim ED Jackson will forward a full written report. March 31st at the Library will be the Artist in You opening reception. The Chamber ED search is ongoing, but the Board hopes to make a decision in the next two weeks.

- B. Woodward Avenue Action Association (WA3)  
No report given
- C. Ferndale Public Schools/Citizens for a Fair Ferndale  
Kat Bruner James, Chair for Citizens for a Fair Ferndale, which promotes fairness and equity throughout the community, presented an overview of University High School moving to the Coolidge building. A program was held on Monday, March 7th for residents and businesses to get to know more about the UHS program and students. She noted that they may do an open lunch program, which could impact nearby businesses such as Jimmy Johns, Dickey's, etc., as well as additional after school student foot traffic, so they wanted to help communicate this to businesses, particularly those on northern end of Woodward. School Administration has a good history of working with businesses on any issues, but more importantly have been communicating with students from both high schools and have learned that there may be a need to have more uniform policies to know what is expected, rules, etc. for students going into businesses. This is a great opportunity for schools and businesses to create policies and exchange information.
- D. Michigan Economic Development Corporation  
ED Hicks explained that he was anticipating someone coming, but will meet with them later this month.

**V. ACTION ITEMS**

- A. Customer Relationship Management Application  
The DDA has the need to be able to accurately track and maintain business information, including contact names/numbers, hours of operation, opening dates, landlord information, square footage, lease rates, etc. Multiple Excel spreadsheets have been used in the past, but it's long been known that it isn't the best way to do this. A CRM application would greatly assist in having one central place for all information. Several different applications have been reviewed by staff and the final recommendation, based on ease of use, functionality and pricing, is Quickbase and although a yearly subscription fee of \$2,400 is listed in the Board memo, subsequent conversations with the sales representative allude to the price coming down to between \$1,800-\$2,000.

Motion by Director Hennes, seconded by Director Cupples to authorize the Executive Director to purchase licenses for the Customer Relations Software, Quickbase, for a not-to-exceed annual subscription amount of \$2,400.

Discussion: Director Jacokes inquired whether the Chamber uses something similar and Director McMillan noted that they were having a custom software created for member tracking. Director Johnston inquired about exporting the information to another format and whether this is something that could be shared with the Chamber. Director Johnston also questioned authorizing more than the amount it would be and Director Jacokes inquired about set up fees.

All Ayes, motion carries.

## VI. REGULAR AGENDA & BUSINESS INFO ITEMS

### A. City Support for DDA

At the last Executive Board meeting, which was attended by Directors Cupples and Smith, discussion was had about the future of the DDA if proposed new legislation regarding TIF capture. The EB discussed drafting a resolution requesting City Council continue to financially fund and support the DDA at its current operating level should legislation cause the demise of TIF fund capture. No language has been drafted for this yet, but certain Council members have indicated that they do want to keep this organization and are fully in support of keeping the DDA funded and supporting the Michigan Downtown Association stance on maintaining funding for downtowns. MSOC's Bob Donohue provided some background information and details on the proposed legislation, which is currently in draft #6, which includes all TIF revenue expiring in 20 years. ED Hicks noted that he has seen similar proposals previously with Brownfields and Corridor Improvement Authorities and it often gets denied or changed, but the EB wanted to be proactive about it just in case. The MDA has a sample letter that ED Hicks will tweak. This can be sent to local representatives to urge them to continue to support downtowns and not eliminate funding.

### B. DDA Budget: Amend FY 15-16; propose FY 16-17

ED Hicks explained that he has been working through the budget to determine where items are assigned, which has been challenging due to the DDA using one piece of financial software (QuickBooks) to internally track invoices and the City using others, changing from New World to BS&A. Working with the City finance director, they were finally able to determine the actual cash number for the starting fund balance. The proposed amendment to the current fiscal year budget shows the actual fund balance at \$519,708. He will continue to work with finance and personnel on further breaking out exactly what is spent on each line item. He then explained the budget being presented indicating that the first column is the approved budget, the next is what is reflected currently in BS&A (which appears to be several months behind), the next is the current available balance (the calculation between the actual budget and what is recorded), then the percentage of budget used and finally the recommended budget amendment (if any). Adjustments were overviewed and it was noted that because of timing, City Council is required by charter to approve the budget for the next fiscal year at their last meeting in April so the DDA has to have something to show them and although the proposed numbers are preliminary, ED Hicks feels confident in them. There is a Council budget session on April 2. No Board action is required at this time, this presentation was just to advise where things stand and indicate the direction the DDA is heading in. Discussion was also had regarding potential changes, including the landscaping contract and provider.

### C. Strategic Planning Follow-Up

The 1-page plan, updated from the third meeting, was provided. The Business Development was solicited for feedback and while they were fully on board with the core values, felt that the mission statement didn't fully describe what the DDA was about, but coupling it with the core values assisted in clarification. Additional discussion was had regarding the use of "drive demand". The Business Development Committee will also begin work on the elevator speech.

Motion by Director Hennes, seconded by Director Johnston to accept the new mission statement: To Work together to drive and deliver the great Downtown Ferndale experience.

Motion by Director Johnston, seconded by Chair Bach to amend and accept the revised statement: To Work together to drive, deliver and advance the great Downtown Ferndale experience.

Discussion: Director Hennes felt “drive” and “advance” are the same. Director Johnston explained that “drive” means to keep going and “advance” makes it better.

All Ayes, motion carries.

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

Director Johnston noted that as the organizer of the DIY and Pig & Whiskey events, he met with Michael Lary regarding parking, and although nothing has been settled, the City wants to take responsibility for parking. He noted that because their events close 9 Mile and a portion of that area sits vacant, that could be utilized for parking. They used it one year with FernCare and generated about \$4,000 in revenue that was split between the event and the non-profit. The City has indicated they don't want an event profiting off of parking in this manner and have discussed utilization of shuttles. Johnston feels that parking on 9 Mile would be a win-win situation, alleviating parking in the neighborhoods and giving guests a nearby place to park. He suggested that the DDA organize event parking and have volunteers run it and this would both help residents and make money for the DDA. Asst. City Manager Gacioch indicated he will be working more with Michael Lary and that if Director Johnston had a more rounded out proposal, he will be happy to go over it. City Council and the City are interesting in exploring a shuttle and are working with both Credit Union One and the schools and are willing to explore different avenues.

Assistant City Manager Gacioch provided parking updates including the creation of a stand-alone parking website that will feature online permitting, and should launch by mid-May at the latest. He will present a preview of the graphic design of the site at the next DDA Board meeting. The Fire Chief has concerns with spaces in the Withington lot and has asked DPW to look into making things safer. DPW is consulting with the City engineer. There is an RFQ out for the parking structure and the City has been contacted by three of the biggest firms that provide this type of consulting work. Questions are due by March 17th with RFQ's due by the 24th. A panel will then review the RFQ's and do interviews. The goal is to have a recommendation on a company to act as a consultant on the April 11th Council agenda.

Blake Prewitt, Ferndale Schools noted there is a lot going on – community wide. There is an RFP up for the Taft and Wilson properties and they are looking at bids. The Jefferson property has already been sold and will be 60 town houses, with construction beginning this summer. The Schools met with the Coolidge community regarding moving UHS to that location. He noted that the playground area will remain. The elementary schools are being restructured. The Schools may go out for a sinking fund

millage request in August, maybe at the same time the library goes out for a millage. This year they are spending \$600,000 to put boilers in Roosevelt, and up to \$2million in roof issues in all buildings. If they do go out for a sinking fund, it will be a very small, probably around 1 mil, and the Board is still considering it. They are also trying to restart up a business internship program and requested that anyone is interested in providing training please contact him. The schools have an early college program and have police, business, computer and health science students. Part of program is getting job experience for the approximately 60 kids in program. Director Cupples requested that Superintendent Prewitt forward further information to the Executive Director

**VIII. ADJOURNMENT**

Motion by Director Hennes, seconded by Director McMillan to adjourn meeting. All Ayes, meeting adjourned at 9:30 a.m.