



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, MAY 12, 2016 at 8:00 A.M.
FERNDALE DDA OFFICE/CITY COUNCIL CHAMBERS
300 E. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

- A. Roll Call 8:01 a.m.
DDA Board Members Present: Jacki Smith, Jay McMillan, Ed Lane, Mindy Cupples, Chris Johnston, Jerome Raska, PJ Jacokes, Michael Hennes
DDA Board Members Absent: Dean Bach, Mayor/Council
Staff Present: Cindy Willcock and Michelle Delacourt
Guests: Joe Gacioch (City of Ferndale), Kim Hart (Ferndale Area Chamber of Commerce), and Kathryn Baker (AdviCoach)
- B. Dismissals: Dean Bach (work), Mayor/Council
- C. Approval of Minutes April 2016
Motion by Director Smith, seconded by Director Raska to approve the April 2016 minutes as presented. All Ayes, motion carries.
- D. Approval of Agenda
Motion by Director Raska, seconded by Director Lane approve agenda as presented. All Ayes, motion carries.

II. CONSENT AGENDA

- A. DDA Staff Reports
Motion by Director Raska, seconded by Director Lane to approve the Consent Agenda as presented. All Ayes, motion carries.

III. CALL TO AUDIENCE

None

IV. COMMUNITY ORGANIZATION REPORTS

- A. Chamber of Commerce Hart
The Chamber just wrapped up their Artist in You program and handed out scholarships to three students in front of a crowd of 60-70 people. The Rainbow Run is June 5th and they are hard at work promoting it. Hart noted that the event supports good causes, and part of the proceeds will benefit Camp Casey, Team Guts, Blessings in a Backpack and the Ferndale Police Auxiliary. Director Johnston requested a jpeg version of material Hart provided so that he can put it on the televisions in his establishments.
- B. Woodward Avenue Action Association (WA3)
No report given
- C. Ferndale Public Schools/Citizens for a Fair Ferndale
No report given. ED Hicks ran into Superintendent Prewitt who is trying to set up a café in the high schools so kids have a study spot and they are looking for donations of chairs, tables, etc.

V. ACTION ITEMS

A. Michigan Main Street Executive Director Retreat

ED Hicks explained that the Michigan Main Street program hosts an executive director retreat each year, which will take place September 11-13 in Kalamazoo. This retreat offers educational opportunities as well as the opportunity to network and share ideas with other MS/DDA directors. This item was not included in the budget, but he estimates the total cost for travel, meals and lodging to be just under \$600. Main Street Oakland County covers the registration fee for member communities.

Motion by Director Raska, seconded by Director Hennes to approve the allocation of funding in the FY 2016-17 budget and for the Executive Director to attend the 2016 Michigan Main Street Executive Director Retreat.

Discussion was had regarding the structure of the retreat as well as what the learning opportunities would be.

All Ayes, motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

A. Strategic Planning – Elevator Pitch & Values

The revised 1-page plan, updated by ED Hicks & Kathryn Baker, was reviewed. The biggest changes were the items along the bottom. Baker met with the Business Development Committee who discussed and revised the elevator pitch. The Committee felt that having bullet points, rather than an actual speech to memorize, would make it seem less robotic and more conversational. Ms. Baker also noted that she was working with Business Development on some first quarter targets that feed into this, including business outreach which will start in July. The goal is to connect everything the organization does around the same language, weaving in the mission statement and core values into the elevator speech, with separate key points for businesses and residents. The idea is that when someone goes out, they'll have 3 pages to take that tie into this, based on the individual they are meeting with and what their interests may be.

Director Hennes noted that he enjoyed the process of working through and simplifying the message with the Business Development Committee and thought that Ms. Baker's presentation was good and one he wants the opportunity to practice and work on the pitch to businesses. He explained that some of the tools she used to help with engagement and retention of the message were very useful. A brief overview of the 9 steps in having a conversation with businesses included: 1. Who are You (allows the person to give an overview of their business, etc.); 2. Who am I (why am I here to talk to you); 3. Understanding the DDA structure (this can be drawn out quickly); 4. Relationships (DDA with the Chamber, City and how that fits); 5. Main Message; 6. Resources & Partnerships; 7. Audit of Info (review/update the information we have in our database); 8. Hand-outs/Resources; 9. Action Items. Other ways to communicate were also discussed, as was the value of face to face interaction.

Ms. Baker then conducted a brief survey, asking the Board how they felt the plan was actually being executed, on a scale of 1-10: Directors Raska, Lane and McMillan – 9; Director Smith - 7; Directors Cupples and Johnston - 6; and

Directors Hennes and Jacokes – 5. She pointed out that the importance of using the 1-page plan for focus at all meetings, to go back to how everything aligns with the priorities set.

B. Champion Roles

The role of champions was discussed in relation to committee and Board members, who are a mix of individuals doing different things. The champion is the person keeping that in the forefront of their mind. Champion assignments were reviewed. Branding & Communication is Mindy and Jay. The champion roll is to carry the flag and make sure priorities and tasks are happening that fall under that category. There is a difference between authority, accountability and responsibility; all are responsible for executing the plan, accountability falls to the champions and authority can fall to different levels, some is the Executive Director, some is the Board, etc. The use of organizational tools, such as using TeamGantt, for project tracking, were discussed. Ms. Baker explained that where the organization is today is a result of what was done in the past and now there is a tool (the 1-page plan) to help move forward. The Board needs to be driving these items, and the champions assigned need to keep up to date on progress. She reiterated the importance of going back to the vision of where the organization wants to be in three years and providing the oversight and guidance to plan the proper strategy and execution to get there.

Director Cupples expressed frustration on creating a plan regarding volunteers and lack of action taken on it. Ms. Baker explained that everyone approaches assignments in a different way and the key is to find what works best for you. ED Hicks indicated that he believed that the project fell off is that there wasn't an event established for volunteer recruitment and that is up to the Board. He explained that all events are an opportunity to recruit volunteers, whether DDA or third-party such as the Chamber Gala, by striking up conversations. Discussion was also had regarding incorporating the 1-page plan into the agenda so progress could be more visible and trackable. Board members shared analogies in their approach to handling these challenges. Ms. Baker suggested looking at the current structure of committee based work vs. project-based.

C. Promotions Committee: Upcoming Events

CW: update on what is actually happening on events;

ED Hicks wanted to make everyone aware that the calendar on the side of the agenda now goes out three months and included are events that have been approved by the City special events committee. The City has indicated they don't want the DDA advertising events until they are approved by the committee and the DDA is working with them on trying to get approvals sooner. OM Willcock noted that all events for the year, with the exception of Holiday Hoof, have been submitted to the City. Willcock then provided updates on Get Reel Outdoor Movies on Vester and the Art of the Cocktail.

D. By-Laws Revisions

This item was also included in the April Board packet. ED Hicks provided an overview of the revisions he is proposing and encouraged the Board to read through them and provide any feedback. Revisions, which are based on prior feedback, include certain authorities the Board wishes to hand over to the Executive Director, including purchasing authority, staffing decisions as well as cleaning up language in terms of Board terms and resignation. Also

recommended is an adjustment to budget presentation timing to better align with the City and removal of references to the Main Street program. Kathryn Baker also recommended updating the mission statement.

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Director Smith requested that the DDA review the impact on the downtown and its businesses on the new City directive regarding not holding events on the same day at the end of event season and create a statement accordingly.

Director McMillan noted that the agenda calendar noted “Color Run”, but the Chamber is not endorsed by that organization and requested that the name be changed to the proper “Rainbow Run.”

Operations Manager Willcock noted that she will continue to help keep businesses aware of street closures via email, which will also be provided to the Kara at the City.

Director Johnston discussed the opportunity to park cars on 9 Mile Road for events. Assistant City Manager Gacioch requested Johnston set a meeting with him to discuss the City stance on this.

Director Lane noted that while the new DDA website was up, there were no Directors photos on it and he once again extended his offer to take professional studio photos.

Director Raska provided a reminder that the BBQ Rib Burn Off is Saturday and his team, Team 7, will be serving up their award-winning ribs.

VIII. ADJOURNMENT

Motion by Director Smith, seconded by Director Lane to adjourn meeting. All Ayes, meeting adjourned at 9:39 a.m.