



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, SEPTEMBER 8, 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 8:04 a.m.

DDA Board Members Present: Ed Lane, Jay McMillan, Jerome Raska, Pj Jacokes, Jacki Smith, Dean Bach, Chris Johnston and Michael Hennes

DDA Board Members Absent: Mindy Cupples, Mayor/Council

Staff Present: Barry Hicks and Cindy Willcock

Guests: Kim Hart, Ferndale Area Chamber of Commerce, Blake Prewitt, Ferndale Public Schools and Sgt. Baron Brown, Ferndale Police Department

B. Dismissals: Mindy Cupples (out of town)

C. Approval of Agenda

Motion by Director Lane, seconded by Director McMillan to approve agenda as presented. All Ayes, motion carries.

D. Approval of Minutes August 2016

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

II. CALL TO AUDIENCE

None

III. COMMUNITY ORGANIZATION REPORTS

A. Ferndale Police Department – Introduction of Sgt. Baron Brown, Community Engagement Officer

Sgt. Brown introduced himself and gave an overview of the newly-created position, noting that the police department want to build on the already strong relations with the community. He plans on meeting with every business and every community group and has discussed some items of concern with the DDA including how to deal with the homeless and vagrants. At the request of Det. Moore, he provided information about an increasing amount of credit card fraud in which the perpetrators are buying embossers and placing their names on stolen credit cards. The police recommend checking the last 4 numbers on the receipt to the last 4 on the card as well as identification because while the name on the card may match the id, the numbers will show another name. The department is also holding a Citizen's Police Academy in October. Sgt. Brown pointed out that this won't be the typical boring program and that participants will walk through an actual case and get to use Oak Park's simulated shooting machine. The program runs on Thursday evenings for four sessions and is open to anyone that lives, works, goes to church, or has a kid that attends Ferndale schools as well as anyone that may have had previous arrests or previous negative contact with the police department. Any questions on this or other community policing matters can be directed to Sgt. Brown at 248-541-3650 ext.

262 or bbrown@ferndalepolice.org. Sgt. Brown is always available to address business and community concerns.

- B. Ferndale Community & Economic Development – Introduction of Jordan Twardy, CED Director
Twardy introduced himself as “the new Derek” and noted that he is now in his 5th week on the job and is available to the businesses. He has been working with the DDA ED regarding business retention visits and trying to make sure that the CED department is an active partner in everything going on in Ferndale. Big projects they are working include tightening up the process on giving incentives, and creating incubator space. He wants to ensure that the department is a good partner to the DDA and is open to meeting with anyone one-on-one if they would like. He can be reached at 248-546-2525 ext. 109 or jtwardy@ferndalemi.gov.
- C. Chamber of Commerce Hart
The Chamber is moving into the Credit Union One headquarters across the street from their current location and will occupy space on the main floor. They will be in the new space by November 1st and will house equipment and other overflow supplies at Renaissance Vineyard Church. With the move, they have office items and furniture to get rid of. They have just launched their new mobile-friendly website. The annual Gala is November 10th at the Rust Belt Market with a theme of “our local flavor”, tickets are \$55 and they are still looking for donations of auction items and bigger-sized appetizers. The Sip, Stroll Roll is September 22nd and is a walking, biking, drinking wine event with tickets at \$15. The Chamber is partnering with the DDA on Small Business Saturday this year and finally, there is a ribbon cutting at Verde Media Friday at 4:00 pm.
- D. Woodward Avenue Action Association (WA3)
No report available. WA3 is still working on their mobile site are in the early stages of identifying a clear job description for an Executive Director.
- E. Ferndale Public Schools Prewitt
Superintendent Prewitt announced that “opening day” was the day before and with busses on the road and parent drop-off, has been in constant contact with the police department about traffic, etc. The district has been restructured to consist of two elementary (upper and lower) and University High School moving to the former Coolidge building. Taft, Wilson and Jefferson have been sold. Wilson and Taft have been sold to Robertson Brothers and the plans are for townhomes on the Taft sight and single-family homes at Wilson. This puts dollars into the tax base as well as brings new residents. They are working with the City on brownfields, looking into revolving loans, etc. Homecoming is October 7th and local businesses and organizations are invited to participate in the parade and/or tailgate. Enrollment is up, both in residents and schools of choice and the district is financially stable. Prewitt thanked DDA Chair Bach for facilitating restaurant furniture for the high schools new café and noted that former Garden Fresh owners Jack and Annette Aronson’s foundation is donating \$100,000 for a reading intervention program for the high school and that Aronson is pushing his associates to donate another \$100,000 for the program.

IV. DISCUSSION ITEMS

- A. Executive Director Evaluation

ED Hicks has been with the DDA for almost one year, and as such it is time for his evaluation. After discussing with the City Manager on how to objectively go about the process to provide constructive feedback. The City has been using Checkpoint 360, an outside contractor, for department head evaluations and has been pleased with the process and results. Surveys are emailed to stakeholders and the results are tabulated and reported confidentially, designed to give constructive feedback on what is being done effectively and non effectively. Director Cupples reviewed the process and provided feedback to the ED. She suggested a 2-step approach that would utilize this type of system as well as a rating system on certain measurable objectives that tie back to the organizations goals and objectives. Due to time constraints, ED Hicks is recommending using the 360 method only this year, and incorporating the goals and objectives component next year, or possibly rotating the two. It was noted that using a 3rd party was not budgeted for, but since Pitch Black is no longer under contract, the money could come from that budget line item. Discussion was had regarding ED Hicks' experience with the process in evaluating the City Manager, how participants are selected, what the final report would look like, confidentiality, etc. Director Raska recommended that the Executive Board review the list of proposed participants provided by ED Hicks.

Motion by Director Raska, seconded by Director Hennes to approve using the Checkpoint 360 process with a cost not to exceed \$400. All Ayes, motion carries

B. Personnel

After being here for almost a year and going through the events, planning, programming, etc., ED Hicks has determined that even with ending the relationship with Pitch Black, the biggest need of the DDA for staffing is for administrative help. He is recommending a full-time position paying \$34-35,000 annually with benefits. The job description is being finalized and should be ready to post in the next couple of weeks.

C. Budget

ED Hicks provided an update on financial report gathering, noting that he has been working with the City Finance Director on the need for a report that will show what is budgeted, what was spent and what is left and noted that he is not the only department head having this issue. With new financial software and a new finance director, it is all taking time and once the systems are in place with the City, it should be better. The Finance Director has indicated she will put together an explanation for the Board as to where things stand and in the meantime, ED Hicks will run a report from BS&A, import it into a spreadsheet and add/edit as needed. He noted that last year we came in under budget.

D. Business Attraction – October/November

There has been much discussion about business retention visits and having a retail attraction strategy. A lot of good data already exists, including the 2013 DDA Market Analysis, the 2015/16 City Master Plan component by Bob Gibbs, so now the question is who to after and how. Over the next few months, different groups will give presentations, including Bob Gibbs and/or one of his partners and Matt Wagner through the National Main Street and MSOC. Wagner specializes in attraction strategies for retailers and is available through an MSOC technical visit grant of \$5,000. He will give a 90 minute presentation at the November Board meeting. Director Hennes noted that the business retention

visit program is starting to work and the Business Development committee is in the process of setting up and making visits, which are being well received by the businesses.

E. U of M School of Information – Assistance

University of Michigan students interning with the city have started working from a technical standpoint on volunteer sign-up and tracking and how we can make it easier to target volunteers, making it easier for volunteers to sign up and overall helping us improve volunteerism. They will also look at website use, utilizing a civic user test group to see what works, what doesn't. Students should be available to the DDA in the winter semester.

F. Marketing

ED Hicks presented the marketing plan prepared by Pitch Black, noting that it was part of the original contract with them. He noted that while he had hoped for a specific plan that outlined each of the events, timelines, etc. what was prepared was an overview of ideas for different types of events, kind of a generic list of best practices. The social media plan was a little better. Pitch Black did have a good graphics person and posters and print material has been provided for the remainder of the year.

G. Department of Public Works Services for DDA

ED Hicks has had numerous conversations with DPW about taking over downtown maintenance services and January 1 is date they're looking at. This can be discussed further at that time.

H. Parking Deck

A team from the City and DDA will be going to Rochester to speak with them about how they handled mitigation, what worked, etc. during their deck construction. The City parking committee has also been meeting and Chair Bach noted that at this time they are being told that there is only enough bond money to construct one deck, rather than the 2 originally discussed with the committee and Bob Gibbs will be doing a presentation to the committee. It was noted that during the testing phase natural gas was found under the City Hall lot and that more parking would be created with using the Troy lot if only 1 deck can be built. It was also noted that Credit Union One is opening to leasing their deck to the city for public parking after hours and on weekends. Discussion continues on how to service the bond debt that would be approximately \$300,000 on a \$15 million bond. Assistant City Manager Gacioc indicated that parking rates would have to be increased, as would hours of enforcement. It was noted that Council is ultimately responsible for the decision on what and where to build, but are looking to the parking committee and DDA to back up the recommendation. Discussion was had regarding east vs. west, costs, an app that would assist in finding available spots, etc. Director Johnston noted that he is concerned about rates going up and impacting how much people spend at his place, or going out less.

V. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Discussion was had regarding personnel with Director Smith noting that there was conversation at the Executive Board level about using an employment firm to fill the position, but she agrees that the DDA needs to hire someone with the same employment package for consistency in benefits, etc. and should hire an employee rather than us a contractor. Director Raska asked for confirmation of the pay rate.

Additional conversation was had regarding the City event policy, with Director Johnston overiewing the changes at Metro Times/Real Detroit. Director Hennes would like to have the Woodward Dream Cruise evaluated, noting that Vester was closed just past the private parking lot and the Como's lot was essentially closed due to limited access to it.

Chair Bach noted that the DDA Board currently has 2 open seats and said there are two people interested, Beth Hussey and Blake Scheer.

VI. ADJOURNMENT

Motion by Director Raska, seconded by Director Lane to adjourn meeting. All Ayes, meeting adjourned at 9:54 a.m.