



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 01/10/17
Re: 2017 DDA Strategic Planning

What: 2017 Strategic Planning
When: Thursday, January 26th, 2017 @ 6pm
Where: Ferndale Area District Library
222 E. Nine Mile Road, Ferndale, MI 48220

We will be reviewing the 2016 One-Page Strategic Planning document in preparation for the January 26th meeting. Members of the Executive Committee have reviewed the plan and given feedback on several items.

Things to do different in 2017:

- Have more time for audience participation
 - Similar to City Council meetings (Limit comments to 3 minutes per person)
 - Hold in middle of Planning Session so that the audience has some information to digest before speaking
- Quarterly Updates
 - Provide One-Page Plan each month to DDA Board in packet to keep it relevant
 - Provide quarterly feedback on “Rocks & Accountability” items
 - Provide more in-depth quarterly updates from each committee

We will review the S.W.O.T. analysis (Strengths, Opportunities, Weaknesses, and Threats) and set Quarterly Priorities during the Strategic Planning Session.

Considerations:

- Program Vester Street redesign and infrastructure in to three (3) year budget outlook
- Parking Mitigation – assist businesses and provide resources
 - Retention visits and outreach
 - Events

- Valet services
- Shuttle
- Employee education
- Owner resource guides/opportunities
- Public art

- City of Ferndale Master Land Use Plan:
 - Walkability/From-Based Codes or Design Guidelines become codified
 - Continue utilizing the “fee-in-lieu-of-parking” provisions
 - Business Attraction/Retention Efforts
 - Promote resident and local business oriented events
 - Promote opportunities for pop-up businesses
 - Increase daytime traffic by increasing residential and office development
 - Engage local artists and encourage local art
 - Explore opportunities for open-space/event-space in downtown
 - Investigate and gauge interest in starting a Business Improvement Zone (BIZ)