

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS ANNUAL PLANNING MEETING (part 1 of 3)
THURSDAY, JANUARY 28, 2016
5:30-8:00 P.M.
KULICK COMMUNITY CENTER
FERNDALE, MI 48220**

MINUTES

I. Call to Order

A. Roll Call 5:34 p.m.

DDA Board Members Present: Dean Bach, Ed Lane, Jacki Smith, Jay McMillan, Chris Johnston, Mindy Cupples and Mayor Coulter

DDA Board Members Absent: Jerome Raska

Staff Present: Barry Hicks, Cindy Willcock and Michelle Delacourt

Guests: Kathryn Baker, AdvCoach, Gary Spondike and Nellie Smydra, Pitch Black Media

B. Dismissals

Jerome Raska

C. Consideration of Agenda

Motion by Director Smith, seconded by Director McMillan to accept the agenda as presented. All Ayes, motion carries.

II. Call to Audience (no more than 3 minutes per person – 20 min. total allowed)
None

III. Presentation: Pitch Black Media 2015 Marketing Recap and 2016 Strategy
Gary Spondike, Business Development Director, introduced Pitch Black and Nellie Smydra, who provided a recap of 2015, including statistics on increased number of fans on social media sites, best times/days for post interaction, best types of posts as well as information regarding ENews since changing over to MailChimp and revising the format. Strategy for 2016 includes enews and social posts to highlight the Mission Statement pieces of shop, live, work and play.

IV. Annual Planning Meeting (Part 1 of 2)

ED Hicks explained that past DDA planning sessions had focused on the external – what is in downtown, but this year would be focusing on addressing organizationally what the goals, missions, values and gaps are and what the organization can achieve. He introduced Kathryn Baker of AdvCoach who will be leading the process.

Dr. Baker introduced herself and reviewed her background and credentials. She then went through a presentation identifying how the planning process would be conducted. Objectives included understanding the one page strategic plan process, review of vision and mission statements, core values and old goals and objectives, performing a SWOT analysis and creation of 3-5 strategic priorities for three planning horizons – 3 year, 1 year and quarter.

Also discussed were 5 points identified by City Council that they would like the DDA to focus on: taking a look at Vester Street future design, 9 Mile and Woodward redesign with BRT, public kiosk showing where things are, a culture change on a walkable downtown and coming up with a strategic plan on the impact of the state fairgrounds development on downtown.

Discussion on the mission statement focused on believing that it is too broad and lacks some clarity. Dr. Baker will work with the Executive Board to re-work and wordsmith the statement based on this feedback.

The Board was given a homework assignment to identify 4-5 core values to be further discussed at the next meeting.

Discussion of the SWOT analysis included items that could be added including strengths of funding/fiscal responsibility, whether the growing partnership with the City is a strength or an opportunity and including staff to item noting ED with tremendous skill set. Opportunities include growing partnerships with the City, Chamber and other organizations and flowers/appearance of the downtown (also a strength) and letting people know the DDA provides this essential service.

The Board discussed things they felt have to happen within the next three years, including being more transparent, fiscally responsible, engagement with businesses and the community, defining and sharpening goals, stronger communication and engagement, streamlining operations and procedures, enhancing the pedestrian experience and doing a better job with marketing and branding.

The next meeting will be held at 5:30 on Thursday February 4th at the library.

V. Adjournment

Motion by Director Lane, seconded by Director McMillan to adjourn meeting. All ayes, meeting adjourned at 7:59pm