

FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS ANNUAL PLANNING MEETING (part 2 of 3)
THURSDAY, FEBRUARY 4, 2016
5:30-8:00 P.M.
FERNDALE AREA DISTRICT LIBRARY
FERNDALE, MI 48220

MINUTES

- I. **Call to Order**
- A. Roll Call 5:38pm
DDA Board Members Present: Mindy Cupples, Dean Bach, Jay McMillan, Chris Johnston, Ed Lane, Jacki Smith and Mayor Dave Coulter
DDA Board Members Absent: Michael Hennes
Staff Present: Barry Hicks, Cindy Willcock and Michelle Delacourt
Guests: Kathryn Baker, AdvCoach
- B. Dismissals
Michael Hennes (sick)
- C. Consideration of Agenda.
Motion by Director Johnston, seconded by Director Cupples 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)
*Audience allowed to comment at various times during the meeting

- III. Annual Planning Meeting (Part 2 of 2*)
Dr. Baker summarized the Strategic Opportunities discussed during the last session and reviewed the 2015 Goals & Objectives and summarized them into 5 strategic priorities that have been reviewed by the Executive Board.

Discussion was had regarding DDA branding and branding in general and the feeling that the DDA logo is disconnected from the City. It was noted that everyone has a brand, whether you want one or not and a logo is just a piece that supports it.

The Board homework assignment of identifying things the DDA as an organization needs to start doing, stop doing or do more of was reviewed. Items identified as needing to start included: developing a more robust communication plan, creating a robust how-to guide for incoming businesses, creating a how-to grow or single point lessons, setting more achievable goals, empowering the ED and staff to out out and attain those goals, bringing in businesses, bringing in volunteers to build our base, start a business and volunteer directory, gather and use metrics (i.e. event measurable), informing and communicating, a welcome wagon for businesses, infrastructure and aesthetics and appearance, focus on business attraction/retention on retail and office uses, build relationships with larger, non-retail/restaurant businesses like Credit Union One and Allied Printing, marketing the value of the DDA to the businesses, celebrating our members, measuring success on events and plans and providing historic data.

Stop doing:

Events that don't have the people and/or resources to properly execute, missing deadlines (process improvements needed), leaving projects unfinished and procrastinating, hanging our hat on the fact that we are responsible for flowers (be known for other things too), examine whether the Main Street program is the

proper fit for the organization, planning (start doing!), taking on too much, so many meetings, waiting to communicate, micro-managing

Keep doing:

Advocating for downtown parking, having timely meetings, consistent office hours, promoting businesses, keeping up aesthetics/appearances, events (change how we do them), flowers, being focused and realistic, changing, redefining and reorganizing, having rational discussions to achieve solutions in an efficient manner

Further discussion was had regarding whether the Main Street program is the right fit for Downtown Ferndale.

Core Values were discussed and some suggestions were: progressive, leaders, focused, committed (to businesses, residents, community), diverse & inclusive, clarity, transparency, accountable, positive, authentic.

The next meeting will be held at 5:30 on Monday February 29th, location to be determined. The Executive Board will meet at 3:00pm on Wednesday, February 24th at the DDA office.

IV. Adjournment

Motion by Director Lane, seconded by Director Raska to adjourn meeting. All ayes, meeting adjourned at 7:53pm