

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS ANNUAL PLANNING MEETING (part 3 of 3)  
MONDAY, FEBRUARY 29, 2016  
5:30-8:00 P.M.  
FERNDALE CITY HALL COUNCIL CHAMBERS  
FERNDALE, MI 48220**

**MINUTES**

**I. Call to Order**

A. Roll Call 5:36pm

**DDA Board Members Present:** PJ Jacokes, Mindy Cupples, Jay McMillan, Jacki Smith, Dean Bach, Michael Hennes, Mayor Dave Coulter and Chris Johnston (7:02)

**DDA Board Members Absent:** Michael Hennes

**Staff Present:** Barry Hicks, Cindy Willcock and Michelle Delacourt

**Guests:** Kathryn Baker, AdvCoach, Joe Gacioch, Asst. City Manager, Monica Mills, resident, Councilwoman Melanie Piana (6:30) and Councilman Dan Martin (6:59)

B. Dismissals

Jerome Raska (work), Ed Lane (work/out of town)

C. Consideration of Agenda.

Motion by Director McMillan, 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)  
None

III. Annual Planning Meeting (Part 3 of 3)

ED Hicks introduced the session, noting that the it focused on wrapping up what had been talked about at the two previous sessions. After conversations with Dr. Baker and the Executive Board, priorities were pared down to what is being presented this evening.

Dr. Baker explained that the goals for this session were to review and finalize the 1-page plan so that execution of it can begin; update the mission statement and finalize core values. She did note that while a few things may not be finalized, they will not require this type of session co complete, as she will work with the ED and Executive Board to finalize those.

Dr. Baker then reviewed the 1-page plan, noting that 3-5 year priorities, things that should be in place by the end of that time were (see plan for complete details):

1. Branding and communication initiative
2. Establish business resource for Ferndale DDA business owners
3. Value of downtown experience
4. Strong & developed volunteer base in place
5. Data driven organization

Director Smith inquired as to how important it is to identify measurables in 5-year plan? And it was explained by both Director Cupples and Dr. Baker that the plan is to look at quarterly priorities first, then annual and then come up with 1 or 2 things that will help get to the 3-5 year plan, with the people who are focused on

those priorities adding and as we go. It was determined that nothing was missing from the 5 priorities discussed.

Key initiatives for annual priorities were identified as (see plan for complete details):

1. Communication
2. Business Resource
3. Create 3 year roadmap for downtown experience
4. CRM database/volunteer database established & being leveraged for growth
5. Organizational structure & efficiency

ED Hicks provided some additional information on an item regarding a resolution of support from the City to continue DDA funding as it related to possible changes in TIF that are being discussed at the State. Chair Bach shared his thoughts on TIF, noting that possible elimination or changes have been discussed for a long time, but his argument that the new stadium in Detroit was utilizing TIF funds means that no changes are imminent, while also agreeing that the DDA does need to have a back-up plan. Discussion was also had regarding whether staff feels this one-year plan was doable and manageable and ED Hicks noted that although we've already lost a quarter, this gives staff the power to start and it can be adjusted accordingly if needed at year end and he is comfortable with what is being presented. Director Smith asked for clarification that this plan supersedes any other plans or goals and objectives and that everything being done will need to be looked at within these 5 points.

Quarterly priorities for the 2nd quarter were identified as (see plan for complete details):

1. Marketing Message
2. Define and launch 2 resource options
3. Volunteer strategy
4. Present options for CRM database
5. Staff & committees

Board-member champions should be assigned to each of the 5 priorities. Mayor Coulter asked whether the current committees still aligned with this plan and discussion was had regarding the current Main Street structure making communities have these committees and that until after the National Main Street Conference when changes to the program are revealed this question can't be answered. It was noted that the Main Street program is evolving and changing. Dr. Baker noted that there is a difference between "championing" and doing tasks and said she would like 2 or 3 Board members on each initiative. Director Smith said she would champion the 1-page process. Mayor Coulter noted that knowing what gaps in skill sets need to be filled can assist in Board recruitment.

Updates to the Mission Statement, based on the February 4th and Executive Board meetings were provided and discussed (see handout.) Board members each identified their top two preferences and discussion focused on clarity, brevity, and in particular the words "drive demand" and "experience" in particular, and what they meant in relation to this organization's mission.

\*Councilman Martin arrived

Core Values, as identified and discussed at the February 4th and Executive Board meetings were presented and discussed (see handout.)

\*Director Johnston Arrived.

It was explained that the “dash” format of these values was decided by the Executive Board as a way to further add clarity to the values, and that core values should be limited to no more than 5 and be less than a sentence in length. Discussion was had regarding whether the explanatory phrases were required. Further discussion was had regarding some values that appeared to have the same definition, as well as the actual definitions of some words. After discussion and fine tuning, the DDA’s Core Values were determined to be:

1. Fun – a positive attitude is key to success
2. Accountable – engaged and transparent in all things
3. Open-minded – different ideas, thoughts and people energize us
4. Inclusive – we are welcoming and progressive
5. Connectors – it is all about building collaborative relationships

Further discussion was had regarding the Mission Statement and it was decided that it should be discussed and finalized at the next Board meeting, allowing everyone to spend more time assessing.

Champion assignments: **Branding**: Directors Cupples and McMillan; **Business Resources**: Chair Bach and Director Smith; **Downtown Experience**: Directors Jacokes and Hennes; **Volunteer development**: Director Johnston; **Data Driven Organization**: Mayor Coulter and Director Smith; **One-Page Plan**: Director Smith. Reach out to absent Directors Raska and Lane for assignments.

#### IV. Adjournment

Motion by Director Smith, seconded by Director Hennes to adjourn meeting. All ayes, meeting adjourned at 8:08 pm