

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 9, 2017
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:03 a.m.

DDA Board Members Present: Jay McMillan, Jerome Raska, Michael Hennes, Pj Jacokes, Blake Scheer, Jacki Smith, Mindy Cupples, Chris Johnston

DDA Board Members Absent: Dean Bach, Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Joe Gacioch, City of Ferndale; Kim Hart, Ferndale Area Chamber

B. Dismissals: Dean Bach (sick)

C. Approval of Agenda

Motion by Director Raska, seconded by Director Hennes to approve the agenda as presented. All Ayes, motion carries.

D. Approval of Minutes: January 2017

Motion by Director Hennes, seconded by Director McMillan to approve the Minutes for January 2017 as presented. All Ayes, motion carries.

E. Approval of Minutes: Strategic Planning 2017

Motion by Director Scheer, seconded by Director Raska to approve the Minutes for January 2017 as presented. All Ayes, motion carries.

II. Consent Agenda

A. DDA/Staff/Consultant Reports

Motion by Director Jacokes, seconded by Director Scheer to accept the consent agenda as presented.

III. Call to Audience

None

IV. Community Organization Reports

A. Chamber of Commerce

Kim Hart

The Chamber held their first "Lunch & Learn", a series focusing on learning/discussion on items such as SEO, websites, etc. Aaron Stone of Easy Like Sundae led a discussion, including a survey, on the retail environment in Ferndale. The information will be compiled and shared and future meetings are expected to have a more structured approach. Director Raska indicated that Stone was thrown in at the last minute and took the opportunity to begin work on the Chamber's initiative a retail council to address needs. Hart also noted the Chamber is building up their Ambassadorship program to assist in communication with members.

The Artist in You reception is planned for April 26th and they will also be following up on sponsorships.

- B. Ferndale School District
No report.

V. Update – Alternative Parking Support

Assistant City Manager Joe Gacioch presented a “Parking Deck Update” document which he overviewed. The project is in the “due diligence” phase, with meetings being held with utilities (DTE, Consumers, internet providers, etc.) as part of the engineering planning. The City has reached out to businesses and residents, with surveys going out to businesses regarding alternative parking solutions during construction. Items being looked into include: utilizing the Credit Union One parking deck (access hours, location and lease terms are all concerns), purchase/running of an off-site shuttle utilizing City-owned and other offsite parking (Kulick, Taft, etc.), street valet service (#1 most interesting concept per the business survey) and potential Uber/Lyft partnership (similar to DtoD project in Boulder CO). The goal is to figure what will work before making in a big investment in things that won't. Only 15 surveys have been returned so far. The Business Development Committee is doing retention visits to the 60 businesses that will be most impacted by the construction and will also assist with gathering the surveys. The goal is to compile the survey results and present them to City Council. A budget is being worked through to try and determine what comes out of the Auto Parking Fund and parking consultants Carl Walker will do a presentation tentatively in March. People have been invited to serve on a steering committee that will assist in giving input on overall design, massing, etc. There could be a PUD in April and the project could go to the Planning Commission in April, May or June, which will be followed by bids for construction (although that may be able to be done concurrently) and groundbreaking still intended for this summer.

Discussion was had regarding the hope for a system to go in place before it's needed to build awareness and gauge whether it will work and it was noted that the budget was being examined to see if a slow ramp-up/tease of services, with expansion as the project commencement date grows closer. The Executive Board has spent time talking about this, noting that it parking and the perception of how it was handled will be key in defining 2017. Gacioch also noted that other shuttle uses, such as for seniors and for special events, is being looked at. Other ideas included a Fitbit challenge, creation of a business “tool box”, and a project by UofM students that will be presented to the DDA Board in March or April.

VI. Discussion Items

A. Strategic Plan 2017

The 2017 DDA Strategic Plan, as revised per the planning meeting and subsequent conversations/meetings with the Executive Board was reviewed. Conversation was had regarding the inclusion/location of Capital Improvement Plan projects and it was decided it will stay as a Key Initiative. Key Performance Indicators were also discussed and can be developed in the first or second quarter of each year and then used as a metric going forward.

Motion by Director Smith, seconded by Director Raska to adopt the DDA Strategic Plan with the addition to add Capital Improvement Plan under Key indicators under Data. All Ayes, motion carries.

B. Financial Report – Draft FY 17-18 through FY 19-20 Budget

The DDA is required to submit a recommended budget to the City for adoption and part of the City's requirement to adopt a balanced budget by the first week of May. In addition to a budget and amendment to the current FY, Council is requesting a 3-year projection. Due to changes in State legislation regarding libraries and TIF capture, budget worksheets with 4 proposed scenarios were presented: no library capture/with CIP; no library capture/no CIP; including library capture/no CIP; and including library capture/with CIP. The first scenario is the most likely. The budget report was then overviewed, with it being noted that the highlighted columns are what would actually be recommended to Council for adoption this year for the current and upcoming fiscal years. The remaining information represents the past year, current status and projections for future years. Items of note include "capital outlay" which includes DDA portion of Vester streetscape, trash cans, etc. Also shown is \$50,000 for parking mitigation under the "miscellaneous" category. Also, as discussed previously, the State of Michigan passed legislation allowing local libraries to opt out of the TIF capture. The Ferndale Library successfully passed their millage increase in May, taking their budget from \$1 million to \$2 million, because of this change in legislation, they will also now be capturing the portion previously captured by the DDA TIF of about \$25,000 this year and \$50,000 next year. This is based on the assumption that they won't release those funds back to the DDA, that they do have the ability to do as a Board. The Mayor and DDA Chair have had conversations about this and will be working with the library to see if an agreement can be reached to recapture those dollars. Further discussion was had regarding these funds and approach, but for the time being the DDA budget will assume these funds are not going to be returned to the DDA. Additional budget conversations included clarification of items such as facilities maintenance and public improvements.

C. Library Millage

Item discussed in item "B" above.

VII. Call to Committee Chairs & Board Members & Staff

Director Jacokes thanked the Board for the flowers

OM Willcock discussed retail event the "Indoor Sidewalk Sale" set for the weekend of February 17-19 as well as the still-being-planned health/wellness and green economy event to feature those businesses.

Director Smith requested that an item be added to the monthly agenda to update status on "rocks & accountability" from the Strategic Plan, as a way to measure/look at the document on a monthly basis.

Director Raska noted he liked the idea of business-group events and suggested maybe one centered on financial institutions.

VIII. Adjournment

Motion by Director Raska, seconded by Director Smith to adjourn meeting. All Ayes, meeting adjourned at 9:10 a.m.