

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
THURSDAY, JANUARY 11, 2018  
8:00 A.M.  
FERNDALE CITY HALL  
300 E. 9 MILE  
FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:06 a.m.

**DDA Board Members Present:** Mayor, Dean Bach, Chris Johnston, Pj Jacokes, Blake Scheer, Jacki Smith, Nathan Martin and Jerome Raska

**DDA Board Members Absent:** Chris Johnston, Mindy Cupples, Council

**Staff Present:** Barry Hicks, Cindy Willcock, Torri Buback

**Guests:** Jenny Marr for FADL,

B. Dismissals: Chris Johnston, Mindy Cupples, Council

C. Approval of Agenda

Motion by Director Smith, seconded by Director Raska to approve the agenda with approved changes. All Ayes, motion carries. (need proper wording)

D. Approval of Minutes: November 2017

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

**II. Consent Agenda**

A. Staff Report (includes 'The dot' update)

B. Financial Statement

C. MDA: 2017 Year-End Legislative Report

Motion by Director Smith, seconded by Director Scheer to approve the Consent Agenda as presented. All Ayes, motion carries.

**III. Call to Audience**

None

**IV. Community Organization Reports**

A. Chamber of Commerce

Matt Zook, Executive Director

FAC is working on the 2018 Business and Community directory, soon to be released. The next workshop/educational event Learn The Four Key Pieces To A Great Business is scheduled for February 13<sup>th</sup>. The event will be held at the FADL in collaboration with the DDA and Michigan Work. Special guest speaker Tom Powers is scheduled to present. More to come. Rainbow run will continue in 2018 with a new theme and name, The Rainbow Sock Run. More to be announced on event details and date.

- B. Ferndale Area District Library Jenny Marr, Director  
FADL is holding a series of life coaching classes that will vary from social etiquette and how to throw a dinner party to bullet journaling and hand lettering. The first one will be held tonight with the ability to live stream. The session on 1/25 will be “How to Spot Fake News” starting at 7pm.
- C. Ferndale School District No report available.  
None

V. Update Items

- A. Wayfinding Signage Kara Sokol, Communications Director  
Assistant City Manager, Joe Gacioch introduces the wayfinding plan to communicate navigation to pedestrians. The details are currently being shaped with Q&M. Kara Sokol presents the plan as it stands to date. Kara explains the initiative and how the plan is to increase visibility of available parking spots as well as increase enthusiasm for walkability. The evolving ideas are #walkferndale, a 5-minute walk campaign to show how far away you are from a given business with a “You are Here” map and numbered parking spots to show what parking lots and parking spots are available. The two main concepts for this campaign are: visual and visible. Director Bach suggested showing signage at intersections, so visitors know exactly where parking is. There are MDOT concerns at that point, said ACM Joe Gacioch. OM Willcock suggested having businesses sponsor signs. ACM, Joe Gacioch said we’d have to check with City Attorney, Dan Christ. OM Willcock also suggested extending banners to the DDA to help with the visibility.
- B. Passport Parking Joe Gacioch, Assistant City Manager  
The City went out to bid last October for mobile pay options, parking enforcement and citation management as Parkmobile has changed priorities and gotten unresponsive. A bid has been submitted to Passport Parking, as it’s expanding to SE MI all over, it can also be personalized to Park Ferndale for continued ease of usability. The City is hoping to have a better idea of where we stand by 1/22. If all goes well, online permitting for downtown employees will be in place by the end of March. Passport allows for purchasing pre-paid parking for consumers, does not charge a renewal fee and provides a lower cost. Parkmobile’s contract will be up in May and the hopes are to have Passport in place by April. Effective 6/1/2018, we will no longer be using Parkmobile. Mayor Coulter asks if anyone is opposed as it sounds like there are not many options. Director Smith said Parkmobile has never worked properly for her. ACM, Joe Gacioch said users will still be able to search “Park Ferndale” to find the app.

## VI. Action Item

- A. Ferndale DDA/Library Agreement                      Barry Hicks, DDA Executive Director  
ED Hicks presents the agreement between the FADL and the Ferndale DDA, while indicating Jenny Marr, FADL Director from the FADL is here. In 2017, legislation decided that libraries would opt out of DDA Millage. We are now capturing the backdate to July 2017. ED Hicks will work with FADL Director Jenny Marr and Finance Director to capture the millage. In the interim, FADL is requesting funding specifics. The DDA will provide a snapshot of what's coming in the year ahead, said Hicks.

Discussion: Director Smith asks what happens if the library doesn't like it? It has more to do with transparency than anything else, we just need to show what we're using the money on, said FADL Director Jenny Marr. ED Hicks steps in and adds, the idea is to update our development plan to show what we're working on. The purpose is to get us back to a whole state. Jenny then adds, that she and Barry meet continually and will keep updates. This is a wonderful example of getting us all rowing in the same direction and how we can make Ferndale better, remarked Mayor Coulter. He also stated that his work schedule is changing and he's hoping to be here more.

Motion by Director Smith, seconded by Director Jacokes to direct the Executive Director to submit the agreement on behalf of the Ferndale DDA to the Ferndale Area District Library for consideration.

Motion: All ayes, motion passes.

## VII. Call to Committee Chairs, Board Members & Staff

- A. Operations Manager Willcock reported that Business Development is beginning a new campaign to highlight the community and create loyalty, bringing more people downtown. The series will be called Faces of Ferndale and is meant to share talents and things that people wouldn't normally know about. What kind of story or person do you know of that could help share more? Another notable, Main Street Oakland County is holding a training seminar at Affirmations on February 15<sup>th</sup> and 16<sup>th</sup> – a free event, however, registration is required.

ED Hicks added, the Strategic Planning meeting is scheduled for January 25<sup>th</sup>. Hicks is also encouraging all board members to participate in a specific committee of their choice.

Director Jacokes mentions this weekend is the 26 hour improv fest at Go Comedy.

## VIII. Adjournment

Meeting adjourned at 9:14 am