

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
THURSDAY, MARCH 16, 2017  
8:00 A.M.  
FERNDALE CITY HALL  
300 E. 9 MILE  
FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:05 a.m.

**DDA Board Members Present:** Mindy Cupples, Dean Bach, Jay McMillan, Pj Jacokes, Michael Hennes, Jerome Raska

**DDA Board Members Absent:** Jacki Smith, Blake Scheer, Chris Johnston and Mayor/Council

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

**Guests:** Kim Hart, Ferndale Area Chamber

B. Dismissals: Jacki Smith (out of town) and Blake Scheer (out of town)

C. Approval of Agenda

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

D. Approval of Minutes: February 2017

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

**II. Consent Agenda**

A. DDA/Staff/Consultant Reports

B. Strategic Plan

Item pulled for discussion, as reports and plan were not available due to IT issues.

ED Hicks gave an update on the City Hall server crash, explaining that progress is being made in recovering lost data and voiced concern about future data protection. BOLD Technologies, who previously provided IT services for the DDA has been contacted and provided a proposal to ensure this type of thing doesn't happen again. He also explained that going forward it has been made clear through City Council's actions and words that parking is to be the #1 area of priority for the DDA to focus on, which may cause a shift in some strategic planning priorities to ensure the DDA is parking-centric. A joint work session to discuss roles and responsibilities with DDA and Council is scheduled for Monday, April 17th at 5:30, with dinner being provided. The City will focus on facts, data and findings and the DDA will focus on business advocacy and outreach. A first draft of the DDA outreach plan will be presented at that time. Further discussion was had regarding the impact of the changed legislation regarding the library millage and the impact of an approximately \$50,000 loss to the DDA budget. Board Chair Bach and Mayor Coulter have been

reaching out to library Board members to discuss options. This impacts will impact the budget until it is determined whether or not the DDA can recapture some or all of this funding and could result on additional shifting of priorities. ED Hicks and Board Treasurer Smith will do a budget presentation to Council on March 27th. Other items discussed included the upcoming MSOC evaluation and update on the retention visit program.

Revisions to the Strategic Plan were not available, therefore no action was taken.

III. Call to Audience

None

IV. Community Organization Reports

A. Chamber of Commerce

Kim Hart

Kim Hart announced that she had resigned as Executive Director of the Chamber due to family obligations but would be staying on through the hiring and transition to a new Director. The new Chamber guide has arrived and she will deliver to businesses. The Chamber is still seeking sponsorships and they are important in making sure programming continues to happen. The Artist in You reception is April 25th at the library and they are still seeking a building to install the winning piece on. The Rainbow Run is June 3rd and they will be holding a euchre tournament at the Elks on October 13th. She expressed her thanks for the Healthy Happy Ferndale event and the Chamber being a part of it and expressed interest in doing a similar event focused on home, hospitality or art. Director Raska, who is also the Chamber Chair, noted that the search for a new executive director is ongoing and they are accepting resumes through the 20th at which time the search committee will begin the process of phone interviews and then in-person interviews.

B. Ferndale School District

No report. OM Willcock noted that it had been announced that Superintendent Blake Prewitt had accepted another position and would be leaving at the end of the school year.

V. Action Items

A. Consideration of Fiscal Year Budget 17-18

Included in the Board packet was a memo detailing the budget for the current and next fiscal years as well as projections for the following two years, which aligns with the City desire see a three-year budget cycle. The memo detailed different line items and provided information on how to read the budget document. Trends to keep an eye on are changes to the fund balance. FYE 16 showed an increase of \$118,813 over the previous year, with FYE 17 projected to see an increase of \$32,586 and the trend reverses, resulting future fund balances beginning to decline. Reasons for the decline include Headlee rollback and the loss of the library millage capture portion. Also discussed was a "miscellaneous" budget item for \$50,000 each of the next two fiscal years at the request of the City to set aside funds for construction mitigation. Capital improvement projects (CIP) were also discussed. The largest budgeted item is always for downtown maintenance and Director Cupples suggested using Auto Parking Fund overages to assist in helping keep the downtown clean, as it fits with Council's "Safe & Clean" initiative. Changes to the budget will be shifts in item 740 (operating expenses) and

818 (contractual services). It was clarified that the proposed budget did not include the library capture.

Motion by Director Cupples, seconded by Director Raska to approve the budget report as presented, less the parking mitigation capture.

Discussion was had regarding the mitigation projects and capital improvements, noting that none have been spent and can be modified and changed. It was noted that the mitigation amount was an investment in the downtown, not in the structure itself, however most investments have a return and how would the DDA get those funds back. It was also noted that the DDA will be required to do landscaping and snow removal around the structure and how would that be paid for, with the Board feeling strongly that any money put towards mitigation should be returned to the DDA to continue doing what it does – façade grants, etc. Further discussion was had regarding how the bond debt would be covered and the need for further discussion regarding that. Discussion was had regarding programming for businesses as construction progresses, including how much should be dedicated to it and what it would be used for.

Friendly Amendment by Director Cupples, seconded by Director Raska to approve the budget as presented, modifying the miscellaneous expense for parkint mitigation from \$50,000 to \$15,000 with the understanding that the DDA have a discussion with City Council regarding future use and allocation of these funds.

Friendly Amendment: All Ayes, amendment carries  
Motion: All Ayes, motion carries.

**B. Contract for Services: Pulp Detroit**

Due to the recent server crash at City Hall, ED Hicks contacted Pulp Detroit, who previously worked with the DDA on the new website, to discuss assistance with a brand campaign for all the upcoming construction in the downtown, including the parking structure. With 5 major projects occurring over the next 2 years, having a comprehensive communications campaign is a necessity. Pulp can also assist with technical items such as website changes, mapping, developing a social media campaign and other items as outlined in the attached proposal which consists of \$an initial 6 months of up front costs and then an ongoing monthly amount as well as hourly rate information.

Motion by Director Raska, seconded by Director Cupples to approve the contract as presented from Pulp Detroit.

Discussion: Director Hennes asked for clarification of “strategic brand development” and ED Hicks explained that Pulp will be present branding and marketing ideas at a meeting with DDA staff on the 24th of this month and will then present to the Board at the April meeting. Potential ideas could include a catchy tagline, logo tweaks to reflect the construction tagline and a cohesive branding that represents the construction and what is happening.

All Ayes, motion carries.

- C. Contract for services: Bold Technologies, Inc.  
Due to the recent server crash at City Hall, ED Hicks contacted BOLD technologies, who previously provided IT services for the DDA, to discuss options to ensure the safety and storage of DDA electronic data. As a result of the server crash, ED Hicks does not have full confidence in the plan to repair going forward and DDA staff has lost considerable time recreating documents and files. The proposal included in the Board packet is low enough that he could approve it, but wanted to bring it before the Board as it could require a slight budget amendment of moving money between two different line items. The proposal includes items to ensure that this type of crash never happens again, including a back-up server and Carbonite online back up server.

Motion by Director Hennes, seconded by Director Cupples to approve the \$1,951 expenditure for a back up system. All Ayes, motion carries.

**VI. Discussion Items**

- A. Main Street Oakland County: Awards Ceremony  
MSOC Award nomination packet was included in the Board packet and Board members were encouraged to read through it and identify any people, businesses or projects they felt should be nominated
- B. Parking Information Packet  
Packet included in Board packet as an information only item
- C. Committee Meetings Attendance  
ED Hicks asked all Board members to attend at least one committee meeting per year.

**VII. Call to Committee Chairs & Board Members & Staff**

OM Willcock provided a recap of the Healthy Happy Ferndale Event

Chair Bach thanked staff for all their hard work during the recent server crash issue

ED Hicks noted that the evaluation schedule for MSOC is set

Chair Bach noted that he had met with new MSOC Coordinator John Bry and Alex Hritcu and they are concerned that they never hear from Ferndale. ED Hicks noted that he does talk to them regularly, but is not going to do stuff just to do it.

Director Raska noted that he and Robbin are opening another location in Holly. On December 27<sup>th</sup> they purchased a building and now own Holly Antiques, which will have a re-grand opening on March 31<sup>st</sup> at 5:00. He also noted he attended a Holly DDA meeting and recommend that everyone should take the opportunity to see what other DDA Boards look like.

**VIII. Adjournment**

Meeting adjourned without quorum at 9:42 a.m.