

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, OCTOBER 12, 2017
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:00 a.m.

DDA Board Members Present: Dean Bach, Chris Johnston, Blake Scheer, Jacki Smith, Jerome Raska and Michael Hennes

DDA Board Members Absent: Jay McMillan, Mindy Cupples, Nathan Martin, P.J. Jacokes and Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Justin Lyons, Joe Gacioch, Karl Weyland (WhatsupMichigan), Elliot Darvick (Lyft), and Anthony Marrow (Pulp Detroit), Jenny Marr (Library Director)

B. Dismissals: Jay McMillan, Nathan Martin, PJ Jacokes and Mayor/Council

C. Approval of Agenda

No quorum for vote

D. Approval of Minutes:

No quorum for vote

II. Consent Agenda

A. Staff Report

B. Parking Citations/Mobile Payments Update

**Director Hennes arrives 8:07am*

Motion by Director Smith seconded by Director Scheer to approve the Consent Agenda as presented

Items 1.C. and 1.D. revisited for consideration with quorum.

C. Approval of Agenda

Motion by Director Smith, seconded by Director Johnston to approve the agenda with amendment made to switch items C for B under presentations. All Ayes, motion carries.

D. Approval of Minutes: No minutes to approve

III. Call to Audience

None

IV. Community Organization Reports

A. Chamber of Commerce

Director Raska spoke on behalf of FAC; The Chamber is celebrating Ferndale businesses with the Best of The Best event held on 11/2 at the Red Door. A fun evening with silent auction, tickets are available online.

B. Ferndale School District

No report available. OM Willcock acknowledged that Ferndale won homecoming.

V. Presentations

- A. Karl Weyland of **What's Up Michigan** presented and explained the business model. The goal is to connect people with community events. What's Up Michigan currently works with many different regions. Traverse City is their strongest, reaching 40,000 people a month on the Facebook page alone. Director Scheer asked how people are finding this app. Karl responded, through word of mouth. WUM is confident in their abilities to reach and exceed the numbers they are recording for TC, in Ferndale and would like to promote all our events, including the large ones. Pricing runs \$500 per section or \$1500 for all three sections (events, lodging and dining).
- B. Elliot Darvick of **Lyft** presented. People using Lyft are spending up to 59% more on local businesses. 37% of people using Lyft commute to and from work and 23% are small business owners. Lyft is solving downtown accessibility for commuters, employees and customers. Incentives to get downtown will run during the time of 11am – 9pm with a \$5 coupon for participating businesses and \$4 going back to the businesses. Director Johnston asked how helpful the promotions are and if they have enough cars to support the demand. Everything is kept in balance and there are enough cars on the road during any given moment, responded ED. Director Smith asked what the stats are for consumers using Lyft for shopping. ED responded, the top 10 destinations consumers are traveling to are grocery stores and general retail shopping. People are looking to avoid parking. Director Bach asked if there is a designated area for drop off and pickup. For events, we can optimize designated areas to make it easier for patrons, responded ED. Karl Weyland asked if they can be dropped off in a certain spot. ED responded, there are credits to allow for that. Director Bach is interested.

- C. Assistant City Manager, Joe Gacioch presented the City's first mobile app, **SeeClickFix**, which launched Monday night with a video. The app is interactive and allows visitors to submit a ticket to DPW for issues noticed around town. Users may also submit a ticket through the City's website. The app is a great tool for businesses to use and can capture sidewalks not shoveled in the winter too.
- D. Executive Director Barry Hicks and Anthony Morrow of **PULP Detroit** presented the Business Support Strategy for releasing The dot communication. There will be a microsite within a website, 50% will be updates and the other 50% will be featuring and highlighting businesses. Ferndale is its people and its businesses, it's important to remind people that's what it's all about. We'd like to have it launched by 11/27 since the meetings on that day are televised, stated ED Hicks. Director Smith asked if businesses can upload content for events and such. Yes, that is the plan, responded Anthony. Social Media will be released closer to construction. However, there is a need to get something on the website as soon as possible. The DDA is looking for support and a green light to move forward on the release. Director Smith is getting a lot of questions about what is going on. We are projecting sometime between February and April 2018 for the groundbreaking and will have a better idea when the bids come in, stated Gacioch. Board motions all ayes for moving forward with releasing website communications.

Director Hennes arrives at 8:07 am and quorum is formed.

VI. Action Items

A. 2018 DDA Board of Directors Calendar – Approval needed
Approval of proposed 2018 DDA Board of Directors calendar – monthly meetings will continue the second Thursday of each month at 8:00 am in Council Chambers at City Hall (300 E. Nine Mile Rd).

Motion by Director Smith, seconded by Director Hennes to approve 2018 DDA Board of Directors Calendar as presented.

Motion: All ayes, motion carries.

B. Howard and Howard – Library Millage Agreement
In 2017 a law passed excluding library taxes from capture by tax increment financing entities, including downtown development authorities. For continuation of library millage to occur, an agreement is needed between the DDA & Ferndale Public Library.

Discussion: Director Smith asked what the status is with the Howard and Howard contract. Director Bach suggested adding the library to the Community Reports section going forward. OM Willcock introduced Ferndale Area District Library Director, Jenny Marr. The library does not plan on opting out of the millage, the idea is to create transparency for the public – it's a win/win for all, Stated Marr. She also stated, there are many ways to collaborate and we just need to plan it out, placemaking and courtyard is a concern of Pro Tem Melanie Piana's. The Strategic Plan is up in a couple months and the DDA is a stakeholder, added Marr. Director Smith stated the most affected cutback is the Worry-Free contract. Marr clarified that prior contracts cannot be opted out of. Director Smith requested clarification on the agreement. ED Hicks weighed in

with the brief history - libraries opt out of DDA capture based on new state law. Legislation allows for the library to opt in without going for anything additional. 1 million to 2 million increase from library that goes off the evaluation of property. We are working with the library to capture our millage rate, stated ED Hicks. Marr stated that there has to be an agreement before we can move forward. ED Hicks asked if we can table this.

Motion by Director Raska, seconded by Director Scheer, to table the discussion needed for library millage agreement.

Motion: All Ayes, motion carries.

C. Mainstreet Conference 2018 – Approval needed

Each year the National Mainstreet program hosts a conference to bring together Main Street communities from across the United States to discuss what is going on in their communities and to share ideas. This year's conference will be held in Kansas City, MO with travel expenses totaling \$2140 per person. Board packet memo captures a complete breakdown of expenses to be incurred per person.

Discussion: Director Smith asked what our objective is. It's a good networking opportunity and it gives us insight and ideas into what's working well for other communities in the program.

Motion by Director Raska, seconded by Director Hennes to authorize up to \$2140 per person, not to exceed 5 people for the Mainstreet conference March 26th – March 28th 2018 for up to two first time attendees other than office staff.

VIII. Call to Committee Chairs, Board Members & Staff

OM Willcock reported; Fido does Ferndale is coming up next week (10/19). Small Business Saturday is also coming up next month (11/25). The final numbers are in for the Hurricane Harvey help day and will begin sending the checks to LaGrange and Cuero, TX.

Director Hennes added, the Conserva staff were upset about the Oktoberfest Festival (10/6-10/8) shutting out a good portion of their weekend traffic. OM Willcock also spoke with Matt at Conserva about the concerns they are having and invited him to attend the monthly board meetings. Director Hennes stated, the events are closing 50% of business for restaurants and retailers. Gacioch also added, we need to re-look at the event situation and how we can effectively manage this going forward.

IX. Adjournment

Chairman Bach adjourned the meeting at 9:49 a.m.