

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, SEPTEMBER 14, 2017
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:04 a.m.

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

DDA Board Members Absent: Jay McMillan, Nathan Martin and Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Kara Sokol, Justin Lyons, Joe Gacioch, Sheryl Stubblefield, Cary Brooks, Jordan Twardy

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

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: August 2017

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

II. Consent Agenda

A. Nomination for a Michigan Works! 2018 Impact Award

B. Staff Report

C. Financial Statement

Motion by Director Jacokes, 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

The Chamber has hired an Administrative Assistant, Kimberly Spencer who is assisting on reorganization of the office. She was hired through Michigan Works, who supplement 50-75% of her salary for up to 5 weeks.

B. Ferndale School District

No report available.

OM Willcock noted that Dr. Bazzi indicated that if anything is needed to please let her know.

V. Presentations – Update on ‘The dot’

Assistant City Manager Gacioch and Director of Communications Kara Sokol presented an update on communications, The City has been working on a strategy for delivering communications to the community. Important to note: communication needs to be delivered in a communication style appropriate for three audiences – business community, customer and residential. Business will receive marketing materials, collateral, table tents, postcards, etc. Sokol is working on gathering the digital collateral. Online presence is a one stop shop – ferndaledot.com with city and DDA branding all in one place. Technology and resources allow for material download and sharing, including a fun video. There will also be app technology that will search and find parking. Material rollout is strategic, business, local residents and last vested interest. Mid to late fall for second launch, third will be holiday season and last will be 6 weeks before shovels hit the ground. Gacioch is meeting with the Planning Commission next Wednesday 9/20. If you live near a parking lot, you have been notified. The impact on water will be sustainability.

Director Cupples asked where we are on parking services. Gacioch responded Startrax has been approved and ready to talk about implementation. Lyft would also like to come out and talk about options if we can accommodate the time. Also having talks with local, alternative parking solutions, First Methodist is willing to provide vacant spaces.

Director Smith asked what is the timeframe and suggested we could get communication out for Small Business Saturday. Director Smith also commented that businesses want anything at this point, also asked how the PULP strategy fits in with the city. ED Hicks responded that we are adding services such as a “construction day” event, supplemental business support, that will all complement the city’s effort. Director Smith added we also need to give the businesses something that indicates we are addressing the appropriate concerns. Sokol added this is coming down the pipeline next week. Director Smith adds that she is frustrated a little because the DDA was charged with this responsibility. She sat in and saw the meetings and saw that the DDA was charged with the responsibility to run with the communication. We need clarification on the DDA’s role with this. Chair Bach asked for clarity on the DDA’s role with this effort. Director Smith added that the DDA’s role is continually changing and that she is continually getting push that the DDA is not doing their job. She is feeling blindsided and it’s concerning. Director Cupples does not agree, also hearing that we need to be more communicative. The DDA and City need to work together to clear this up because council is asking. Everyone likes the brochure a lot. Gacioch commented that the DDA is the liaison. That the City will compose the communications. Director Cupples adds that businesses are asking and no one is sure who is bringing what and when. Chair Bach asks if we can send the texts like we did for How the West was One. OM Willcock added that there are concerns about releasing the communication too soon. ED Hicks added, the process is strategic, so as not to overwhelm businesses and customers with information that has not been confirmed. ED Hicks also added, we do have options, we have been mentioning parkferndale.com in our newsletter.

ED Hicks stated feedback is good for the next meeting about parking. Sokol added, that the City and DDA are scheduled to meet every other week to discuss parking. Director Smith stated she would like a supplemental meeting. Chair Bach asked where we are planning to park cars during the valet. Gacioch answered, Ferndale Foods and more lots they have access to and can access. Next Wednesday at 6:30pm there is a Planning Commission meeting. ED Hicks added there is an Appearance Review meeting on the 27th for The dot.

VI. Action Items

A. Brewers License Approval for Brooks Brewing.

City Planner Justin Lyons and applicant Cary Brooks presented. Lyons stated that the staff received the request and anything with liquor is pressing on the parking. Also added, The Planning Commission did review in August, their recommendation is to discuss the application. Currently, it's taking up 4 retail spaces and will grow over time, stated Lyons. Cary Brooks commented that he is excited to open in Ferndale, it's perfect for them and they can bring a lot to Ferndale. All beer and wine is made either on the premises with 22 beers on tap or at the Shelby Township location. Prefers to keep it simple, will be selling very limited food with everything being made in house or by a local company.

Director Cupples asked the square footage and capacity, Cary Brooks answered 3000 sq. ft. and 99 people. Director Hennes asked how much brewing? Cary Brooks answered specialty beers being brewed mostly with some other beers. Limited distribution. 2 kettles as opposed to 4 kettles. Director Scheer asked what the hours would be. Cary Brooks answered 12 pm until 2 am. Chair Bach asked how parking correlates with the capacity. Lyons answered it's based on square footage and not capacity. Cary Brooks added that he would like to open without a kitchen but would also like the option to add one. Director Raska asked if the Shelby location would be a destination. Cary Brooks answered yes. Directors Raska & Cupples are opposed to having another bar/restaurant in our downtown. Chair Bach stated the money goes right into the parking fund. Director Hennes is unfamiliar with this type of license. Cary Brooks stated they can only sell what they make – brewers license.

Director Johnston asked if they are bottling or canning in Shelby location later to sell. Cary Brooks said yes. Director Johnston added that there is a retail aspect and it's not just a bar. This is different and needs to be noted. Director Hennes and Director Johnston agree. Director Hennes' concern is with too few crossing options there on Woodward, he's seen too many accidents from people trying to cross and it needs to be addressed. Director Johnston said we need to go on record saying they are doing what they asked us to do in getting more retail. We need to go on record for vote. Director Smith stated, thank you for coming into our downtown.

Motion by Director Johnston, seconded by Director Smith to recommend that City Council approve the applicant's request to pay in lieu of parking for a Brewer's License at 22925 Woodward Avenue in accordance with Ordinance No. 1087, Section 24-233(k). The Board of Directors notes the following:

- 1.) It is unclear if approval of the application supports the DDA's goal of retaining and increasing retail in the downtown; and
- 2.) It is unclear if approval of the application supports the City Council's goal for Economic Prosperity in the Master Land Use Plan regarding increasing retail in the downtown.

Directors Cupples, Smith and Raska left at 9:46 a.m. and quorum was lost

VII. Discussion Items

A. Crosswalks, at Nine Mile Road & Woodward

ED Hicks presented. The City's Engineering consultant contacted The City about replacing the crosswalks, they are old (2003 installation) and deteriorating (noticeable since 2012). Based on previous bid results, removal and replacement of the stamped, colored concrete and ADA compliance, the estimation is sought to be around \$120,000 and may require four stages of work with estimations lasting as long as 8 weeks until completion.

OM Willcock said we want to give a softer feel to the crosswalks. Don't let it become just another crosswalk, stated City Planner Jordan Twardy. Twardy stated that he has contacts for gum removal, sidewalk murals and crosswalk updates if we need them. ED Hicks said the sidewalk/crosswalks are on the Design Committee agenda.

B. Employee Development

Acknowledging the DDA's commitment to employee development through training, education and experience, the Executive Committee and the DDA Executive Director will work together and develop a plan for the Operations Manager to facilitate training and education opportunities to advance within the organization.

Put it on the agenda and more to come on that, said ED Hicks. Director Johnston added, Cindy Willcock is very valuable and has developed a whole lot. Director Bach stated they are coming up with a new position and should have something ready by the next meeting. OM Willcock said she is ready to do more and ready to move forward with new responsibilities and for a job description to be more accurate and reflective of what she is currently doing.

VIII. Call to Committee Chairs, Board Members & Staff

Director Hennes noted that in regards to the Brooks proposal, he is in favor of development in that area and although it is not the ideal use, it is a better fit than many other options. He also stated that he believes there needs to be more crossing opportunities on Woodward for safety and for businesses to be successful.

Director Scheer noted that he agrees that retail might be attracted by the enhancements Brooks would bring to the block

OM Willcock provided an update on DDA event

Chair Bach provided information on the Hurricane Harvey Help Day Fundraiser

IX. Adjournment

Meeting adjourned without quorum at 10:20 a.m.