



# The City of Ferndale

## Agenda

Monthly Meeting of the Downtown Development Authority (DDA) Board of  
Directors Downtown Development Authority Meeting

THURSDAY, FEBRUARY 13, 2020 @ 8:00 AM

300 E NINE MILE ROAD

FERNDALE MI 48220

---

**1.Call to Order**

**2.Approval of Agenda**

**3.Community Reports**

**4.Call to Audience**

**5.Presentations**

5.a. [Meeting Kickoff Updates from Executive Director](#)

5.b. [Downtown Maintenance Update](#)

**6.Consent Agenda**

6.a. [Approval of Minutes](#)

**7.Action Items**

7.a. [Budget Workshop - Fiscal Year 2020 Midyear + 5 Years](#)

7.b. [Schiffer Park Contribution Increase Request](#)

7.c. [Experience & Art Planning for The dot](#)

7.d. [Approval for Spring Fever 2020 Event Agreement with Charles Williams Group](#)

**8.Information Items**

8.a. [Review of Job Description for Engagement Manager Position](#)

**9.Call to Committee Chairs, Board Members & Staff (note more than 3 minutes)**

**10.Adjournment**



**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Meeting Kickoff Updates from Executive Director

**INTRODUCTION**

**SUMMARY & BACKGROUND**

**BUDGETARY CONTEXT**

**CIP#**

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

**RECOMMENDED ACTION**

Executive Director and DDA staff provide general updates and welcome to Board of Directors.

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Downtown Maintenance Update

**INTRODUCTION**

**SUMMARY & BACKGROUND**

**BUDGETARY CONTEXT**

**CIP#**

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

**RECOMMENDED ACTION**

Updates provided by the Department of Public Works Regarding Downtown Maintenance



**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens  
**SUBJECT:** Approval of Minutes

**INTRODUCTION**

N/A

**SUMMARY & BACKGROUND**

N/A

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[DDA Minutes Jan 2020.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Approval of minutes from the DDA Board of Directors meeting held on 1.9.20.



**Ferndale Downtown Development Authority  
Board of Directors Meeting**

Thursday, January 9, 2020

8:00 A.M.

Ferndale City Hall

300 E. 9 Mile

Ferndale, Mi 48220

**Minutes**

**1. ROLL CALL**

**CALL TO ORDER:** 8:02 am

MEMBERS PRESENT: Janice Semma, Jackie Smith, Mindy Cupples, Nathan Martin, PJ Jacokes, Blake Scheer, Jerome Raska arrived at 8:24 am, Melanie Piana

MEMBERS ABSENT: Chris Johnson

STAFF PRESENT: Lena Stevens, Sommer Realy

GUESTS PRESENTORS:

- Erin Quetell, Community and Economic Development (CED) Sustainability Planner
- Jon Moses, Ideation Orange Creative Director
- Jordan Twardy, Community and Economic Development (CED) Director
- Dan Antosik, DPW Administration Manager
- Ashleigh Laabs, A.Victoria MAE

**2. APPROVAL OF AGENDA**

*Motion by Director Scheer seconded by Director Jacokes to approve the agenda.*

***All ayes, motion carries.***

**3. COMMUNITY REPORTS**

**4. CALL TO AUDIENCE**

**5. PRESETATIONS**

**a. Downtown Maintenance Update from the Department of Public Works**

Dan Antosik, DPW Administration Manager from DPW updates provided regarding the Downtown Maintenance contract between DDA and DPW. From a budgetary standpoint costs came in under budget. The second year of the contract started in December 2019. DPW would like to continue the contract when the 2 year term expires, and feels confident they can continue to enhance the Downtown experience in collaboration with the DDA. DPW would like to investigate trying to move away from how much time is spent on specific items and focus instead on goals. Antosik discussed options to utilize Car Trucking for more regular solid waste pickup and either reduce DPW hours or assign them to alternative projects.

Mayor, Piana asked how they will report the amount trash being removed, DDA spends money on trash removal therefore tonnage of trash removal data point needs to be established for downtown region. Growth of downtown impacts the amount of trash

and the cost involved. Director Cupples asked, what the trash expense was prior to DPW contract. Antosik answered that it would have been a shared cost between the DDA contract with Worry Free, Car Trucking, and service from DPW as needed. He also noted that DDA and the downtown maintenance contract is responsible for trash cans, not compactors.

**b. Update on the Downtown Waste Reduction and Recycling Master Plan**

Erin Quetell, CED Sustainability Planner presented updates on the Downtown Waste Reduction and Recycling Master Plan that began in November of 2019. The Downtown Waste Reduction and Recycling plan will be completed mid-February and presented to council in March 2020. Interviews with Tom Pearlman, Rust Belt, Greenspace and other property and business owners provided insight on what is working and what isn't. Plan is meant to improve the level of service. Organic waste management and recycling are priorities. Plan will also establish a way to track the amount of trash collected.

Chair Smith mentioned that the CandleWick Shoppe recycling bins are constantly stolen and a big challenge to business' is the trash is taken out at night. Staff puts trash in their personal vehicles to take home rather than using designated trash collection areas. Trash collection areas are dirty, employees forget codes and overall an uncomfortable experience.

Director Scheer mentioned it is the same for Level One Bank.

Quetell states she is always available to listen and encouraged everyone to reach out to her with any concerns. Executive Director, Stevens states there is little to no accountability even with video cameras to those who use the trash collection system incorrectly.

**c. Ideation Orange Presentation - Experience Designer for The dot**

Executive Director, Stevens introduced the concept of using an experience designer to assist with the incorporation of art to The Development on Troy (The dot). Jordan Twardy, CED Director has been working with Ferndale Arts and Cultural Commission (FACC) on brainstorming ideas and reports there is a high level of interest in interactive art. This is uncharted territory and utilizing a source that is knowledgeable and experienced is essential. Ideation Orange was invited to present a plan of approach they would offer to the project.

Jon Moses, Ideation Orange Creative Director, explained they are a design firm focused experiences to move people. Bring together type, color, images, form, art, technology to create an experience that helps with how public knows they have arrived, directional signage to set the tone, color palette that helps with interest, wayfinding can add to experience and engage your visitors with interactive art displays. Create a destination not just a parking garage. Murals and art engage the community. They can help with the overall experience including branding, exterior signage, interior artwork, wayfinding and exterior art.

If partnered with DDA, the current objectives to focus on are to attract, excite, engage, find and navigate, expressing the Ferndale spirit and through design. Branding components offered are vignettes, storytelling, exteriors, wayfinding all creating a unique environment. Presentation included projects they have completed and ideas with samples.

Director Raska asked about wayfinding and how it would impact what is already in use? Executive Director, Stevens expressed concerns about the functionality, replacement cost, and financial sustainability of current wayfinding system. Stevens stated she would like to use the process with Ideation Orange to re-imagine the system starting with The dot and spreading out from there.

Mayor Piana mentioned she investigated when the grant was received from current wayfinding system and confirmed it is a decade old. Times have changed. At that time, the goal the DDA implemented was to incorporate historical design components and is based off the designs used in the old marquee that is no longer in Ferndale. Piana recommended implementing a replacement strategy over the course of the next 5 years.

Mayor Piana, shared a story about attending a session on wayfinding in Seattle. Learned 4 different types of wayfinding. Suggested the DDA can do a similar session and host a user experience survey.

Director Martin asked Ideation Orange what the approach and process is. Jon Moses stated the following steps they would take in order to implement a plan: First is discovery period, second is design options, third is detail engineering and fourth is delivery. Scope of project would determine the details and all pieces of project.

Director Martin highly recommended Ideation Orange and would love to see the proposal. Chair Smith mentioned the importance of keeping our identity amongst development and this type of plan can create confidence.

Jordan Twardy, Community and Economic Development (CED) Director welcomed the partnership and outlined a potential strategy for seeking grants to cover costs. Patronicity offers a great fundraising opportunity for public art.

**d. PA 57 Compliance for FY18-19**

Executive Director Stevens explained the new law governing Downtown Development Authorities in Michigan, Public Act 57 and the accompanying annual reporting process. The DDA is required to host two Informational Meetings per calendar year. First one held on December 30, 2019. Moving forward it will take place every quarter. Website has been updated to meet the compliance needs and financial report has been sent to the Michigan Department of Treasury. The dot and Schiffer Park contributions were noted to support the fund balance.

The Ferndale DDA 2012 Development/TIF plan is on file with Treasury and they can be active for up to 20 years, State has acknowledged they have the plan on file. Focus is now on budget and finalizing the CIP. Deficiencies found in the CIP plan provided by

Hamilton Anderson are being documented and included in a letter to the project manager.

e. Frosty Ferndale Holiday Promotion Update

A. Victoria MAE addressed Frosty Ferndale Holiday promotion, Business Outreach and the dot.

Frosty Ferndale Campaign was quick and had significant success. Components included Lyft codes, local events, business specials and the Holiday Ice Festival. Website to support this campaign was created in three days. Lyft codes offered were redeemed 110 equaling a cost of \$545 spent by City of Ferndale. Public relation report shows activity. DDA spent \$1087 spent in FB and Instagram promotions. Printed media utilized OC times, C&G news, expanding the footprint. Recommendations: Continue to develop themed campaigns to support business engagement, continue to build Instagram profile using stories to share information about current events, create a hub to collect and distribute business promotional information and market it.

f. Business Outreach Campaign Final Update

**Business Visit Campaign:** 52 surveys completed, 194 business contacted, 3 exit surveys with an overall success rate of 25%. Document focused on the top five opportunities and challenges the business stated in the survey taken. Parking is a frustration; however, the structure should elevate parking issues. Exiting business M.C. Wiches advises that the dot was too late, and it is what caused their closing. Staffing and HR is challenging. People state they are moving because of parking and have begun to look elsewhere. Downtown business Schmidt and Long needs staff and is looking for resources. Marketing and foot traffic challenge. A few comments shared by individual business' were provided.

Much of the feedback pointed to marketing as a business training need. Businesses realize that everyone has a part in the picture of success, and most do not know how to market themselves. Social media assistance would be valuable. Participation and events are other areas of opportunities and community would like to support.

Executive Director Stevens will supply requested slides to board that were part of A. Victoria MAE presentation. Mayor Piana, suggested possible partnership with TechTown to assist businesses with their challenges to assist DDA with providing resources.

Volunteer Involvement survey has created a collection of interested parties looking to engage with DDA.

**Business Visit recommendations:** Specific, Measurable, Achievable, Realistic and Timely (SMART). Commit to hosting one monthly meeting, face to face drop ins, streamline communication with local business, define communication channels, evaluate festivals and events opportunity for business engagement, develop content around the area most noted as challenges and opportunities to market it. Comradery among business has been lost.

Chair Smith states that the database should reflect the preferred form of communication with each business.

**The dot campaign status and update:** 1185 email marketing subscribers, average open rate of 34%, click through rate 2.1%. New website funded by the City, [www.thedot.com](http://www.thedot.com). 1689 employee rides redeemed by Lyft program, 1109 individual users, \$10,728.91 dollars spent by DDA. December is the highest month codes were redeemed. Does not include Frosty Ferndale code. 2019 is completed and all codes are expired. Testimonials shared by Flip, Greenspace with positive outcome.

Recommendations: Continue employee Lyft codes to create positive message related to the dot, continue to link to three parent sites: [ferndalemi.gov](http://ferndalemi.gov), [parkferndale.com](http://parkferndale.com), [downtownferndale.com](http://downtownferndale.com).

Executive Director Stevens addressed budget and ensures that the amount allocated has not been met. Approximately \$21,000 is left in the DDA budget that was allocated for Parking Mitigation. Requested the DDA continue working with AVM for marketing, looking for a 50/50 cost share between DDA and City. Remaining budget would cover AVM costs until March. Director Martin would like to see objectives, scope of work, details to support the expenses. Continues to ask for the measurable report and game plan, goals and objectives. Director Martin thanked AVM for their efforts and would like a scope of work that has been requested and not yet supplied. Executive Director Stevens asked for clarity on what area of measurables should be included.

Chair Smith mentioned that when a goal is set, it should be referred to when analyzing a project. Challenge going forward is to agree to those goals as a Board and rely on the Executive Director to report on progress.

Director Scheer stated that he agreed more data would be helpful in making decisions. He noted that one of the original goals was to improve the usage of the employee Lyft program which has been accomplished.

Director Jacokes is satisfied with AVM performance.

Executive Director Stevens expressed agreement on the need for setting goals and collecting data to track progress. Will work to implement this going forward.

## **6. CONSENT AGENDA**

- a. Approval of the Minutes of the Regular Meetings held November 14, 2019

*Motion by Director Jacokes seconded by Director Raska to approve the consent agenda as presented.*

***All Ayes, motion carries.***

## **7. REGULAR AGENDA**

### **a. Discuss Attendance at the National Main Street Conference in May 2020**

Executive Director Stevens noted she is unable to attend; Director Pawlica has shown interest and is available to go. Jacki Smith, Jerome Raska, and Melanie Piana expressed interest.

### **b. Redesign of DDA Committee Structure**

Executive Director Stevens proposed creating the 2020 Visioning Committee that can be flexible in tackling new projects and goals. The current committee structure is based strictly around the four pillars of the Main Street program; Organization, Design, Promotion, Business Development. This is no longer required for compliance with the Main Street Oakland County program and participation has been minimal recently.

February could be the first month to implementation. Discussion of when it is best to be held. Board recommends a mid-month, third week at 6 or 6:30.

Executive Director Stevens is in communication with Affirmations to host monthly business meet ups.

Director Raska suggested not recreating the wheel and have more engagement with the Ferndale Chamber of Commerce events.

## **8. INFORMATION ITEMS**

### **a. Happenings Around Town**

Temporarily igloos update (Bobcat Bonnie's) has gone to council for approval

- New: Balkan House, coffee shop on first floor of WAB
- Closed: Delite, AtomArt
- For Sale: Dino's/MBrew
- Prospects: Breadless, sandwich shop that makes sandwiches without bread.
- Other: Open in Ferndale CED Project, Meeting with Brian Kramer

Director Semma asked about the placement and style of the sculptures during Holiday Ice. Stevens recommended significant changes to the event are pending and it is likely ice sculptures will no longer be included.

### **b. Executive Director Workplan Overview**

Document with outline is supplied to board. Clean up on supplies, integrating into city budget, creating a check and balance.

## **9. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF (note more than 3 minutes)**

Holiday lights, DPW will remove all the Christmas garland, red and green lights, but leave the white lights up at 9 & Woodward and on trees. Rainbow lights will remain at the dot.

## **10. ADJOURNMENT**

*Motion by Director Scheer, seconded by Director Raska to adjourn the meeting at 10:20 A.M.*

***All ayes, motion carries.***

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Budget Workshop - Fiscal Year 2020 Midyear + 5 Years

**INTRODUCTION**

The DDA Executive Director has presented a draft budget to the DDA Board of Directors and the City of Ferndale budget team. This budget includes midyear revisions to the current Fiscal Year 2020, a Triennial Budget for Fiscal Years 2021-2023, and a two year projection for Fiscal Year 2024 and 2015.

**SUMMARY & BACKGROUND**

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July – June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council.

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. The draft budget presented also includes midyear revisions to the current Fiscal Year 2020 and an additional 2 year projection, in accordance with City policy.

Revenue and staff expense projections included in the draft budget are pending final review from City staff, but were developed collaboratively.

**BUDGETARY CONTEXT**

Annual revenues have exceeded expenditures for about 10 years, resulting in an available fund balance of \$963,408 as of the end of Fiscal Year 2019. This has allowed for large scale capital and outreach projects in Fiscal Year 2020, which will use approximately \$485,000 of fund balance. The proposed budget for next Fiscal Year 2021 also uses about \$100,000 of fund balance to fund projects like branding, a new website, public art, graphic design, and street furniture.

**CIP#**

N/A

**ATTACHMENTS**

[DDA Budget Overview.pdf](#)

[DDA FY20 Mid + 5 Workshop\\_2.13.20.pdf](#)

**STRATEGIC PLANNING CONTEXT**



Organizational and Financial Excellence

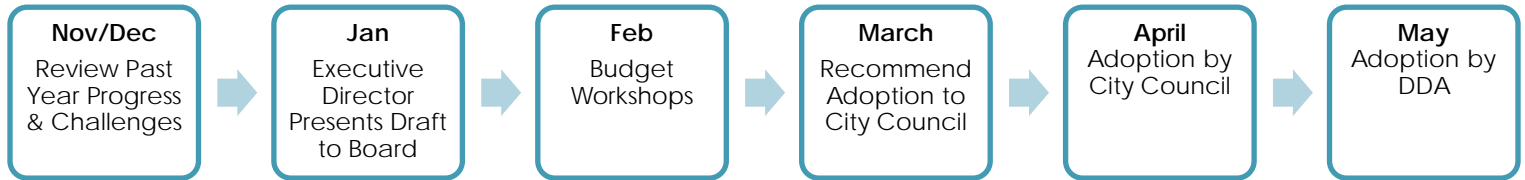
**RECOMMENDED ACTION**

Vote to acknowledge that the Executive Director's draft budget has been received by the DDA Board of Directors and establish deadline of March 31, 2020 to recommend adoption to the City Council.

# Budget Process

## Ferndale Downtown Development Authority

The budget process is an opportunity to evaluate the successes of the past year and look towards improvements for the coming year.



## DDA Budget Overview

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July – June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council. The Board may, however, temporarily adopt a budget in connection with legal requirements for any revenue bonds issued.

## How it Works

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Our work has long lasting impact on the community. A Triennial Budget covers 3 fiscal years (July-June).

## FY 20-21 Budget Calendar

Complete by		Task
<input type="checkbox"/>	November/December	Review the progress towards goals, using existing planning documents such as the DDA Strategic Plan and Development/TIF Plan. Brainstorm projects and vision for upcoming budget cycle.
<input type="checkbox"/>	January 24	Executive Director presents draft budget to the DDA Board of Directors and the City of Ferndale along with mid-year updates to the current fiscal year budget.
<input type="checkbox"/>	February 3-7	Executive Director hosts office hours for DDA Board of Directors to meet and ask questions one-on-one.
<input type="checkbox"/>	February 13, 8am	DDA Budget Workshop during Regular Meeting.
<input type="checkbox"/>	Late Feb/Early March	POTENTIAL FOR EXTRA CALLED MEETING TO REVIEW UPDATED DRAFT
<input type="checkbox"/>	March 12, 8am	DDA votes to recommend that the City Council adopt DDA Budget.
<input type="checkbox"/>	April/May	City Council votes to adopt the Triennial Budget, including the DDA and other Agency budgets.
<input type="checkbox"/>	May 14, 8am	DDA votes to adopt their budget for the upcoming fiscal year.

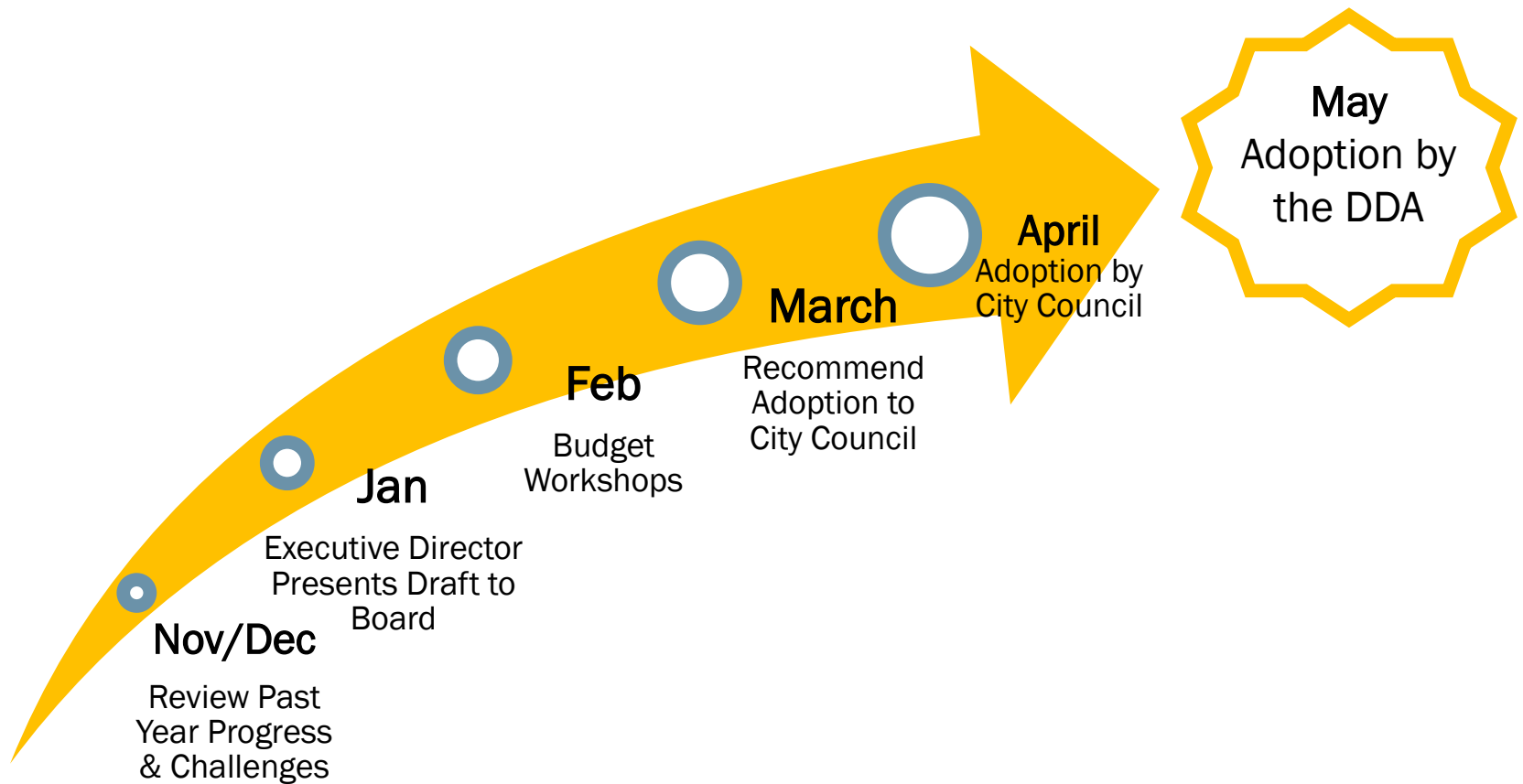


# FERNDALE DDA BUDGET WORKSHOP

Fiscal Year 2019-2020 Midyear + 5 Years

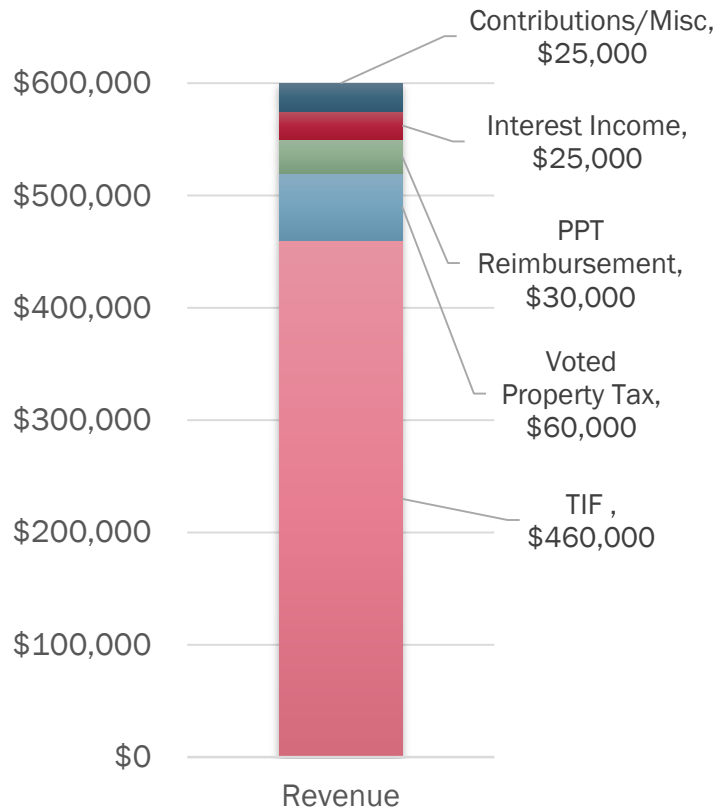
Presented Feb 13, 2020

# The New DDA Budget Process!

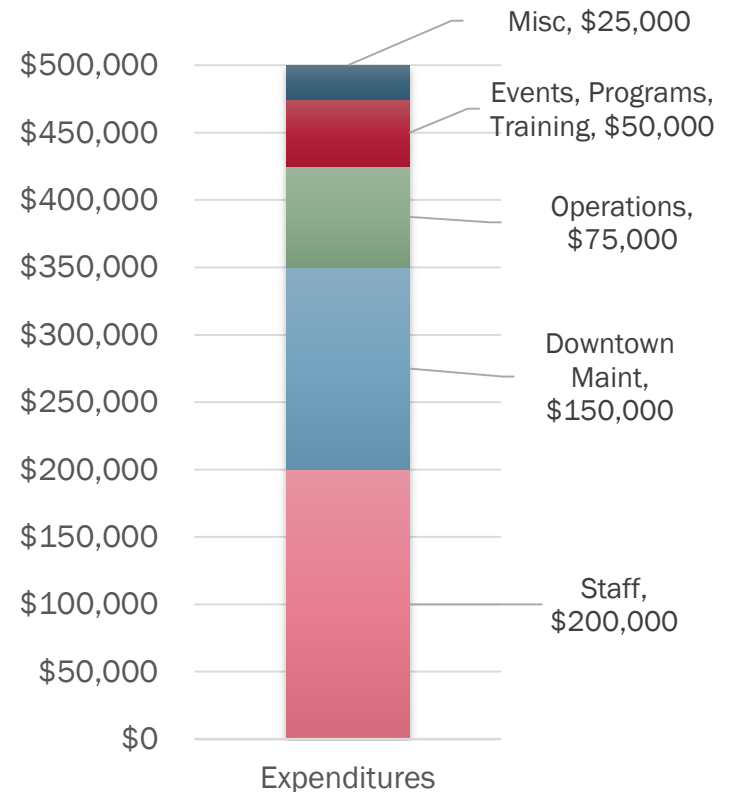


# The Big Picture: We've Been Saving!

## Average Annual DDA Revenue ~ \$600,000



## Average Annual DDA Expenditures ~ \$500,000



# The Big Picture: We've Been Saving!

At the end of Fiscal Year 2019, the audit of the Ferndale DDA reported a fund balance of \$1,058,399, which included \$68,386 of fixed assets and \$26,600 of payables which had not yet been processed. That left an available cash fund balance of **\$963,408**.

**The Good** – We're going to do some awesome stuff!

**The Not So Good** – We legally have to either (a) spend our fund balance or (b) have a concrete plan on EXACTLY why we are saving.



# Big Projects from DDA in FY 19-20!

The revised mid-year FY19-20 budget indicates that the Ferndale DDA will use approximately \$485,000 of existing fund balance this year.

## What are we doing?

- The dot Streetscapes - \$250,000
- Schiffer Park - \$125,000 (proposed increase from \$75,000)
- New Holiday Display - \$50,000
- Parking Mitigation Support \$50,000 **ONGOING**
- Experience/Art Planning for The dot - \$30,000 (proposed)
- Affirmations Bench - \$15,000 (pending final design)
- Rainbow Crosswalk - \$6,000 **COMPLETE**
- Frosty Ferndale Holiday Campaign - \$12,000 **COMPLETE**
- Capital Improvement Plan - \$30,000 **ONGOING**





# The Ferndale DDA:

## *Building Positive Relationships*



"The DDA's (The dot) partnership with Lyft is brilliant and has been extremely helpful for the employees at Flip Salon. It allows inexpensive trips to and from work, alleviates the stress of navigating through the crowded downtown area and ongoing construction around the salon, and opens more space for customers to come check out Ferndale."

- ***Alexis T., Hairstylist & Nail Technician, Flip Salon***



Anita's Kitchen

"With many of Anita's Kitchen employees relying on public transportation to get to and from work, the Lyft code program has been an especially nice perk to pass along to our staff. Not only is it comfortable and convenient for them, but Lyft is also a reliable way to ensure their timeliness - which is always a good thing! We're very appreciative of the DDA/Ferndale dot for continuing to look for creative ways to support local businesses such as ourselves."

- ***Jared Groth, Director of Operations, Anita's Kitchen***



# The Ferndale DDA:

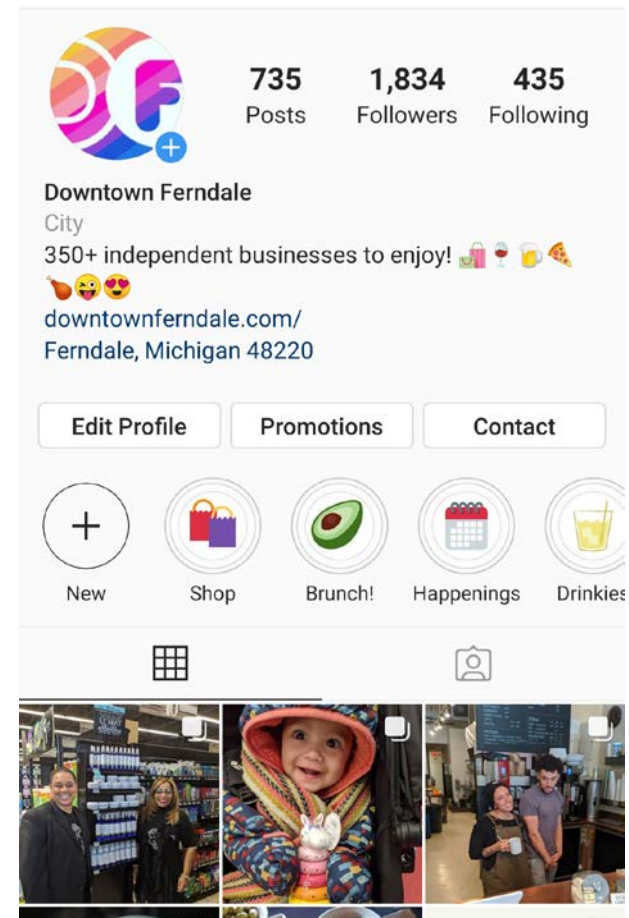
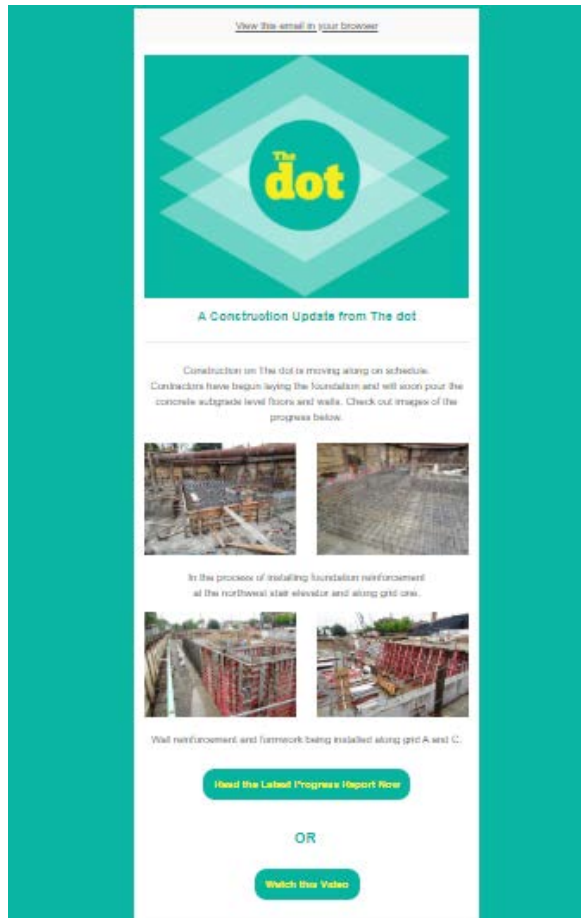
## *Spreading the Word About Ferndale!*



**The Detroit News**

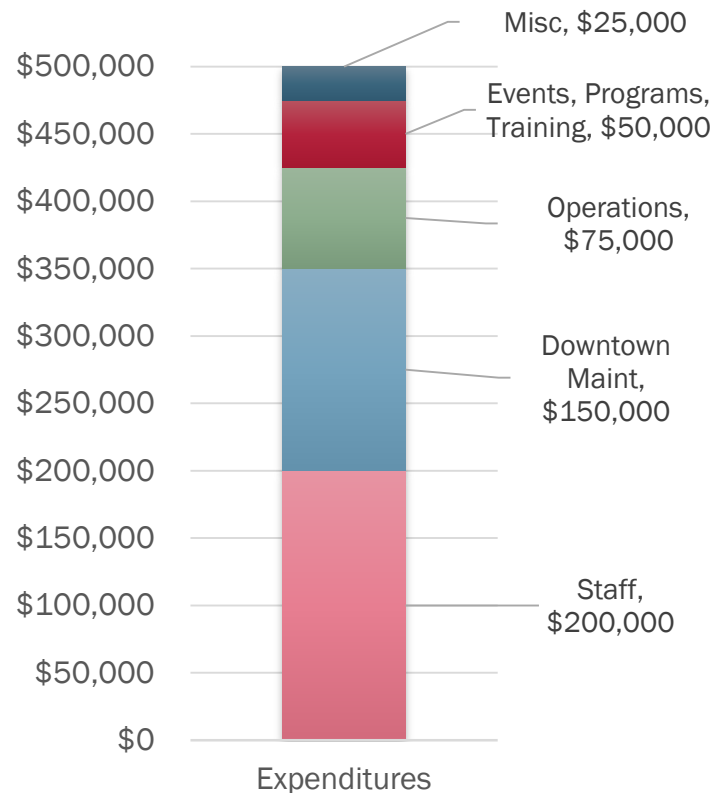
# The Ferndale DDA:

## *Engaging with the Community*

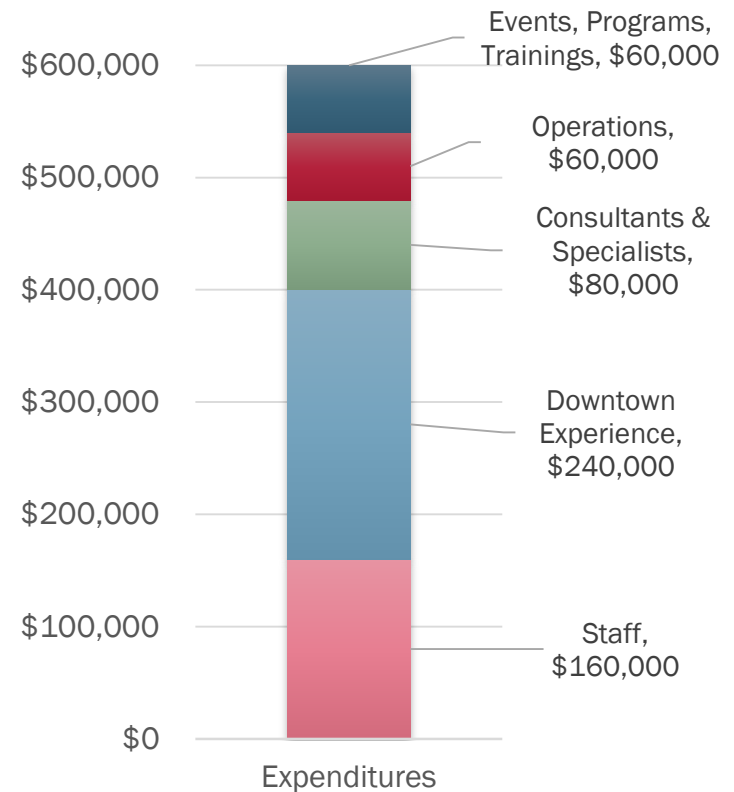


# The Future of the DDA Budget: How Are Proposed Expenditures Changing?

## Average Annual DDA Expenditures ~ \$500,000



## NEW Annual DDA Expenditures ~ \$600,000+



# FY 20-21:

## What's New in the Proposed Budget?

### Organizational:

- Reduce to 2 full time staff + specialists
- Review of operations to identify cost reductions
- Updated GIS maps
- New customer relationship management tool
- Focus on proactive engagement with businesses
- Renewed focus on committee engagement

### Projects:

- Branding campaign: new logo, style guides, etc.
- New website
- Shopping, dining, and services guide
- Annual DDA Report
- Revamped slate of events (Frosty Ferndale)
- More business training opportunities
- Annual downtown public art installations
- Street furniture purchases
- Pedestrian alley improvements/activations
- Collaboration with the Ferndale Public Library
- Social media push
- Art installations and marketing for the dot (collaboration with city)



### Policy Reviews:

- Payment in Lieu of Parking
- Downtown Sanitation
- Streetscapes Design Standards
- Wayfinding
- DDA Business Engagement Strategy: Training, Retail Recruitment Incentives, etc.
- DDA Buy Local Policy

# FY 20-21: Are We Using Fund Balance?

Yes. At the end of the current fiscal year, the proposed fund balance will be reduced from **\$1,058,399** to **\$573,000** (which includes approx. \$70k of fixed assets).

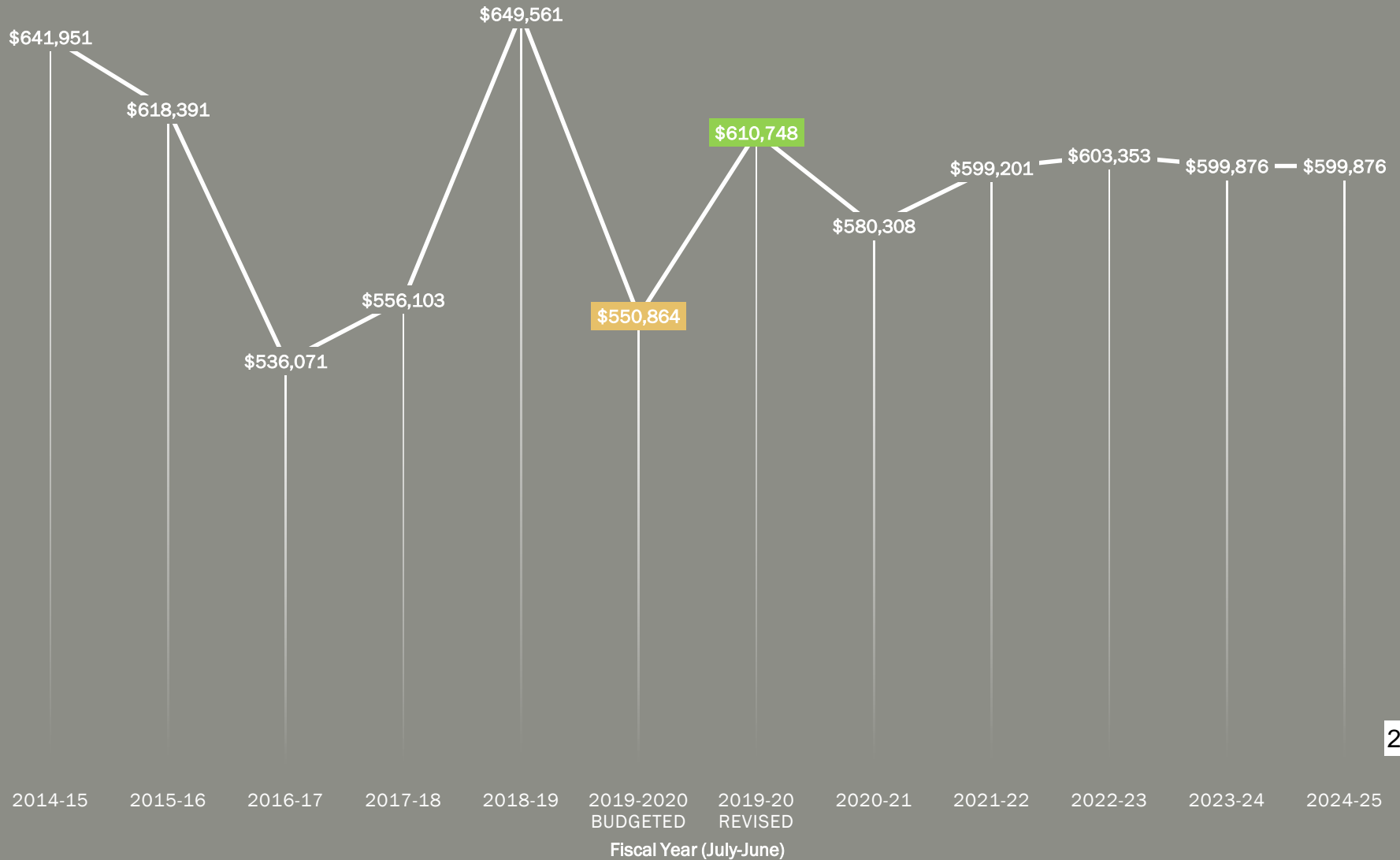
The proposed Fiscal Year 2021 budget will utilize approximately \$100,000 of fund balance.



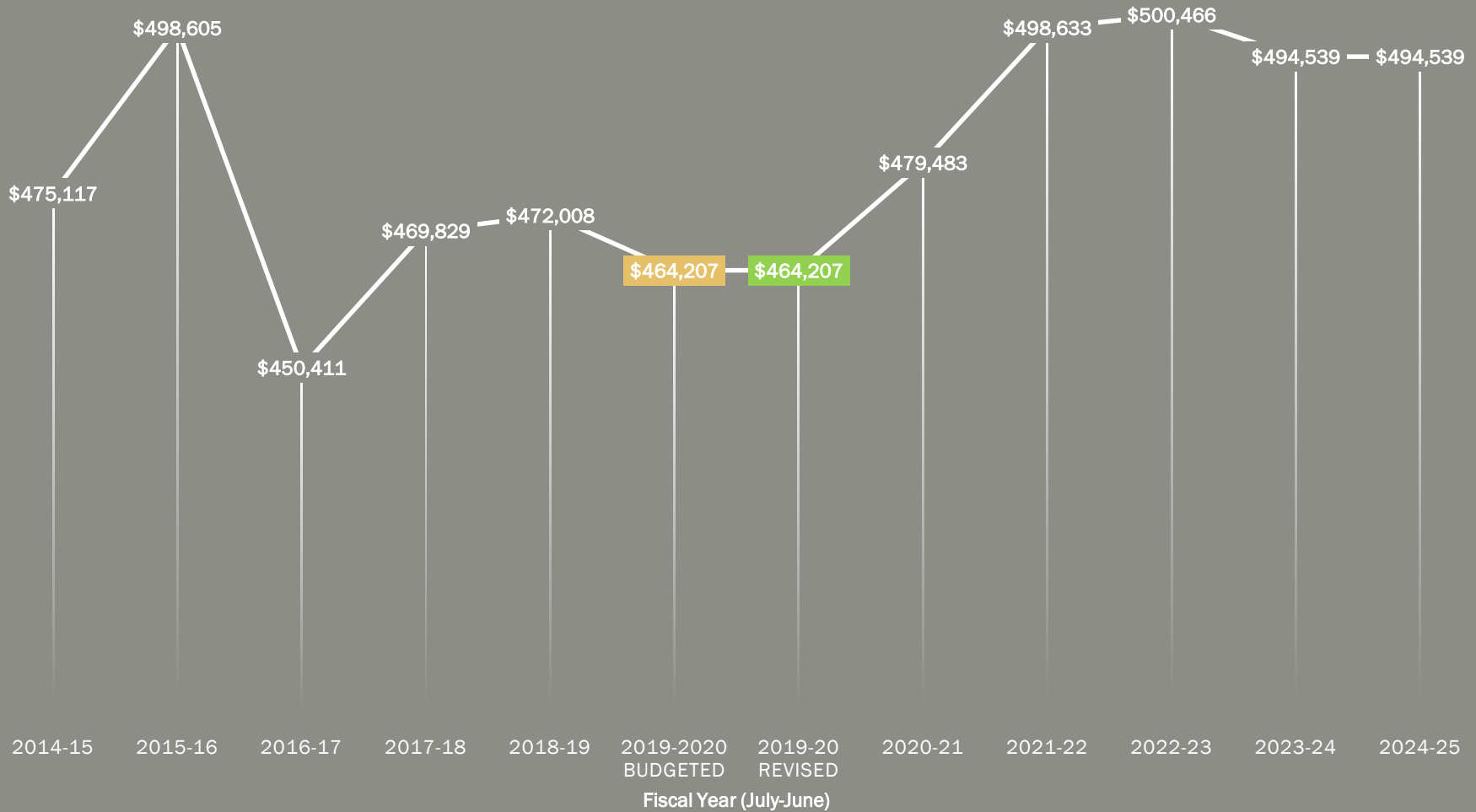


# A LONG-TERM BUDGET PERSPECTIVE

# TOTAL REVENUE COLLECTED BY DDA

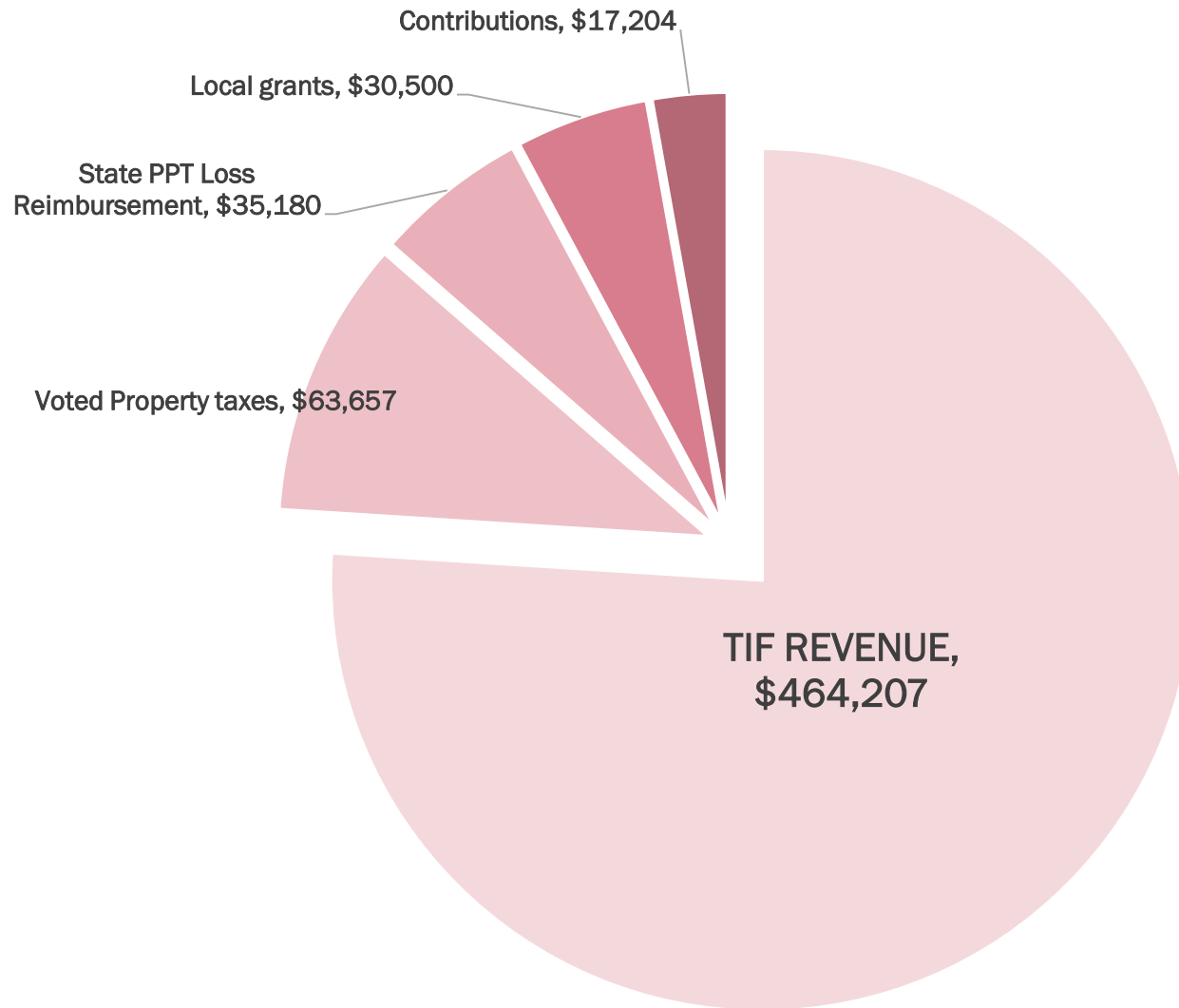


# TAX INCREMENT FINANCING REVENUE COLLECTED BY DDA

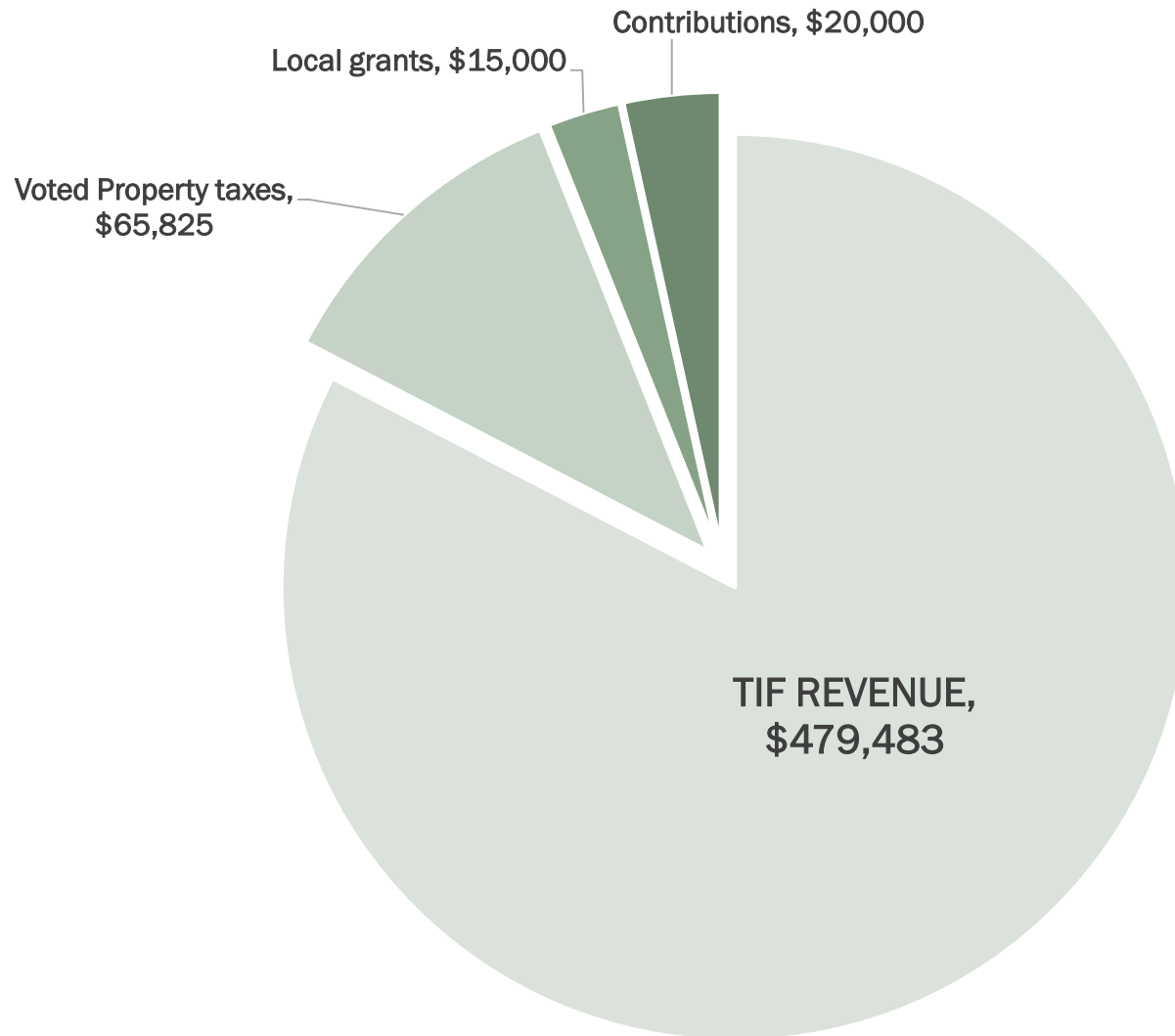




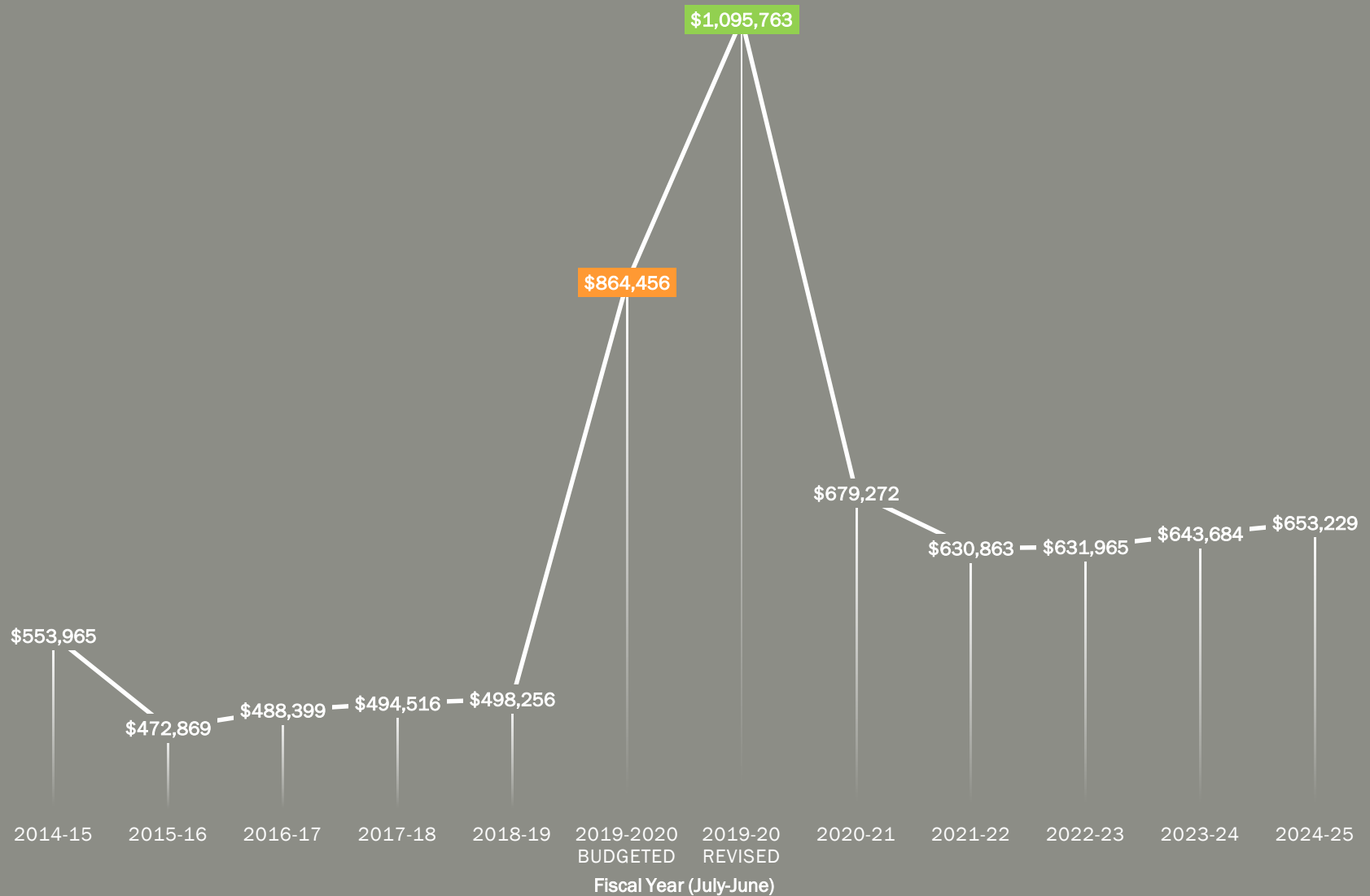
## DDA PROJECTED REVENUE SOURCES FY19-20 - \$610,748



## DDA PROJECTED REVENUE SOURCES FY20-21 - \$580,308



# TOTAL EXPENDITURES OF THE DDA



# The Ferndale DDA Budget: TLDR

- On average, annual revenues have been higher than expenditures by \$50-\$150k, which has lead to a fund balance of about \$960k.
- The DDA needs to spend that balance OR have a very specific plan for why it's being saved.
- The proposed budget for the CURRENT Fiscal Year 2020 uses \$450k to fund large scale capital projects as well as outreach and support to the existing business community.
- In general, revenues are projected LOW and expenditures HIGH. There is definitely reason to be more optimistic about grant/sponsorship opportunities.
- The proposed budget for NEXT Fiscal Year 2021 also uses about \$77k of fund balance to fund projects like branding, a new website, more public art, graphic design, street furniture, etc.
- In general, the proposed annual expenditures of the DDA are increasing from approximately \$500k per year to \$600-\$650k per year to accommodate new priorities and \$55k per year in debt service contributions for The dot.

# Next Steps

**THE GOAL** → DDA approves the budget in March 2020 and recommends adoption to the City Council.

## Proposals to Meet that Timeline

- Executive Director office hours to meet one on one with board members in February.
- Use the Regular March meeting to discuss changes and call a special meeting in late March to approve.
- Other suggestions?

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Schiffer Park Contribution Increase Request

**INTRODUCTION**

The second round of proposals for the Schiffer Park Improvement Project have significantly outpaced the project budget. The internal project team has been working together to re-evaluate the project scope and provide scope alternates that are in line with the original design and reduces the overall project cost while still meeting today's need for a downtown park. The alternate also provides the opportunity for a second phase of construction. An increase in the DDA contribution is being requested from \$75,000 to no more than \$125,000.

**SUMMARY & BACKGROUND**

In August 2019, the City of Ferndale opened the bid proposals for the Schiffer Park Improvement project. The proposal significantly exceeded the project budget and it was determined that the project would be rebid in January 2020. Unfortunately, the new bid proposals also exceeded our funding allocation. The internal project team consisting of myself, LaReina Wheeler, Jordan Twardy, and Joseph Gacioch re-evaluated the project scope and provided alternates that reduce the project cost and still deliver a quality park that adds value to Downtown Ferndale.

The updated bid proposals, based on the alternate scope, will be received by the two bidders (WCI Contractors, Inc. and The LaSalle Group, Inc.) on Thursday, February 13th. In order to meet the construction deadline, the contract must be presented to City Council at the February 24, 2020 meeting.

I am requesting that the DDA authorize an increase in the budgeted contribution which is currently set at \$75,000 to an amount not to exceed \$125,000. The final amount will be confirmed with the DDA Executive Director once the updated proposals are received and evaluated.

**BUDGETARY CONTEXT**

The DDA Executive Director included a contribution of \$125,000 in the Fiscal Year 2020 Mid Year revisions presented to the Board of Directors on 2.13.20. It is included in Contributions to General Fund 248-000-965.100. The original contribution for this project was \$75,000, included in the Capital Outlay section of the Fiscal Year 2019 Budget. However, this contribution was not moved to the Fiscal Year 2020 Budget when construction was delayed.

**CIP#**

N/A

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

Supported Infrastructure

**RECOMMENDED ACTION**

Vote to approve an increase in the Schiffer Park contribution from \$75,000 to no more than \$125,000.

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Experience & Art Planning for The dot

**INTRODUCTION**

Ideation Orange is being considered to design an experience for The dot that will attract, excite and engage visitors.

**SUMMARY & BACKGROUND**

Beginning in Summer 2019, Community and Economic Development Director, Jordan Twardy has been working with the Ferndale Arts and Cultural Commission to discuss ideas for public art at The dot (Development on Troy). He has been working to coordinate these ideas with The dot contracting team in terms of logistics; however, recent discussions have demonstrated that assistance from a firm with experience in planning art installations could be valuable. This is especially true with the theme that has been developing - interactive and participatory art. Having an experienced firm develop the initial plan could save money in the long-term, and will also provide a cost estimate Mr. Twardy can use in seeking grant funds for implementation of the plan.

The scope of the proposed project includes:

- Exterior Parking and Brand Signage - How and where will "Parking" and "The Dot" appear on the exterior
- Interior Artwork - Art recommendations (ie. murals, graphics, sculptures etc.) for the following areas: Office Entry, Parking Deck Vehicle Entry, Perimeter Walls of B1, West Stairwell, East Stairwell)
- Exterior Artwork - Artwork recommendation for the following areas - Allen Wall, Public Plaza (up to 3 pieces in Plaza)
- Retail Signage - Conceptual Recommendation for Treatment of Ground Level Retail Signs that Integrate with the Architecture

**BUDGETARY CONTEXT**

Funding for this project was included in the draft budget provided by the DDA Executive Director to the Board of Directors on 2.13.20. It is included in Contractual Services 248-000-818.000 in an amount of \$33,500. It is lower than the requested \$36,000 to reflect the likelihood that the Design Revisions will be less than the full amount noted in the proposal. This can be edited based on Board feedback.

**CIP#**

N/A

**ATTACHMENTS**

[The Dot - Interior\\_Exterior Experience Design \(2020-01-30\\_15-11 AST\).pdf](#)

**STRATEGIC PLANNING CONTEXT**

Safe, Protected, Engaged Community



**RECOMMENDED ACTION**

Authorize the Executive Director to enter into a contract with Ideation Orange for experience and art planning at The dot in an amount not to exceed \$36,000. \$10,000 of this contract will be covered by Main Street Oakland County.



## DESIGN TO MOVE PEOPLE

Project proposal: **The Dot - Interior/Exterior Experience Design**

Client: **Ferndale DDA**

Delivered on: **Not yet submitted**



ideation  
orange

# overview & objectives

Dear Lena,

It has been a pleasure meeting with you to understand your goals. I am pleased to present this proposal which outlines our objectives, scope and approach for helping you achieve your goals. We understand the objectives for this project to be the following:

**To design an experience for The Dot that will:**

1. **Attract, excite and engage visitors with the end result (make it a destination that was worth the wait!)**
2. **Make it easy to find and navigate**
3. **Carry the Ferndale spirit through the space**
4. **Use the design as a foundation for future initiatives**

Should you have any questions regarding this proposal, please contact me directly.

Sincerely,

Jon Moses  
Creative Director  
Ideation Signs & Communications, Inc.

## area scope

- **Exterior Parking and Brand Signage** - How and where will "Parking" and "The Dot" appear on the exterior
- **Interior Artwork** - Art recommendations (ie. murals, graphics, sculptures etc.) for the following areas: Office Entry, Parking Deck Vehicle Entry, Perimeter Walls of B1, West Stairwell, East Stairwell
- **Exterior Artwork** - Artwork recommendation for the following areas - Allen Wall, Public Plaza (up to 3 pieces in Plaza)
- **Retail Signage** - Conceptual Recommendation for Treatment of Ground Level Retail Signs that Integrate with the Architecture

# process and timing

## 1. Discovery (3-4 weeks)

- **Kickoff meeting** - with core team for interviews, objective clarification and identification of potential collaborators.
- **Audit and analysis of space** - On-site review of space, identify and survey areas to consider for design. Collaborate with architect as needed.
- **Design Research** - Gather/review inspiration (clients and our own) understand code reqts. for exterior signage.
- **Strategy development** - Hone the research and create a plan for areas within the space, including potential collaborating artists, overall themes, design systems, messaging etc.

## 2. Design (6-8 weeks)

- **Elevations and Renderings** - Develop conceptual directions for each area in scope
- **Material samples** - Gathering of material samples and finishes to support concept design
- **Budget creation** - Create initial budget for implementation based on ideas
- **Presentation 1** - Presentation of initial concept package and budget to core team
- **Design Revisions** - Revisions to concept design and budget (if needed)
- **Presentation 2** - Presentation of revised concept package and budget to core team (if needed)

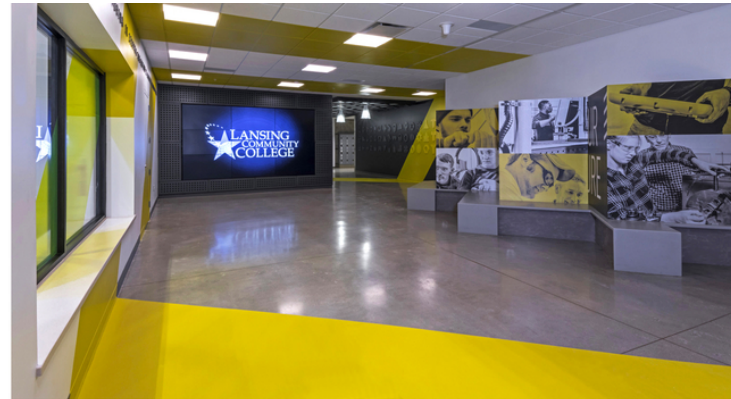
# estimated fees & expenses

ESTIMATED FEES - DISCOVERY & DESIGN		COST
Discovery & Design		\$25,500
Design Revisions and Presentation 2 (if needed) - final cost based on extent of changes requested		\$5,500 - \$10,500

## ESTIMATED BREAKDOWN

- Exterior Parking / Branding - \$4,500
- Interior Artwork / Theme - \$13,500
- Exterior Artwork - \$5,000
- Retail Signage - \$2,500

## Lansing Community College



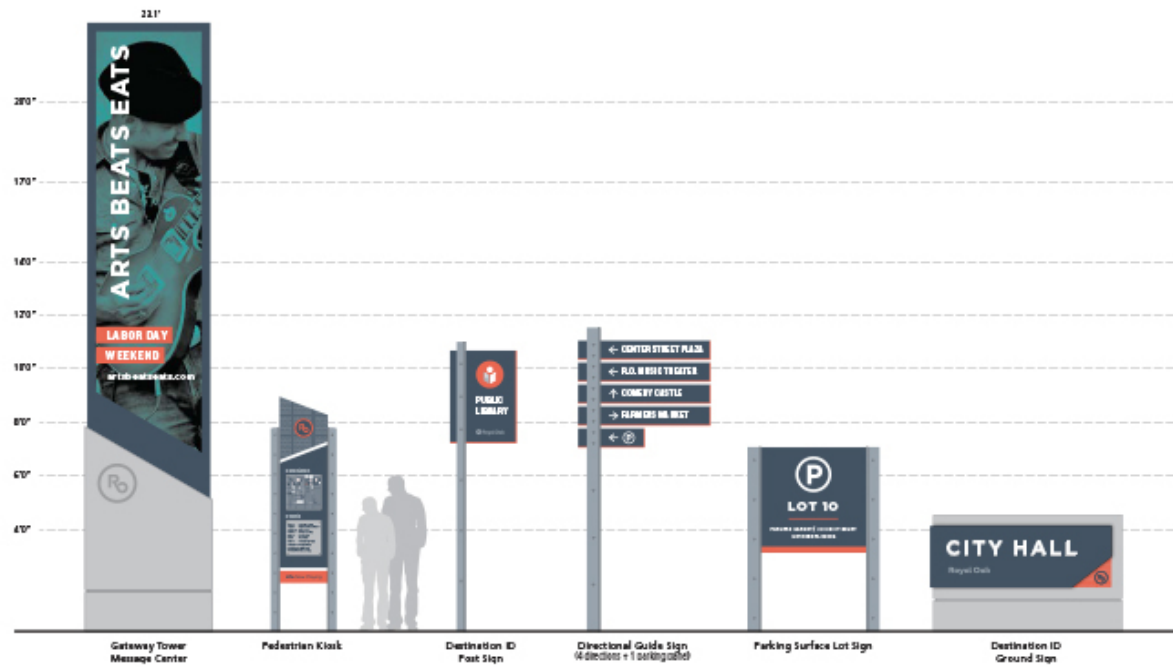
### PROJECT OBJECTIVE

Interior signage and environmental graphics designed to recruit and motivate students in Lansing Community College's new Center for Manufacturing Excellence.

[see full project](#)



## City of Royal Oak



### PROJECT OBJECTIVE

Wayfinding for downtown royal oak designed to support the brand and help visitors navigate the area.

[see full project](#)



## David Pressley School of Cosmetology



### PROJECT OBJECTIVE

Exterior signage and mural designed to support student recruitment and integrate branding.

## Strategic Energy Solutions



### PROJECT OBJECTIVE

Lobby vignette designed to greet visitors and staff.



## Morrell Group



### PROJECT OBJECTIVE

Environmental graphics for manufacturing company designed to support prospect tours and improve employee recruitment and retention.

[see full project](#)



## Forgotten Harvest



### PROJECT OBJECTIVE

Interior environmental graphics, timeline and donor recognition displays designed to motivate volunteers and grow funding from donors.

[see full project](#)



# team



**Daren Bossenberger**  
Founder + President

A former management consultant to fortune 500 companies, Daren keeps Ideation on target and offers strategic input to client projects.



**Jon Moses**  
Development + Creative Direction

With over 10 years of building brands and branding spaces, Jon brings creative direction that focuses on moving clients from here to there.



**Michael Garavaglia**  
Design

Mike brings a prized combination of design excellence and production know-how built on experience. The devil is in the details and Mike's there to beat him.



**Michelle Lannoo**  
Design

A design and typography professional, Michelle brings visual art to interiors and architecture. Michelle is also an adjunct instructor of typography at College for Creative Studies.



**Maureen "Mo" Meadows**  
Estimating & Planning

Mo keeps implementation budgets on target by producing production and installation cost estimates for proposed designs.



**Brian Tolly**  
Project Management

Once the design is complete, Brian brings it to life, managing all aspects of prototyping, production and installation.

# working agreement

## 1.0 Estimates

The costs and expenses cited in the proposal are our best estimate given the information provided. If additional information is forthcoming, the project specifications change, the scope changes, or the scheduling changes, cost and expenses may change. Changes will be billed at \$135 per hour, or at our cost plus 25%. Cost and expense estimates are appropriate for 30 days from the date of this proposal. Taxes are not included in the cost and expense estimates.

## 2.0 Out of Pocket Expenses

Out of pocket expenses will be billed at a 25% markup which covers our handling costs. Such items normally include deliveries, printing, reproductions, photography and travel beyond 25 miles.

## 3.0 Terms of Payment

Payments are due according to the following schedule. Invoices are net 30 days.

50% of each phase due prior to kickoff, balance of each phase due upon completion of phase.

Expenses (if any) to be billed as incurred.

## 4.0 Project Delays

If work on any deliverable of the project is delayed longer than 30 days, an invoice will be generated for work completed to date.

## 5.0 Ownership

Upon payment of all fees and expenses, Ferndale DDA, is securing the ownership and unlimited reproduction rights for the approved designs created by Ideation Signs & Communications, Inc. for this project. Ideation Signs & Communications, Inc. reserves the right to use the selected design and its derivatives for self-promotion. Ferndale DDA guarantees all materials supplied to Ideation Signs & Communications, Inc. are owned by Ferndale DDA or that Ferndale DDA has all necessary rights in such materials to permit Ideation Signs & Communications, Inc. to use them for the project.

Lena Stevens, to accept this contract, click the Accept button and sign at the prompt. You will be emailed a copy for your records



# approval

If this arrangement meets with your approval, please indicate by signing and returning one copy to me.

If approving electronically, please click the 'sign here' button below. Sign in the box that pops up to make the acceptance official. We'll email you a separate copy for your records. Once we receive notification of your acceptance, we'll contact you to develop the specific milestone dates for the project schedule.

If you have any questions, please call me at 248-399-4332.

---

Lena Stevens  
Ferndale DDA

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Approval for Spring Fever 2020 Event Agreement with Charles Williams Group

**INTRODUCTION**

Spring Fever 2020 will be an invigorating introduction to Spring/Summer in Downtown Ferndale. It will boldly declare the walkability of the downtown Ferndale area while highlighting parking solutions and the thriving, locally-owned stores, restaurants, and bars

**SUMMARY & BACKGROUND**

The DDA has been in discussions with Mike Pierce and Dustin Leslie of Charles Williams Group (CWG) about using their event planning and management services to offer outdoor music around downtown this Spring. An opportunity has been presented to build on an event they launched in 2019 called Spring Fever. Spring Fever offered a weekend music event at New Way Bar, The Magic Bag, Otus Supply, and the Loving Touch.

The attached proposal would build on that event to:

- host local artists performing in pedestrian alleys
- create promotional materials for music/food specials happening at participating restaurants and bars
- create marketing designed to kick off the outdoor patio season in Ferndale

The cost is \$4,000 with CWG seeking sponsorships to cover any additional costs. This is an excellent way to keep the energy level up for downtown without the staffing/financial resources that the DDA would typically need to dedicate to an event of this nature. This event would not include any street closures, tents, vendors, etc.

**BUDGETARY CONTEXT**

Special events and program expenditures will be coded to Special Programs 248-000-885.000 moving forward. Current spending in that category this fiscal year amounts to \$14,185, with a proposed budget of \$20,000. However, as this category is also expected to be utilized to offer business training opportunities, the Board may need to look at increasing this line item as a part of the budget deliberation process.

**CIP#**

**ATTACHMENTS**

[\(UPDATED\) FSF SEASONAL OPENER PROPOSAL.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Safe, Protected, Engaged Community

**RECOMMENDED ACTION**

Approval of contract with Charles Williams Group not to exceed \$4,000 for event planning and management services for Spring Fever 2020.

**FERNDALE**

**Spring Fever**

**A CITY-WIDE CELEBRATION OF SPRING!**  
**MAY 4 - 17, 2020**

**FERNDALE DDA**

Delivered On: 2-11-20

Submitted By:

CWG / JSB SQUAD

CHARLES WILLIAM GROUP

23778 CAYUGA

HAZEL PARK, MI 48030

(248) 925-7445

# PROJECT SUMMARY



The City of Ferndale is a strong brand with a proven track record of meeting customer expectations in a rapidly changing market.

Growing your downtown means building on your strengths to improve your businesses flexibility and capacity for innovation - both in what you offer and how you offer it. That's where FERNDALE SPRING FEVER 2020 comes in.

FERNDALE SPRING FEVER will be a hands-on dedicated marketing and operations program over a 8-10 week period through March to May to cultivate a special multi-week event in May to spark excitement for the bustling, innovative culture of Downtown Ferndale.

## DELIVERABLES

- A unique company profile that will help your management team focus on goals and communicate those goals to the entire organization
- A customized solution tailored to Ferndale's specific needs
- An implementation plan that takes into account the challenges of organizational change and sets benchmarks for success
- Implementation services and supports to help overcome obstacles and smooth the path as your solution is rolling out
- Ongoing project management and analytics that ensure benchmarks are met and tactics are modified to reflect the<sup>57</sup> evolving needs of the organization and its clients

# **DESCRIPTION OF SERVICES FROM FERNDALE SPRING FEVER**

- Event Operations & Logistics
- Venue Promotion Application
- Permits and City Liaison
- Budget Management
- Sponsor Negotiations
- Event Footprint Design and Development
- Web Management
- Social Media Management
- Marketing & Advertising lead
- Curation of Artists/Bands/Vendors
- Pricing and Procurement of Event  
Infrastructure: support staff, volunteers,  
signage, and entertainment.

# PROJECT TIMELINE



**FERNDALÉ SPRING FEVER** provides a team of expert consultants that matches your priorities for growth and innovation, and carries out the activities described below within the agreed-upon time frame.

## **CITY OF FERNDALÉ:**

- Assigns a leader within the organization to work with CWG.
- Provides access to venue management as needed
- Provides access to documents as needed
- Works collaboratively in a series of bi-weekly meetings to move the project forward

PROJECT TASK	WEEK
MARCH - Research & Development	1-2
APRIL - Venue Asset Collection and Implementation. Social Media Push	3-4
MAY - “Welcome Week” Event kickoff, on-site promotions, collaborative promotions, social media push, photo shoots (food, patio, drinks, guests, etc)	5
MAY - Walk-ability highlight / implementation: Artist Alleys, Patio Highlights, Restaurant Highlights, Staff Highlights, Entertainment Highlights.	6
MAY - Contest wrap-ups, Social Media Coverage, Summer Forecasting, Future Event Promo	7
MAY/JUNE - Evaluation and Recap	8-9

# DETAILED BREAKDOWN OF:

## EVENT WEEK 1

**FERNDALE**  
*Spring Fever*

## “WELCOME WEEK”

**Week 1** will be an invigorating introduction to Spring/Summer in Downtown Ferndale. It will boldly declare the walkability on the downtown Ferndale area while highlighting parking solutions and the thriving, locally-owned stores, restaurants, and bars.

- Create a walk-ability map featuring:
  - Public parking areas
  - Participating restaurants
  - Participating bars
  - Participating shops
  - Highlight pedestrian friendly areas
- On-site promotions
  - Highlight reel of vast restaurant options
  - Highlight nightlife in downtown Ferndale
  - Gather 'People of Ferndale' promotions
  - Daily photography
- Artists Off The Avenue (Multiple Locations)
  - Will feature a series of curated artists/vendors over the weekend.
  - Showcase local artist profiles.
  - Music, performers, buskers
- Daily social media promotions



# DETAILED BREAKDOWN OF:

## EVENT WEEK 2

**FERNDALE**  
*Spring Fever*

## “ENJOY FERNDALE”

**Week 2** will emphasize the approachability and welcoming dynamic of the Downtown area which is home to ample parking, locally-owned restaurants and bars, pet-friendly avenues, family-friendly experiences, and music.

- **Week Day Lunch Time highlights**
  - Highlight participating restaurants
- **On-site promotions**
  - Highlight reel of vast restaurant options
  - Highlight nightlife in downtown Ferndale
  - Share 'People of Ferndale' promotions
- **Detail the beautiful artistic installations and architecture found throughout the Downtown area and within participating venues.**
- **Artists Off The Avenue (Multiple Locations)**
  - Will feature a series of curated artists/vendors over the weekend.
  - Showcase local artist profiles.
  - Music, performers, buskers
- **Grounding Downtown: Showcase real names and faces in Downtown Ferndale.**
  - What do you love about Ferndale?
  - What do you think makes Ferndale unique?
- **Continued on-site promotions**
- **Daily social media promotions**
- **Forecast future Summer happenings.**

# PARTNERSHIP GOALS:

**“ENJOY FERNDALE”**

**FERNDALE**  
*Spring Fever*

- **CREATE A CELEBRATORY KICK-OFF TO FERNDALE’S PATIO SEASON**
- **ACTIVATE UNDER-UTILIZED OUTDOOR SPACES**
- **BRING AWARENESS TO FERNDALE’S CONNECTIVITY AND WALKABILITY**
- **SUPPORT LOCAL ART**
- **ATTRACT NEW PEOPLE TO FERNDALE’S BUSTLING DOWNTOWN**

# YOUR INVESTMENT



This sponsorship/partnership is based on the time required and represents the **ALL-INCLUSIVE RATE** for the contract period of 60-80 days from the date of the contract. The Ferndale DDA will not incur any other outside expenses associated with Ferndale Spring Fever.

**ONE YEAR PARTNERSHIP: \$4,000**

## AS THE PRESENTING SPONSOR OF **FERNDALE SPRING FEVER** THE FERNDALE DDA WILL RECEIVE :

- **Co-branded event PRESENTED BY FERNDALE DDA**
- The official logo for **FERNDALE SPRING FEVER** will include "Presented by: **FERNDALE DDA**"
- All promotional materials will feature the joint logo featuring **FERNDALE SPRING FEVER: Presented by: FERNDALE DDA**
- Presenting Logo placement on all marketing materials, website, social media, press
- **FERNDALE DDA** branding on all event signage
- Promotion through **FERNDALE SPRING FEVER** media outlets

## **YOUR SPONSORSHIP WILL ASSIST IN:**

- **ZERO COST** inclusion for participating local businesses
- Compensation to entertainers and musicians on the street
- Marketing: News coverage, print, social media

**THANKS SO MUCH! WE LOOK FORWARD TO WORKING  
WITH YOU!**



AUTHORIZED SIGNATURE:

FERNDALE DDA Representative Date:

AUTHORIZED SIGNATURE:

CHARLES WILLIAM GROUP Representative Date:

**CHARLES WILLIAM GROUP**  
**23778 CAYUGA**  
**HAZEL PARK, MI 48030**  
**(248) 925-7445**



**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Review of Job Description for Engagement Manager Position

**INTRODUCTION**

Draft job description is being provided for review/discussion.

**SUMMARY & BACKGROUND**

The Ferndale DDA is currently staffed by the Executive Director and one part-time staff person. The Engagement Manager will be a full-time position. While the DDA office has traditionally been staffed by three full-time staff, the proposed budget includes two full-time staff supplemented by the use of consultants and specialists in various areas. According to the DDA Bylaws, the Executive Director shall be responsible for all staff hiring and personnel decisions.

**BUDGETARY CONTEXT**

Beginning in FY20-21 it is projected that staff expenses will decrease as compared to previous years. These funds will be used to hire consultants and specialists who can assist in areas such as graphic design, social media engagement, branding, and marketing.

**CIP#**

N/A

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Review the Engagement Manager job description as provided by the Executive Director and provide comments. The Executive Director shall be responsible for all other staff hiring and personnel decisions.