



The City of Ferndale

Agenda

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

THURSDAY, JANUARY 9, 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.Presentation

- 5.a. [Downtown Maintenance Update from the Department of Public Works](#)
- 5.b. [Update on the Downtown Waste Reduction and Recycling Master Plan](#)
- 5.c. [Ideation Orange Presentation - Experience Designer for The dot](#)
- 5.d. [PA 57 Compliance for FY18-19](#)
- 5.e. [Frosty Ferndale Holiday Promotion Update](#)
- 5.f. [Business Outreach Campaign Final Update](#)

6.Consent Agenda

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

7.Regular Agenda

- 7.a. [Discuss Attendance at the National Main Street Conference in May 2020](#)
- 7.b. [Redesign of DDA Committee Structure](#)

8.Information Items

- 8.a. [Happenings Around Town](#)

8.b. [Executive Director Workplan Overview](#)

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: Downtown Maintenance Update from the Department of Public Works

INTRODUCTION

N/A

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

[DPW Downtown Maintenance Report YTD.pdf](#)

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Updates provided by Dan Antosik regarding the Downtown Maintenance contract between DDA and DPW

DDA Hours Report

Totals Year to Date

	Hours (FY19)	Hours (FY20)	Percentage
Landscaping			
Tree Planting	0	15	0.3%
Tree Trimming	44	27	1.6%
Flower Bed Maintenance	648.5	687.5	30.2%
Hanging Baskets	35	24	1.3%
Mulch	146.5	41	4.2%
Watering	144	325.5	10.6%
Trash			
Sidewalks & ROW	6	12.5	0.4%
Parking Lots	2.5	43.5	1.0%
Street Litter Cans	0	11	0.2%
All Sites	746.5	250.5	22.5%
Fixed Assets			
Graffiti Removal	6.5	17.5	0.5%
Potholes	2	23	0.6%
Curbs	0	0	0.0%
Brick Pavers	1	0	0.0%
General Repairs	66	38	2.3%
Other			
Powerwashing	0	195.5	4.4%
Snow Removal/Spring			
Cleaning	54.5	0	1.2%
Banner Installs	38.5	4	1.0%
Leaves	89	0	0.1%
Special Events (DDA)	20	2	0.5%
Holiday Lights	0	629	14.2%
Other	26	4	0.7%
Material Usage			
Notes			

Total Hours	2076.5	2350.5
Total Cost	\$ 70,116.58	\$ 55,093.03

Sidewalk Repairs	\$ 10,067.65
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Total Charge FY 19 \$ 80,184.23

Intergovernmental Contracts Account Number 101-441-628

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Update on the Downtown Waste Reduction and Recycling Master Plan

INTRODUCTION

In November 2019 the City of Ferndale kicked off the Waste Reduction and Recycling Master Plan process with a consultant team from RSS. The presentation will review the status of the project and note a few highlights so far.

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Discuss update provided by Erin Quetell, Environmental Sustainability Planner

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Ideation Orange Presentation - Experience Designer for The dot

INTRODUCTION

Ideation Orange will provide a presentation about their work portfolio and experience. The purpose of this presentation is to discuss the value that a planning firm can have in creating a vibrant public art landscape.

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.

I am recommending that the DDA discuss this concept and potential to fund and participate in the plan. Examples of their work can be found on their website at www.ideationorange.com/work

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Discuss hiring Ideation Orange to assist with creating a public art landscape at The dot.

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: PA 57 Compliance for FY18-19

INTRODUCTION

The purpose of this presentation is to review the compliance efforts of the Ferndale Downtown Development Authority (DDA) regarding new regulations set forth by the Recodified Tax Increment Financing Act 57 of 2018 (commonly referred to as PA 57.)

SUMMARY & BACKGROUND

See attached memo.

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

[PA57 Compliance Memo FY18-19.pdf](#)

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Review PA 57 compliance update provided by the Executive Director

MEMO

From: Lena Stevens, Executive Director Ferndale Downtown Development Authority
To: Ferndale Downtown Development Authority Board of Directors
CC: Joseph Gacioch, Kyle Pollet
Date: 12.27.19
Subject: Compliance Update Regarding the Recodified Tax Increment Financing Act 57 of 2018

The purpose of this memo is to document the compliance efforts of the Ferndale Downtown Development Authority (DDA) regarding new regulations set forth by the Recodified Tax Increment Financing Act 57 of 2018 (commonly referred to as PA 57.) The deadline for the website and financial reporting requirements is set for 180 days after each fiscal year ends, which is today 12.27.19. I am pleased to report that in my assessment we have met almost all requirements and increased our operational transparency in the process.

Much of information needed to meet the website requirements has been posted under the newly redesigned 'About the DDA' section of the website. I highly encourage you to review the new categories and provide me with feedback. New this year is also the [Activity Recap](#) which outlines the projects and accomplishments of FY18-19. Beginning next fiscal year, these requirements will be met with an Annual Report; however, this was an excellent first step towards that goal.

The Annual Financial Report Form for FY18-19 was emailed to the Department of Treasury as well as the DDA Board of Directors on 12.26.19.

The only requirement which will not be met relates to hosting two informational meetings each calendar year. Notice of these meetings must be provided to all taxing jurisdictions subject to Tax Increment Financing (TIF) capture within 14 days. In order to show a good faith effort in transparency, I have scheduled a meeting for December 30 at 9am. Standard practice going forward will be to host one informational meeting each quarter.

The table on the following page summarizes the response of the Ferndale DDA to the reporting requirements. Please do not hesitate to reach out with any questions or feedback.

Attached:

- Reporting Requirements and Timeline checklist - Michigan Downtown Development Authority
- Ferndale DDA Annual Financial Reporting Form FY18-19

Table 1: Ferndale DDA Response to the Requirements of the Tax Increment Financing Act 57 of 2018

REQUIREMENT	RESPONSE
PROVIDE A COPY OF THE CURRENTLY ADOPTED DEVELOPMENT/TIF PLAN TO THE DEPARTMENT OF TREASURY BY APRIL 1, 2019	Confirmed that a copy of the 2012 Development/TIF Plan is on file
WEBSITE REPORTING (180 DAYS AFTER FISCAL YEAR ENDS)	‘About the DDA’ Website Section
Meeting Minutes	Meeting Info
Annual Budget	Financials
Annual Audits	Financials
Current Development/TIF Plan	Planning
Staff Contact Information	DDA Board & Staff
List of Current Contracts	Contracts & Services
Annual Synopsis of Activity: accomplishments, progress on goals, projects/investments, promotional campaigns and events	DDA Projects & Impacts > Activity Recap FY18-19
Explanation for Fund Balance <ul style="list-style-type: none"> • TIF funds not expended in 5 years • Any funds not expended in 10 years • Explanation of why these funds have not been expended 	Financials <i>* Scroll to the bottom of the page. It is HIGHLY recommended that you review this section.</i>
ANNUAL FINANCIAL REPORTING FORM SENT TO THE DEPARTMENT OF TREASURY (180 DAYS AFTER FISCAL YEAR ENDS)	Submitted on 12.26.19
HOST 2 INFORMATIONAL MEETINGS EACH CALENDAR YEAR	Scheduled for December 30, 9am Notice sent by USPS and electronic mail on 12.10.19.

Tax Increment Financing Act- Act 57 of 2018
Reporting Requirements and Timeline

TIMELINE

January 1, 2019: [2018 PA 57](#) takes effect.

March 1, 2019: Department of Treasury must publish form to be used for reporting by authorities.

April 1, 2019: Deadline for authorities to provide a copy, or a hyperlink to a copy, of the currently adopted TIF plan (or development plan/TIF plan if a combined single document) to the Department of Treasury.

Send information to:

Treas-StateSharePropTaxes@michigan.gov

180 days after authority's Fiscal Year 2019 ends: Post on a municipal or authority website, (or if no website, maintained in a physical location within the municipality that is open to the public) all items listed in [Sec. 910 \(1\)](#). See column to the right.

180 days after authority's Fiscal Year 2019 ends: Submit to the Department of Treasury, the governing body of the municipality, and the governing body of a taxing unit whose taxes are capture by the authority a report including all items listed in [Sec. 911 \(1\)](#). See back of this page.

Semi-annually beginning January 1, 2019: Authorities must hold two "informational meetings." Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. Please reference [PA 57, Sec. 910](#) for guidelines regarding public notice.

DETAILS

Visit www.michigan.gov/TIF for more information.

[Sec. 910 \(1\).](#)

- ◇ Minutes of all board meetings
- ◇ Annual budget, including encumbered and unencumbered fund balances
- ◇ Annual audits
- ◇ Currently adopted development plan, if not included in a tax increment financing plan
- ◇ Currently adopted tax increment finance plan, if currently capturing tax increment revenues
- ◇ Current authority staff contact information
- ◇ A listing of current contracts with a description of those contracts and other documents related to management of the authority and services provided to the authority
- ◇ An updated annual synopsis of activities of the authority
 - ◇ For any tax increment revenues described in the annual audit that are not expended within 5 years of their receipt, a description that provides:
 - ◇ The reasons for accumulating those funds & uses for which those funds will be expended
 - ◇ A time frame when the fund will be expended
 - ◇ If any funds have not been expended within 10 years of their receipt:
 - ◇ The amount of those funds
 - ◇ A written explanation of why those funds have not been expended
- ◇ List of authority accomplishments, including progress made on development plan and tax increment finance plan goals and objectives for the immediately preceding fiscal year.
- ◇ List of authority projects and investments, including active and completed projects for the immediately preceding fiscal year
- ◇ List of authority events and promotional campaigns for the immediately preceding fiscal year



DETAILS

Sec. 911.

Annually, an authority that is capturing tax increment revenues must submit to Treasury the form Treasury provides. The authority **must also** submit to the governing body of the municipality and the governing body of a taxing unit levying taxes subject to capture by an authority, Treasury's form **OR** electronically may submit a report that includes all of the following:

- ◇ Name of authority
- ◇ Date authority was formed, date tax increment financing (TIF) plan is set to expire or terminate, and whether the TIF plan expired during the immediately preceding fiscal year
- ◇ Date authority began capturing tax increment revenues
- ◇ Current base year taxable value of the TIF district
- ◇ Unencumbered fund balance for the immediately preceding fiscal year
- ◇ Encumbered fund balance for the immediately preceding fiscal year
- ◇ Amount and source of revenue in the account, including the amount of revenue from each taxing jurisdiction
- ◇ Amount in any bond reserve account
- ◇ Amount and purpose of expenditures from account
- ◇ Amount of principal and interest on any outstanding bonded indebtedness
- ◇ Initial assessed value of the development area or authority district by property tax classification
- ◇ Captured assessed value retained by the authority by property tax classification
- ◇ Tax increment revenues received for the immediately preceding fiscal year
- ◇ Whether the authority amended its development plan or TIF plan within the immediately preceding fiscal year and if the authority amended either plan, a link to the current development plan or TIF plan that was amended

The MDA thanks you for your support of our on-going Legislative and Advocacy Fund

The Legislative and Advocacy Fund allows representatives from the MDA the opportunity to help shape laws directly affecting downtowns and TIFAs across the state. Your support also helps our organization disseminate timely and accurate information regarding TIF legislation. For more information regarding the

MDA Legislative and Advocacy Fund and how you can contribute, please visit

www.michigandowntowns.com.

Be a Champion for Downtowns!

Annual Report on Status of Tax Increment Financing Plan

Send completed form to: Treas-StateSharePropTaxes@michigan.gov	Ferndale, MI	TIF Plan #	For Fiscal Years ending in
<small>Issued pursuant to: 2018 PA 57, MCL 125.4911 Filing is required within 180 days of end of Authority's fiscal year 2018-2019.</small>	DDA		2019

Year AUTHORITY (not TIF plan) was created: Year TIF plan was created or last amended to extend its duration: Current TIF plan scheduled expiration date: Did TIF plan expire in FY19? Year of first tax increment revenue capture: Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no? If yes, authorization for capturing school tax: Year school tax capture is scheduled to expire:		<div>1981</div> <div>2012</div> <div>2022</div> <div>No</div> <div></div> <div>No</div> <div>Choose from list</div> <div></div>
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Revenue:	Tax Increment Revenue		\$	479,108
	Property taxes - from DDA levy		\$	60,774
	Interest		\$	30,942
	State reimbursement for PPT loss (Forms 5176 and 4650)		\$	36,773
	Other income (grants, fees, donations, etc.)		\$	41,964
	Total		\$	649,561
Tax Increment Revenues Received				
	From counties		\$	63,929
	From municipalities (city, twp, village)		\$	333,467
	From libraries (if levied separately)		\$	45,635
	From community colleges		\$	22,015
	From regional authorities (type name in next cell)	OCPTA	\$	14,062
	From regional authorities (type name in next cell)		\$	-
	From regional authorities (type name in next cell)		\$	-
	From local school districts-operating		\$	-
	From local school districts-debt		\$	-
	From intermediate school districts		\$	-
	From State Education Tax (SET)		\$	-
	From state share of IFT and other specific taxes (school taxes)		\$	-
	Total		\$	479,108
Expenditures	Personnel		\$	196,771
	Supplies		\$	27,258
	DDA Operations		\$	29,371
	DDA Programming		\$	228,347
			\$	-
			\$	-
			\$	-
			\$	-
			\$	-
			\$	-
			\$	-
	Transfers to other municipal fund (list fund name)		\$	-
	Transfers to other municipal fund (list fund name)		\$	-
	Transfers to General Fund		\$	16,508
	Total		\$	498,255
Outstanding non-bonded Indebtedness				
	Principal		\$	-
	Interest		\$	-
Outstanding bonded Indebtedness				
	Principal		\$	-
	Interest		\$	-
	Total		\$	-
Bond Reserve Fund Balance				
			\$	-

CAPTURED VALUES

PROPERTY CATEGORY	Current Taxable Value	Initial (base year) Assessed Value	Captured Value	Overall Tax rates captured by TIF plan	
				↓	TIF Revenue
Ad valorem PRE Real	\$ 2,476,460	\$ -	2,476,460	33.6065000	\$83,225.15
Ad valorem non-PRE Real	\$ 17,250,108	\$ 5,702,600	11,547,508	33.6065000	\$388,071.33
Ad valorem industrial personal	\$ -	\$ -	-	33.6065000	\$0.00
Ad valorem commercial personal	\$ -	\$ -	-	33.6065000	\$0.00
Ad valorem utility personal	\$ -	\$ -	-	33.6065000	\$0.00
Ad valorem other personal	\$ -	\$ -	-	33.6065000	\$0.00
IFT New Facility real property, 0% SET exemption	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility real property, 50% SET exemption	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility real property, 100% SET exemption	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility personal property on industrial class land	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility personal property on commercial class land	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility personal property, all other	\$ -	\$ -	-	0.0000000	\$0.00
Commercial Facility Tax New Facility	\$ -	\$ -	-	0.0000000	\$0.00
IFT Replacement Facility (frozen values)	\$ -	\$ -	-	0.0000000	\$0.00
Commercial Facility Tax Restored Facility (frozen values)	\$ -	\$ -	-	0.0000000	\$0.00
Commercial Rehabilitation Act	\$ -	\$ -	-	0.0000000	\$0.00
Neighborhood Enterprise Zone Act	\$ -	\$ -	-	0.0000000	\$0.00
Obsolete Property Rehabilitation Act	\$ -	\$ -	-	0.0000000	\$0.00
Eligible Tax Reverted Property (Land Bank Sale)	\$ -	\$ -	-	0.0000000	\$0.00
Exempt (from all property tax) Real Property	\$ -	\$ -	-	0.0000000	\$0.00
Total Captured Value		\$ 5,702,600	14,023,968		\$471,296.48 Total TIF Revenue

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Frosty Ferndale Holiday Promotion Update

INTRODUCTION

During the November 2019 DDA Board of Directors Meeting, it was discussed that promotion/marketing services could be beneficial to supporting local businesses through the holidays. This project was named Frosty Ferndale, and given an initial budget of approximately \$10,000. A. Victoria Mae will provide a summary and update of the program's activities.

Funding was not allocated from to continue the parking mitigation program being managed by A. Victoria Mae in lieu of this discussion.

SUMMARY & BACKGROUND

See presentation.

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Review and discuss the costs and benefits of the Frosty Ferndale promotion campaign managed by A. Victoria Mae in November/December 2019

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Business Outreach Campaign Final Update

INTRODUCTION

A. Victoria Mae has been under contract with the DDA to conduct a Business Visit program focused on retention and gathering feedback about DDA operations/services.

SUMMARY & BACKGROUND

Ashleigh Laabs will present the final report on this project along with the mostly noted challenges and opportunities from the business surveys. She will also present her recommendations for DDA actions to respond to the feedback received.

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Review and discuss business outreach campaign results from A. Victoria Mae.

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens
SUBJECT: Approval of Minutes

INTRODUCTION

N/A

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

[DDA Minutes_Nov 2019.pdf](#)

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Approval of the minutes from the November 2019 regular meeting.



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

Thursday, November 14, 2019

8:00 A.M.

Ferndale City Hall
300 E. 9 Mile
Ferndale, Mi 48220

Minutes

1. ROLL CALL

CALL TO ORDER: 8:05 am

MEMBERS PRESENT: Greg Pawlica, Mindy Cupples, Jerome Raska, Blake Scheer, PJ Jacokes, Janice Semma, Jackie Smith

MEMBERS ABSENT: Nathan Martin, Chris Johnston

STAFF PRESENT: Lena Stevens, Sommer Realy

GUESTS PRESENT: Community & Economic Development Sustainability Planner, Erin Quetell; Community & Economic Development Director, Jordan Twardy; City Manager, Joseph Gacioch; Human Resources Director, Dan Jacey; DPW Director, Dan Antosik; Ferndale District Public Library, Jennifer Marr; Owners of CrossFit, Cameron and Sarah Brown; Lawfirm of Miller Canfield, Steven Mann; A.Victoria MAE, Ashley Laabs.

2. APPROVAL OF AGENDA

Motion by Director Cupples seconded by Director Raska to approve the consent agenda. All ayes, motion carries.

3. COMMUNITY REPORTS

Ferndale District Public Library Director, Jennifer Marr announced upcoming events at Library. Dave Coulter meet and greet register via Eventbrite. Fall bake sale is on Monday, November 25, proceeds go to summer music concert series. Cardboard City is on Saturday, November 23 and in need of large boxes, if you have please drop off to Library. Closed Thanksgiving weekend and opens on Sunday, December 1.

Ferndale Area Chamber of Commerce presented by Stevens and Scheer. Party is tonight, Thursday November 14 from 6 pm to 11 pm. Tickets available online and at door \$50. Event includes a silent auction, speed painting by Dave Santia, live band, food and networking.

4. CALL TO AUDIENCE

None

5. PRESENTATIONS

a. Welcome Statement from Lena Stevens

Executive Director Stevens shared her excitement and gratitude over this opportunity. Expressed that the City Staff is extremely supportive and helpful. There is a lot of work to do and she will be focused on creating solid foundation. As a new resident to the City of Ferndale, Stevens shared that her family's experience in Downtown Ferndale has been amazing.

b. DPW Downtown Maintenance Report

Presented by Stevens and DPW Director, Dan Antosik. Pressure washing was completed in October, DPW was proactive and sent list of outdoor seating locations set up in areas they have scheduled to clean. Holiday décor expected to be up by Thanksgiving. Delay in holiday lights due to early snowstorm. Dan Antosik is putting extra bodies in place to get the lighting done to meet the Tree Lighting next Friday.

Stevens provided a garland demonstration due to a decision made to replace all 25 garlands used on light poles. \$50,000 was budgeted this fiscal year for upgrading the lights, of which only a portion will be spent this fall. In early 2020, the Board and staff can discuss what décor to purchase for next year with the remaining budget.

Scheer expressed the quality of what the DPW has done in past year. Dan Antosik states that the contract needs to be reviewed and possible increase in cost. Looking forward to continuing servicing the downtown Ferndale.

Raska asks if they experienced challenges with hanging the baskets. Dan Antosik answers, yes. Jerome states the baskets were too small and recommends looking at the baskets now while nurseries are planting for next spring. Dan Antosik agrees and is communicating with Carlos the appearance of hanging baskets and working on a solution for 2020. Raska comments that maybe half as many but very nice.

Smith stated she is excited to see the DDA working so close with the DPW.

c. Holiday Event Update moved to Informational Items in interest of time

d. Additional Presentation. Downtown Sanitation Master Plan Update

Community & Economic Development Sustainability Planner, Erin Quetell presented that on Tuesday City Council approved the budget for the creation of a Downtown Sanitation Master Plan. RRS has been selected as the consultant. Department will be reaching out to the downtown businesses to see how waste management is working for them.

6. CONSENT AGENDA

- a.** Approval of the Minutes of the Regular Meetings held October 14, 2019
- b.** Separation Agreement with the Deputy Director of the Downtown Development Authority
- c.** Approval of Holiday Decor Expenditures (receipts provided in packet)

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

All Ayes, motion carries.

7. REGULAR AGENDA

a. Capital Improvement Plan Update

Hamilton Anderson was contracted to the DDA in 2017 to create a Downtown Development Plan. Two draft plans have been developed, and comments from the Board of Directors as well as staff were incorporated in recent months; Strategic Plan for

Capital Improvements & 2019 Development and TIF Plan. A strategy must be outlined to finalize these documents in accordance with State requirements, meet all public notice requirements, and ultimately recommend the plan for approval to the City Council.

In October 2019, Executive Director Stevens contracted with the law firm of Miller Canfield to review the draft the plans, identify areas where it is currently insufficient to meet State requirements, and assist in preparation of all resolutions, ordinances, notices, certificates and related material necessary to approve the plans. Stevens expressed the need of having faith in the plan. There is not a hard deadline. 2012 plan is filed with state, no need to push by end of December. Take this time to be secure in the firm and plan outline. with Hamilton Anderson

Steven Mann presented his initial findings, as well as the timeline for public notice. Compliance review has shown some issues in the plan. The term TBD, 7 of 23 projects listed as TBD is non accountable. Hamilton Anderson report is very vague and doesn't offer a secure plan. Stevens expresses the need to address the underlining problems before the street scape. Downtown patience is not included in the proposal. Step back take a beat and discuss what to do moving forward.

Stevens is asking board to authorize speaking to other firms, look at all scenarios and present when faith is established in firm.

Steve Mann mentioned bond and finance committee reviewed plan and issues that need to be corrected before revised for statutory requirements. Anything within the plan, funds captured TIF, January 1st this year. Citizens advisory board committee should be present if over 100 residents reside in development area a Citizens Adversary Board committee should be in place. Committee should consist of nine citizens to commit to volunteer, at least 5 members. City clerk should be able to supply a list of registered voters that are in development area. Ferndale Haus tour – 80 apartments rented, over 100 residents by year end.

Smith mentioned that Stevens brought to her attention that there are not clear boundaries of the TIF and NON TIF Downtown Districts.

Scheer expresses he is tired and disappointed and asks Stevens if she is comfortable with no longer working with Hamilton Anderson. Stevens shares she is not comfortable doing so until there is a release value in place. Scheer will supply the original presentations for Stevens to review. Stevens states the problem maybe in the outstanding invoice. Budgeted 80,000 for firm to develop CIP plan. Currently 13,571 in pending invoices.

Legal fees with Miller Canfield will be incurred reviewing plan and will be on call for compliance purposes for the CIP plan. \$4000 should never had to pay in legal fees. Paying the remaining invoices leaves 8,000 in budget.

Raska offered assistance in discussing the issues with the firm. Board agrees that a meeting between Jerome, Stevens and the owner of Hamilton Anderson.

Stevens states the next step is to reach out personally in hopes of rectifying the plan. If it doesn't work, then to reach out to other firms and figure out if we can do it internally.

Pawlica agrees this is the correct approach. Smith express the confidence in Stevens' approach and communication. Thank you for doing research and I appreciate you stepping back and taking a pause.

b. Engaging DDA Special Council

Executive Director Stevens asked for approval to engage the law firm of Miller Canfield as special counsel to assist the DDA with public law and finance matters upon request in addition to their work with the Development/TIF Plan.

*Motion by Director Pawlica to authorize DDA entering a contract with Miller Canfield, seconded by Director Raska. **All Ayes, motion carries.***

c. DOT Construction Update and DOT Outreach Campaign Update/Proposal

City Manager, Joseph Gacoich presented a construction update The dot (Development on Troy). Project will include 25,000 sq. of office, affordable housing, retail space and parking. Contractually, retails lease rates of 18-22 per sq. foot have been secured compared to surrounding cities at 24 per sq. foot. June 2020 the crane should be done. Walk through scheduled for Monday at 430pm. By June 1st parking should be available.

Executive Director Stevens began presentation with reference to project budget tracking sheet provided in packet. Last payment to Lyft was in March. Stevens expressed that the weight and demand of tasks and responsibilities can largely be handled internally. Recommends having AVM on board as a consultant for retail landscape.

Scheer mentioned while looking at budget and coding wondering why items end up in 818. Stevens assured that this is an element of the work plan moving forward and the coding confusion will be more consistent and clearer cut. Smith is concerned with what is out of budget, Scheer mentioned that is it possible we will come in over budget for this project. Cupples and Smith discussed and clarified that the budget is broken over 2 fiscal years to help with parking mitigation. There is no additional budget increase.

Ashley Laabs of AVM stated the highest usage of Lyft codes was in October. Cost of codes to date disturbed and not paid were reviewed. Any unused codes expire on December 31 2019. AVM estimated \$4000 additional cost for November and December. Usage report is supplied at being of month for following month. All codes expire in calendar year. Ashley Laabs, if contract continues, stated they will recommend that Lyft put the expiration date of 6 months out from purchase.

Stevens approached the podium to clarify what portion of the encumbered funds for Lyft codes would likely not be used by the end of the year. Stevens stated that she would monitor the process and recommended option 3, a contract with AVM extending from January-June 2020.

Smith reviewed numbers and questions the budget for the Lyft codes, challenges seen by dot and struggle to business is lack of foot traffic and customers. Huge decrease in customers. Employees out of parking system makes room for customers. Valet is paid by City of Ferndale and is available on Thursday, Friday and Saturday from 5 pm to 10 pm.

Pawlica noted there are two goals: employees not parking and marketing as well as business communication. We have yet to identify another solution. Scheer believes there is value but not secure in the numbers.

Discussion continued over solutions in best way of use of money. Smith clarified there are two conversations, budget for AVM and Lyft codes and marketing advertising efforts.

Cupples stated that in January we can look at numbers and allocate what is left for communication. Raska expressed that November and December are make it our break it time for businesses. Business need help now, and Lyft codes are not bringing customers. Cupples mentioned using the radio and TV for upcoming events, or support from City with connections on media. She noted that it is important to start announcing the upcoming events. In previous experience, she felt marketing firms contracted to do this have never been able to provide proven results.

Stevens mentioned that this is a discussion about marketing. DDA will need a marketing budget for communication. Ashley Laabs, AVM mentioned there are 40 hours remaining to do follow-up appointments and continue efforts. Information will be supplied by December's meeting.

Pawlica inquired who uses Lyft codes and to where when? Laabs expressed the frustration that Lyft does not supply this data. Pawlica mentions maybe business can use the codes for valued customers. Expand this to the consumers.

Stevens clarifies that DDA will continue with AVM until November/December and she will to investigate marketing outreach options for consumer communication.

Option 1: The dot Campaign (November to December 2019)

Lyft Codes

- Purchase request of Lyft Codes – *Reminder: All Lyft codes received in 2019 will expire December 31, 2019
- Ongoing management of Lyft Code campaign (refer to process document for additional information)
 - o Organization, distribution, and communication for Lyft Codes
 - o Email marketing messages surrounding recommended usage of Lyft Codes (festivals, etc)

Construction Messaging

- Email marketing messages surrounding The dot construction notices

Motion by Director Raska to move forward with option 1, seconded by Director Scheer. All Ayes, motion carries.

d. Business Outreach Campaign Update - A. Victoria Mae

Ashleigh Laabs briefly discussed the status of the Business Outreach Campaign. To date all businesses in the TIF district have been visited and have been given the opportunity to respond to a survey either in-person or electronically. A final report and budget will be brought to the DDA in January.

8. INFORMATION ITEMS

5.c. Holiday Event Update (moved from Presentations section in interest of time)

DDA Administrator, Realy gave overview of the upcoming events and status of involvement.

November 30– Small Business Saturday/Shop Local. Door Prizes are being collected, business are sharing their specials and promotions to be listed on event page and shopping list. Welcome Station will take place at Rust Belt Market from 11 am to 2 pm with Level One Cash Mob, ShopLoyal, ShopTextWin station, Door Prize contest for customers who submit a \$25 receipt. Ferndale Area Concert Band will be strolling the streets filling the air with holiday sounds.

December 14 – Holiday Ice Festival 2019. Theme this year is Food and Fairytales. New this year is an interactive frosty cityscape that will be at the North Pole. With the change in staff and confusion in boundaries there has been a delay in communication. Department sent out a state of art email via Mailchimp that provided links to applications and information. Department mailed out Holiday Season information on how to participate to all captured business within the DDA district. Cregger Plumbing has secured the Title Sponsorship and business are slowly sending in applications.

a. Executive Director Workplan Overview

Executive Director Stevens explained and shared the workplan she has created for managing the short-term needs of the DDA office. Her goal is to be as transparent as possible in what staff is working on. The Idea parking lot is where ideas go that we don't have time for but are valuable enough to be noted. Tasks mentioned of highest importance: Act 57 compliance, holiday events, staffing, The dot, housekeeping, budget, database.

Jackie expressed her enthusiasm towards Stevens work plan and approach to all that is needed.

b. Upcoming Certification and Training with Main Street Oakland County

Stevens informed the board that there is training in January and it is mandatory for Smith and Scheer to attend in order for the DDA to be eligible for MSOC grants. Insight on the structure Main Street program will be implemented moving forward.

c. Mark Your Calendar

Items already outlined previously in meeting.

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

None

10. ADJOURNMENT

Motion by Director Scheer, seconded by Director Raska to adjourn the meeting at 10:06 A.M.

All ayes, motion carries.

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Discuss Attendance at the National Main Street Conference in May 2020

INTRODUCTION

National Main Street Conference, May 18-20, 2020 - Dallas, TX

SUMMARY & BACKGROUND

Information from John Bry, Main Street Oakland County

Early Bird Rate Registration is now open for the National Main Street Conference that will be held in Dallas, Texas May 18-20,2020. Last year, Oakland County was represented by over 45 downtown managers, downtown organization staff, board members, volunteers, and elected leaders at the conference in Seattle. Oakland County had more representation than the entire State of Michigan who was in attendance. A record breaking 1,800 came from communities of every size from across the nation in 2019.

The National Main Street Conference is a fantastic learning experience to learn from experts and your peers from communities all across the nation on a variety of topics related to downtown development and Main Street. Being one of the 13 designated Select Level communities in Main Street Oakland County entitles your community to two paid registrations for the conference. This is money the county has already allocated for each community in the budget, and if not used, would remain unspent and meant for your community's benefit. Of course, some communities send more than two people and if you would like to do so, you are encouraged and welcome to do so at your organization's expense.

Last year, for the first time in MSOC history, we also offered a \$1,000 reimbursable travel stipend to all eligible communities. Those funds can be used towards any travel related expenses for attending the conference. We are proud to be able to offer that support to all of you once again in 2020 should you choose to take advantage of it. We would also encourage you to consider sending representatives from your communities who have not had the opportunity to attend the conference in the past. Elected officials, local leaders, or a volunteer that has been particularly exceptional to your organization are a few suggestions to consider.

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Determine which board members are interested in attending the conference this year.

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Redesign of DDA Committee Structure

INTRODUCTION

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

SUMMARY & BACKGROUND

Participation in the existing committee structure has been waning. While there are several dedicated volunteers who work with the DDA on specific projects, a restructuring will provide a valuable tool for growing our volunteer base and developing new ideas for the future of the DDA. This proposal recommends creating a single committee called the 2020 Visioning Committee. This group will meet once a month and have sub-groups tasked with specific projects/goals which could fluctuate based on need.

The first projects I am recommending for the Visioning Committee are 1) Branding/Outreach 2) Business Engagement and 3) Events. Obviously this will be based on the number of volunteers who participate and their level of interest.

Overall, the members of this committee would be asked to think critically and creatively. I would ask them to challenge the operating procedures of the past, and think broadly about the possibilities for the future. The first meeting of this committee would be hosted in February.

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Recommend approval of proposed DDA committee structure.

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Happenings Around Town

INTRODUCTION

Updates provided by the Executive Director about new businesses or happenings around town that are relevant to the Ferndale business community.

SUMMARY & BACKGROUND

- Temporarily igloos update (Bobcat Bonnie's)
- New: Balkan House, coffee shop on first floor of WAB
- Closed: Delite, AtomArt
- For Sale: Dino's/MBrew
- Prospects: Breadless
- Other: Open in Ferndale CED Project, Meeting with Brian Kramer

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Review updates about new businesses or items relevant to the Ferndale business community

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Executive Director Workplan Overview

INTRODUCTION

Each month the Executive Director updates the short term workplan and provides a copy for review/comment.

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Review updated workplan as of 1.2.20 and discuss any questions/comments.