



## **FERNDALE DDA BOARD OF DIRECTORS MEETING APRIL 11, 2019**

### **8:00 A.M. Board Meeting**

Ferndale City Hall; Council Chambers  
300 E. Nine Mile Rd., Ferndale, MI

### **AGENDA**

- I. Call to Order
  - A. Roll Call
  - B. Dismissals
  - C. Consideration of Agenda
  - D. Consideration of Minutes: March 2019 Regular Meeting
- II. Community Reports
  - A. Chamber of Commerce
  - B. Ferndale Area District Library
- III. Consent Agenda
  - A. Financial Statements
  - B. DPW Downtown Maintenance Reports
- IV. Action Items
  - A. Library Tax-Capture Agreement Renewal
  - B. Liquor License: 22812 Woodward Avenue – Traverse City Whisky Co.
  - C. Executive Director Retirement Funds Distribution
- V. Presentation: Downtown Development & CIP Update – Hamilton Anderson
- VI. Information Item
  - A. Workshops for Downtown Business Owners
  - B. DDA Executive Management Team
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

#### **CALENDAR OF EVENTS**

##### **April**

**2<sup>nd</sup>**  
Design Committee 5:30pm  
**3<sup>rd</sup>**  
Biz Dev Committee 5pm  
**4<sup>th</sup>**  
Executive Committee 5pm  
**8<sup>th</sup>**  
City Council 7pm  
**11<sup>th</sup>**  
DDA Board Meeting 8am  
**16<sup>th</sup>**

- Volunteer Appreciation @ The Rust Belt 5:30pm
- Mayor's State of the City @ The Rust Belt 7pm

**19<sup>th</sup>**  
DDA Offices Closed  
Good Friday  
**22<sup>nd</sup>**  
City Council 7pm  
DDA Budget Presentation  
**23<sup>rd</sup>**  
Promotions 5pm

##### **May**

**1<sup>st</sup>**  
Biz Dev Committee 5pm  
**2<sup>nd</sup>**  
Executive Committee 5pm  
**7<sup>th</sup>**  
Design Committee 5:30pm  
**9<sup>th</sup>**

- DDA Board Meeting 8am
- The Main Event @ The Strand/Pontiac 6pm
- Mayor's Business Council Awards @ Pop's for Italian 5:30pm

**13<sup>th</sup>**  
City Council 7pm  
**18<sup>th</sup>**  
Clean the Ferndale Up @ City Hall 8:00am  
**17<sup>th</sup>**  
DDA Offices Closed  
Memorial Day  
**28<sup>th</sup>**  
Promotions 5pm  
City Council 7pm

##### **June**

**1<sup>st</sup>**  
Ferndale Pride  
**4<sup>th</sup>**  
Design Committee 5:30pm  
**5<sup>th</sup>**  
Biz Dev Committee 5pm  
**6<sup>th</sup>**  
Executive Committee 5pm  
**10<sup>th</sup>**  
City Council 7pm  
**13<sup>th</sup>**  
DDA Board Meeting 8am  
**22<sup>nd</sup>**  
The Front Porch – All Day  
**24<sup>th</sup>**  
City Council 7pm  
**25<sup>th</sup>**  
Promotions 5pm  
City Council 7pm

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING**

**Thursday, March 14, 2019**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:02 a.m.

**DDA Board Members Present:** Greg Pawlica, Janice Semma, Mindy Cupples, Jacki Smith, Blake Scheer, Heather Cutlip, Jerome Raska

**DDA Board Members Absent:** Nathan Martin, PJ Jacokes, Chris Johnston

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

**Guests:** Joe Gacioch, Assistant City Manager, Dale Vigliarolo, Chamber of Commerce Chairman, Jenny Marr, Ferndale Area District Library Executive Director, Meagan, Hamilton Anderson

B. Dismissals: Nathan Martin, PJ Jacokes, Chris Johnston

C. Approval of Agenda

Motion by Director Scheer, seconded by Director Cutlip to amend the agenda by switching presentations with action items, then to present action items in the following order: A, F, B, C, D, E and approve the agenda as presented.

All Ayes, motion carries.

D. Approval of Minutes: January 2019 (regular meeting)

Motion by Director Pawlica, seconded by Director Cutlip to approve the minutes for January 2019 as presented. All ayes, motion carries.

E. Approval of Minutes: January 2019 (special meeting)

Motion by Director Scheer, seconded by Director Pawlica to approve the minutes for January 2019 as presented. All ayes, motion carries.

**II. Community Reports**

A. Chamber of Commerce

Board Chairman Dale Vigliarolo

Board Chairman Dale Vigliarolo gave an update on the Chamber operations. Firstly, a warm welcome to Joy Wells, the Chamber's new Operations Director. There will be a Euchre Tournament on 3/22 at the Patchwork Collective. There was a mistake in the past newsletter about the ribbon cutting at the James, target date is 4/18/19. The Artist in you is 5/14 at the library. Coffee Connection is at Pearle Vision on 3/22. Rainbow Run will be 6/1 and it's coming along nicely.

Director Raska arrives at 8:10 am.

B. Ferndale Area District Library

Executive Director Jenny Marr

Director Jenny Marr updated us on library activities as the reading collective tour continues with #1 Chinese Restaurant being the current, selected book. Shared tax agreement is coming up, looking to go 2 years with the arrangement. Need to have the DDA memo by May 1<sup>st</sup> to talk and collaborate, should be ready for the next board meeting to give to DDA staff. Sheryl is requesting to have it completed by mid-June. ED Hicks adds, the CIP is tied in as well.

**III. Action Items**

- A. 22965 Woodward Ave. – Build Application Rebecca, Treat Dreams  
Treat Dreams is requesting assistance through the DDA's Build Grant program, they are completing several eligible façade improvements. Upgrades include repainting exterior, new signage, awnings and lighting. Design Committee looked at the proposed improvements and suggested wider stripes on awning and lettering on the rear north corner. The total estimate for the project is \$11,559. The Build program would allow for up to a 20% reimbursement for eligible costs, not-to-exceed \$5,000. Based on the provided estimates, the applicant would be eligible to receive \$2,311. Final reimbursement is based on actual cost on the invoices submitted to the DDA office after the completion of the project.

Motion by Director Raska seconded by Director Scheer to APPROVE the Build Application for 22965 Woodward Avenue as presented and to reimburse the applicant for up to 20% of eligible expenses, not-to-exceed \$5,000 and to be paid from account #248-000-974.000 Public Improvements, and to be forgiven at a rate of 20% per year over a five (5) year period until the balance due is forgiven. **All ayes, motion carries.**

- B. Interlocal Governmental Agreement: DDA & BRA Joe Gacioch, Assistant City Manager  
The Downtown Ferndale Development Authority (DDA) is a key partner to the City, and a vital driver of the culture and character of the current downtown. several members of the DDA Executive Committee and Staff worked with City Administration to define their participation in the following ways: (1) Provide a financial contribution from the DDA Budget toward the realization of the streetscape improvements on W. Troy. This agreement was approved by the DDA Board and City Council in January 2019. (2) Enter into an interlocal agreement between the Brownfield Authority to support an economic package for private development. The term of the agreement is for 30 years. (typical Brownfield term structure). This agreement enables the private activities located within the Brownfield Plan to capture local taxes. For the developer, this reduces annual costs. For the City and DDA, this supports the goal of providing submarket lease structures for the potential future commercial retail and office space associated within The dot. The final agreements are in place with The dot. Versa is proposing to develop the office and we need to achieve the lease rates. There's a 30-year Brownfield plan, Gacioch is pleased with the dynamic changing from the 10 year to the 15 year incentives. Approved by the state and the developer.

Discussion: Director Scheer is asking if there is a reevaluation period, and the answer is no, nothing set in stone. Director Pawlica added that there is no tax on that property and confirmed that DDA funds are now brand new. Jordan Twardy, Director of Community and Economic Development spoke on behalf of the Brownfield Project, identifying 17 other Brownfield Projects that are going on right now. Projects range from recession to Robertson Brothers, following through with the start of the project until completion. Baseline is the starting point and anything above is taxable.

Motion by Director Pawlica, seconded by Director Raska to approve the Interlocal Agreement between the Brownfield Authority and the Downtown Development Authority. **All ayes, motion carries.**

- C. Executive Committee Appointments Board of Directors  
To remain in compliance with DDA by-laws, the Executive Committee is recommending switching appointments with Director Cupples to serve as Treasurer and Director Jacokes to serve as Secretary.

Motion by Director Raska, seconded by Director Scheer to appoint Director Cupples as Treasurer of the DDA and Director Jacokes as Secretary of the DDA Board of Directors. **All ayes, motion carries.**

- D. Fiscal Year 2019-20 Budget/Financial Statements

ED Hicks

City Council is required by City Charter to adopt a fiscally responsible and balanced budget by no later than May 5<sup>th</sup> each year. Over the past 4 years, the DDA has saved money in order to complete some capital projects. Most of these projects will be at the end of FY 18-19 and the beginning of FY 19-20. Capital projects and associated allocations are detailed in Budget Memo contained in the March 2019 board packet. The library TIF is baked right in the property tax numbers and revenues, assuming it will pass.

Motion by Director Scheer, seconded by Director Cupples to recommend that City Council adopt the proposed DDA budget for Fiscal Year 2019-20 as presented and recommended by the Executive Director. **All ayes, motion carries.**

- E. Rainbow Crosswalk ED Hicks  
The crosswalk where Red Hook is would be the area most conducive to the materials used to experience the best longevity of the rainbow-colored crosswalk. The DDA is being asked to pay the cost of \$10,000 in full, to which the City will later reimburse half. Gacioch, ACM spoke on behalf of the City and agreed. ED Hicks would like to have this project completed a week or two before Pride.

Discussion: Director Scheer inquired on what the maintenance schedule and cost would be. To which, Deputy Director Willcock advised the maintenance would most likely be a scrape and replace every 5 years. To which, the question was asked if the City would help us pay for the crosswalk every 5 years. Director Pawlica adds that City Council has wanted this for several years. Director Cupples mentioned the sensitivity of the businesses not having access from Troy St.

Motion by Director Cupples, seconded by Director Pawlica to recommend to City Council to approve the installation of a rainbow crosswalk at the mid-block crosswalk on W. Nine Mile Rd. between Woodward Ave. and Allen St. and to allocate \$10,000 from account #248-000-977-000 capital outlay. **All ayes, motion carries.**

- F. LED Light Conversion ED Hicks  
The City and DDA have been exploring options for upgrading downtown lighting currently being housed in the “acorn” fixtures that line Woodward Ave. and Nine Mile Rd. While several fixtures have been upgraded to LED lights, there are still several in need replacement to be more energy efficient. DPW came across several GFCI breakers and breaker boxes in need of replacement while conducting the evaluation. Dan from DPW spoke on behalf of the project and said it’s difficult to give an exact number, depending on what they find when they get up to the top of the fixture to see what’s all going on. Right now, they’re estimating it will take 40 hours to assess what needs to be replaced, in which they must work into their weekly workload amongst the many other priorities for the City. The estimated time includes all lights within the TIF district. Program would be paid for through a grant, should we decide to participate.

Motion by Director Scheer, seconded by Director Raska to approve the request to upgrade light fixtures as presented for a not-to-exceed cost of \$8,200 to be paid from account #248-000-977-000 Capital Outlay. **All Ayes, motion carries.**

#### IV. Presentations

- A. Downtown Development & CIP Update Megan, Hamilton Anderson  
Meagan from Hamilton Anderson updated us on the development of our downtown and the CIP.

#### V. Call to Committee Chairs & Board Members & Staff

ED Hicks wanted to mention the brush sculpture will need to be moved and to date, there has not been an agreement located to help us identify who the financial responsibility would fall on. Without an agreement, it is not our cost to incur.

Deputy Director Willcock added that the artist has reached out and asked what we'd like to do, there are talks right now to see what should be done. Willcock also thanked Chairperson Smith for putting together the B2B group, returning some great feedback. ED Hicks also has a prospect that could possibly help us with putting together a training workshop.

ED Hicks indicated Lyft data should be available in an upcoming meeting and that the DDA partnered with the City for a TAP Grant (alternative transportation).

ED Hicks will be resigning from the DDA during the next 3-4 weeks as he accepted a position with Madison Heights as the CED Director. Gacioch, ACM offered his assistance in finding an Executive Director to fill the position.

Deputy Director Willcock updated us on Promotions, illustrating their progress while also updating us on the status of Restaurant Week. Due to the low interest rate, Restaurant Week has been canceled.

**VI.** Adjournment  
Meeting adjourned at 8:53 am.

| Fund 248 Downtown Development Authority |  |                              |                |
|---|--|------------------------------|----------------|
| GL Number                               | Description                            | Current Year<br>Beg. Balance | Balance        |
| *** Assets ***                          |  |                              |                |
| 248-000-001.000                         | Cash - Comerica Checking               | 0.00                         | 0.00           |
| 248-000-026.000                         | Delq.Pers.Prop.Tax/Rec                 | 16,828.06                    | 10,391.55      |
| 248-000-029.000                         | Est. Uncollectable DELPP Tax           | (16,828.06)                  | (16,828.06)    |
| 248-000-040.000                         | A/R - Miscellaneous                    | 0.00                         | 0.00           |
| 248-000-078.000                         | A/R - Other Govt Units                 | 0.00                         | 0.00           |
| 248-000-084.100                         | D/F Cash Fund                          | 859,444.16                   | 1,038,259.39   |
| 248-000-084.101                         | D/F General Fund                       | 0.00                         | 0.00           |
| 248-000-084.731                         | D/F EE Retir System                    | 0.00                         | 0.00           |
| 248-000-108.000                         | Accrued Interest Receivable            | 1,552.15                     | 1,552.15       |
| 248-000-132.000                         | Infrastructure                         | 1,574,005.00                 | 1,574,005.00   |
| 248-000-133.000                         | Accum.Deprec.- infrastructure          | (1,508,298.00)               | (1,508,298.00) |
| 248-000-136.000                         | Buildings                              | 21,360.00                    | 21,360.00      |
| 248-000-137.000                         | Accum.Deprec.- buildings               | (2,563.20)                   | (2,563.20)     |
| 248-000-146.000                         | Equipment                              | 50,400.00                    | 50,400.00      |
| 248-000-147.000                         | Accum.Deprec.- equipment               | (50,400.00)                  | (50,400.00)    |
| 248-000-148.000                         | Vehicles                               | 23,140.00                    | 23,140.00      |
| 248-000-149.000                         | Accum.Deprec.- vehicles                | (23,140.00)                  | (23,140.00)    |
| Total Assets                            |  | 945,500.11                   | 1,117,878.83   |
| *** Liabilities ***                     |  |                              |                |
| 248-000-202.000                         | Accounts Payable                       | 21,584.66                    | 0.00           |
| 248-000-206.000                         | Due to Customers                       | 0.00                         | 0.00           |
| 248-000-257.000                         | Wages Payable                          | 7,418.23                     | 14,750.85      |
| 248-000-257.100                         | Accrued Liability - Payroll            | 0.00                         | 2,491.16       |
| 248-000-257.150                         | Accrued Liabilities - Health Insurance | 0.00                         | 0.00           |
| 248-000-260.000                         | Accrued Sick & Vacation                | 9,404.17                     | 9,404.17       |
| 248-000-262.000                         | Flexible Benefit Plan                  | 0.00                         | 0.00           |
| 248-000-286.000                         | Deferred Revenues                      | 0.00                         | 0.00           |
| Total Liabilities                       |  | 38,407.06                    | 26,646.18      |
| *** Fund Balance ***                    |  |                              |                |
| 248-000-390.000                         | Restricted                             | 731,838.05                   | 731,838.05     |
| 248-000-390.977                         | Invested in capital assets, net        | 175,255.00                   | 175,255.00     |
| Total Fund Balance                      |  | 907,093.05                   | 907,093.05     |
| Beginning Fund Balance                  |  |                              | 907,093.05     |
| Net of Revenues VS Expenditures         |  |                              | 184,139.60     |
| Ending Fund Balance                     |  |                              | 1,091,232.65   |
| Total Liabilities And Fund Balance      |  |                              | 1,117,878.83   |

| GL NUMBER                                 | DESCRIPTION                            | 2018-19<br>AMENDED BUDGET | YTD BALANCE                     | ACTIVITY FOR                            |                                 | AVAILABLE   |        | % BDGT<br>USED |
|---|--|---------------------------|---------------------------------|---|---------------------------------|-------------|--------|----------------|
|   |  |                           | 06/30/2019<br>NORMAL (ABNORMAL) | MONTH 06/30/2019<br>INCREASE (DECREASE) | 06/30/2019<br>NORMAL (ABNORMAL) | BALANCE     |        |                |
| Fund 248 - Downtown Development Authority |  |                           |                                 |   |                                 |             |        |                |
| Revenues                                  |  |                           |                                 |   |                                 |             |        |                |
| Dept 000 - General                        |  |                           |                                 |   |                                 |             |        |                |
| 248-000-402.000                           | Property taxes                         | 454,090.00                | 389,189.68                      |   | 0.00                            | 64,900.32   | 85.71  |                |
| 248-000-402.001                           | Property Taxes - personal              | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-402.005                           | Property Taxes - Loss in Change of PPT | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-402.200                           | Reimbursement for PPT Loss             | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-403.100                           | Property Tax Chargebacks               | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-404.000                           | Voted Property taxes                   | 60,864.00                 | 50,248.57                       |   | 0.00                            | 10,615.43   | 82.56  |                |
| 248-000-404.001                           | Voted Property taxes - personal        | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-523.000                           | Federal grant                          | 0.00                      | 10,000.00                       |   | 0.00                            | (10,000.00) | 100.00 |                |
| 248-000-545.000                           | State grant                            | 0.00                      | 2,500.00                        |   | 0.00                            | (2,500.00)  | 100.00 |                |
| 248-000-550.010                           | State PPT Loss Reimbursement           | 0.00                      | 36,772.69                       |   | 0.00                            | (36,772.69) | 100.00 |                |
| 248-000-610.000                           | Participation fees                     | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-665.000                           | Interest income                        | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-675.000                           | Contributions                          | 25,000.00                 | 17,050.08                       |   | 0.00                            | 7,949.92    | 68.20  |                |
| 248-000-675.248                           | Proceeds- DDA Special Events           | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-675.500                           | Contributions - DDA - Public Art       | 3,000.00                  | 10,424.54                       |   | 0.00                            | (7,424.54)  | 347.48 |                |
| 248-000-676.101                           | General Fund contrb.                   | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-695.000                           | Miscellaneous income                   | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-698.000                           | Net unrealized gains                   | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-699.661                           | Transfer In from Motor Pool            | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-699.677                           | Transfer In from HR Fund               | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| Total Dept 000 - General                  |  | 542,954.00                | 516,185.56                      |   | 0.00                            | 26,768.44   | 95.07  |                |
| TOTAL REVENUES                            |  | 542,954.00                | 516,185.56                      |   | 0.00                            | 26,768.44   | 95.07  |                |
| Expenditures                              |  |                           |                                 |   |                                 |             |        |                |
| Dept 000 - General                        |  |                           |                                 |   |                                 |             |        |                |
| 248-000-706.000                           | Full Time Personnel                    | 156,297.00                | 123,583.36                      |   | 0.00                            | 32,713.64   | 79.07  |                |
| 248-000-707.000                           | Part-Time Personnel                    | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-709.000                           | Overtime                               | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-714.000                           | Holiday Pay                            | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-714.100                           | Sick Pay - Annual                      | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-715.000                           | Social Security                        | 11,957.00                 | 9,440.36                        |   | 0.00                            | 2,516.64    | 78.95  |                |
| 248-000-716.000                           | Health - premiums                      | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-716.100                           | Health Insurance                       | 18,506.00                 | 14,083.20                       |   | 0.00                            | 4,422.80    | 76.10  |                |
| 248-000-716.110                           | Health Insurance - EE Contribution     | (2,467.00)                | (825.00)                        |   | 0.00                            | (1,642.00)  | 33.44  |                |
| 248-000-716.115                           | Health Insurance - Retiree             | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-716.150                           | Health Insurance Waiver                | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-716.736                           | Health - OPEB Funding                  | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-717.000                           | Life Insurance - EE                    | 211.00                    | 237.60                          |   | 0.00                            | (26.60)     | 112.61 |                |
| 248-000-718.000                           | Pension- ICMA-RC 401                   | 10,941.00                 | 8,650.78                        |   | 0.00                            | 2,290.22    | 79.07  |                |
| 248-000-719.000                           | Fringe Benefits                        | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-721.000                           | Longevity                              | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-725.000                           | Workers Compensation                   | 854.00                    | 0.00                            |   | 0.00                            | 854.00      | 0.00   |                |
| 248-000-730.000                           | Postage, Mail processing               | 500.00                    | 0.00                            |   | 0.00                            | 500.00      | 0.00   |                |
| 248-000-740.000                           | Operating Supplies                     | 25,000.00                 | 7,533.71                        |   | 0.00                            | 17,466.29   | 30.13  |                |
| 248-000-740.248                           | Operating - DDA Special Projects       | 0.00                      | 245.20                          |   | 0.00                            | (245.20)    | 100.00 |                |
| 248-000-747.000                           | Grant Activity                         | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-752.000                           | Motor Fuel / Lubricants                | 0.00                      | 0.00                            |   | 0.00                            | 0.00        | 0.00   |                |
| 248-000-775.000                           | Repair & Maintenance                   | 1,000.00                  | 0.00                            |   | 0.00                            | 1,000.00    | 0.00   |                |
| 248-000-802.000                           | Audit/Actuarial Fees                   | 1,010.00                  | 102.50                          |   | 0.00                            | 907.50      | 10.15  |                |
| 248-000-818.000                           | Contractual Services                   | 80,000.00                 | 31,241.15                       |   | 0.00                            | 48,758.85   | 39.05  |                |
| 248-000-853.000                           | Phone/Communications                   | 0.00                      | 192.97                          |   | 0.00                            | (192.97)    | 100.00 |                |

| GL NUMBER                                  | DESCRIPTION                       | 2018-19        | YTD BALANCE       | ACTIVITY FOR     |            | AVAILABLE         |        | % BDGT<br>USED |
|--|-----------------------------------|----------------|-------------------|------------------|------------|-------------------|--------|----------------|
|  |                                   | AMENDED BUDGET | NORMAL (ABNORMAL) | MONTH 06/30/2019 | (DECREASE) | NORMAL (ABNORMAL) |        |                |
| Fund 248 - Downtown Development Authority  |                                   |                |                   |                  |            |                   |        |                |
| Expenditures                               |                                   |                |                   |                  |            |                   |        |                |
| 248-000-853.116                            | Telecom - Cell Phone EE Reimb.    | 2,340.00       | 0.00              |                  | 0.00       | 2,340.00          | 0.00   |                |
| 248-000-873.000                            | Training/Education                | 12,000.00      | 5,690.10          |                  | 0.00       | 6,309.90          | 47.42  |                |
| 248-000-885.000                            | Special programs                  | 25,000.00      | 19,730.89         |                  | 0.00       | 5,269.11          | 78.92  |                |
| 248-000-900.000                            | Printing & Publishing             | 7,000.00       | 6,259.00          |                  | 0.00       | 741.00            | 89.41  |                |
| 248-000-914.000                            | Liability Insurance               | 1,800.00       | 0.00              |                  | 0.00       | 1,800.00          | 0.00   |                |
| 248-000-920.000                            | Utilities                         | 7,600.00       | 9,289.75          |                  | 0.00       | (1,689.75)        | 122.23 |                |
| 248-000-931.000                            | Facilities Maintenance            | 144,000.00     | 78,055.00         |                  | 0.00       | 65,945.00         | 54.20  |                |
| 248-000-940.200                            | Equipment Leases - Non-City owned | 0.00           | 0.00              |                  | 0.00       | 0.00              | 0.00   |                |
| 248-000-942.000                            | Building Rental                   | 1,800.00       | 712.00            |                  | 0.00       | 1,088.00          | 39.56  |                |
| 248-000-943.000                            | Equip Rental Alloc - General Fund | 2,800.00       | 147.00            |                  | 0.00       | 2,653.00          | 5.25   |                |
| 248-000-956.000                            | Miscellaneous                     | 52,800.00      | 3,358.39          |                  | 0.00       | 49,441.61         | 6.36   |                |
| 248-000-958.000                            | Memberships & Dues                | 3,500.00       | 1,818.00          |                  | 0.00       | 1,682.00          | 51.94  |                |
| 248-000-961.101                            | General Fund Admin Allocation     | 16,508.00      | 0.00              |                  | 0.00       | 16,508.00         | 0.00   |                |
| 248-000-968.000                            | Depreciation Expense              | 0.00           | 0.00              |                  | 0.00       | 0.00              | 0.00   |                |
| 248-000-970.000                            | Bad Debt                          | 0.00           | 0.00              |                  | 0.00       | 0.00              | 0.00   |                |
| 248-000-974.000                            | Public Improvements               | 15,000.00      | 12,500.00         |                  | 0.00       | 2,500.00          | 83.33  |                |
| 248-000-977.000                            | Capital Outlay                    | 5,000.00       | 0.00              |                  | 0.00       | 5,000.00          | 0.00   |                |
| 248-000-996.000                            | Interest Expense                  | 0.00           | 0.00              |                  | 0.00       | 0.00              | 0.00   |                |
| Total Dept 000 - General                   |                                   | 600,957.00     | 332,045.96        |                  | 0.00       | 268,911.04        | 55.25  |                |
| TOTAL EXPENDITURES                         |                                   | 600,957.00     | 332,045.96        |                  | 0.00       | 268,911.04        | 55.25  |                |
| Fund 248 - Downtown Development Authority: |                                   |                |                   |                  |            |                   |        |                |
| TOTAL REVENUES                             |                                   | 542,954.00     | 516,185.56        |                  | 0.00       | 26,768.44         | 95.07  |                |
| TOTAL EXPENDITURES                         |                                   | 600,957.00     | 332,045.96        |                  | 0.00       | 268,911.04        | 55.25  |                |
| NET OF REVENUES & EXPENDITURES             |                                   | (58,003.00)    | 184,139.60        |                  | 0.00       | (242,142.60)      | 317.47 |                |



DDA Hours Report  
December 2018

|                        | 12/1/2018    | 12/2/2018 | 12/3/2018 | 12/4/2018 | 12/5/2018 | 12/6/2018   | 12/7/2018   | 12/8/2018 | 12/9/2018 | 12/10/2018 | 12/11/2018 | 12/12/2018  | 12/13/2018  | 12/14/2018 | 12/15/2018 | 12/16/2018  | 12/17/2018  | 12/18/2018 | 12/19/2018 | 12/20/2018 | 12/21/2018 | 12/22/2018 | 12/23/2018 | 12/24/2018  | 12/25/2018  | 12/26/2018 | 12/27/2018 | 12/28/2018 | 12/29/2018 | 12/30/2018 | 12/31/2018 | Totals |
|------------------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|-----------|-----------|------------|------------|-------------|-------------|------------|------------|-------------|-------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------|
| Landscaping            |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Tree Planting          |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Tree Trimming          |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Flower Bed Maintenance |              |           |           |           | 8         |             | 7           |           |           |            |            | 1.5         |             |            |            |             |             |            |            |            |            |            |            |             | 6           |            | 3          |            | 4          |            |            | 29.5   |
| Hanging Baskets        |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Mulch                  |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Watering               |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Trash                  |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Sidewalks & ROW        |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 2.5    |
| Parking Lots           |              |           |           | 1.5       |           |             | 1           |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Street Litter Cans     |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| All Sites              | 2            |           |           |           |           |             |             | 6         | 4         | 2          | 10         | 9.5         | 9           | 6          | 6.5        | 2           | 8           | 6          | 10         | 10         | 8          | 4.5        | 2.5        | 4           |             | 12         | 8          | 10         |            | 5          | 4          | 149    |
| Fixed Assets           |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Graffiti Removal       |              |           |           |           |           |             |             |           |           |            |            |             | 1           |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 1      |
| Potholes               |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Curbs                  |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Brick Pavers           |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             | 1           |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 1      |
| General Repairs        |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             | 7           |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 7      |
| Other                  |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Powerwashing           |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Snow Removal           |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Banner Installs        |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 0      |
| Leaves                 |              |           |           | 6.5       | 8         | 8           |             |           |           | 16         |            | 4           | 4.5         |            | 10         |             |             | 12         | 8          |            |            |            |            |             |             | 12         |            | 10         |            |            |            | 89     |
| Special Events (DDA)   |              |           |           |           |           |             | 4           | 14.5      |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            | 28.5   |
| Material Usage         |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            |        |
| Notes                  |              |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            |        |
|                        |              |           |           |           |           | Total Hours | 70.5        |           |           |            |            | Total Hours | 80          |            |            | Total Hours | 76.5        |            |            |            |            |            |            | Total Hours | 80.5        |            |            |            |            |            |            | 307.5  |
|                        |              |           |           |           |           | Cost        | \$ 2,581.01 |           |           |            |            | Cost        | \$ 2,928.80 |            |            | Cost        | \$ 2,800.67 |            |            |            |            |            |            | Cost        | \$ 2,947.11 |            |            |            |            |            |            |        |
| Total Cost             | \$ 11,257.58 |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            |        |
| Total Hours            | 307.5        |           |           |           |           |             |             |           |           |            |            |             |             |            |            |             |             |            |            |            |            |            |            |             |             |            |            |            |            |            |            |        |

**DDA Hours Report**  
**Jan-19**

[illegible]

|             |             |
|-------------|-------------|
| Total Cost  | \$ 3,807.44 |
| Total Hours | 104         |

**DDA Hours Report**  
**Feb-19**

|                      |                        | 2/1/2019    | 2/2/2019 | 2/3/2019 | 2/4/2019 | 2/5/2019 | 2/6/2019 | 2/7/2019 | 2/8/2019 | 2/9/2019  | 2/10/2019   | 2/11/2019 | 2/12/2019 | 2/13/2019 | 2/14/2019 | 2/15/2019 | 2/16/2019 | 2/17/2019 | 2/18/2019 | 2/19/2019   | 2/20/2019 | 2/21/2019 | 2/22/2019 | 2/23/2019 | 2/24/2019 | 2/25/2019 | 2/26/2019 | 2/27/2019 | 2/28/2019   | Totals |    |      |  |  |  |  |           |      |
|----------------------|------------------------|-------------|----------|----------|----------|----------|----------|----------|----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|--------|----|------|--|--|--|--|-----------|------|
| Landscaping          | Tree Planting          |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
|                      | Tree Trimming          |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
|                      | Flower Bed Maintenance |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
|                      | Hanging Baskets        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
|                      | Mulch                  |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
|                      | Watering               |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
|                      |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        |    |      |  |  |  |  |           |      |
| Trash                |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
| Sidewalks & ROW      |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             | 0      |    |      |  |  |  |  |           |      |
| Parking Lots         |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Street Litter Cans   |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| All Sites            |                        | 4           |          | 5        |          | 8        |          |          |          | 6         |             | 4         |           | 2         |           | 4         |           | 2         |           | 3           |           | 4.5       |           | 3.5       |           | 3.5       |           | 4         |             | 5      |    | 58.5 |  |  |  |  |           |      |
| Fixed Assets         |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Graffiti Removal     |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Potholes             |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Curbs                |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Brick Pavers         |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| General Repairs      |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Other                |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Powerwashing         |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Snow Removal         |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 20 |      |  |  |  |  |           |      |
| Banner Installs      |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Leaves               |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Special Events (DDA) |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        | 0  |      |  |  |  |  |           |      |
| Material Usage       |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        |    |      |  |  |  |  |           |      |
| Notes                |                        |             |          |          |          |          |          |          |          |           |             |           |           |           |           |           |           |           |           |             |           |           |           |           |           |           |           |           |             |        |    |      |  |  |  |  |           |      |
|                      |                        | Total Hours |          |          |          |          |          |          |          | 23        | Total Hours |           |           |           |           |           |           |           | 23        | Total Hours |           |           |           |           |           |           |           | 16        | Total Hours |        |    |      |  |  |  |  | 16.5      | 78.5 |
|                      |                        | Cost        |          |          |          |          |          |          |          | \$ 842.03 | Cost        |           |           |           |           |           |           |           | \$ 842.03 | Cost        |           |           |           |           |           |           |           | \$ 585.76 | Cost        |        |    |      |  |  |  |  | \$ 604.07 |      |

|             |             |
|-------------|-------------|
| Total Cost  | \$ 2,873.89 |
| Total Hours | 78.5        |

**DDA Hours Report**  
**Mar-19**

|                      |                        | 3/1/2019 | 3/2/2019 | 3/3/2019 | 3/4/2019 | 3/5/2019 | 3/6/2019 | 3/7/2019 | 3/8/2019 | 3/9/2019 | 3/10/2019 | 3/11/2019 | 3/12/2019 | 3/13/2019 | 3/14/2019 | 3/15/2019 | 3/16/2019 | 3/17/2019 | 3/18/2019 | 3/19/2019 | 3/20/2019 | 3/21/2019 | 3/22/2019 | 3/23/2019 | 3/24/2019 | 3/25/2019 | 3/26/2019 | 3/27/2019 | 3/28/2019 | 3/29/2019 | 3/30/2019 | 3/31/2019 | Totals |      |   |    |
|----------------------|------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------|------|---|----|
| Landscaping          | Tree Planting          |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
|                      | Tree Trimming          |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
|                      | Flower Bed Maintenance |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 4         |           | 12        |           | 14        |           | 14        |           | 12     | 56   |   |    |
|                      | Hanging Baskets        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0      |      |   |    |
|                      | Mulch                  |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0      |      |   |    |
|                      | Watering               |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
| Trash                |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0      |      |   |    |
| Sidewalks & ROW      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0      |      |   |    |
| Parking Lots         |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0      |      |   |    |
| Street Litter Cans   |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           | 0      |      |   |    |
| All Sites            |                        | 5        |          |          | 4        |          |          | 4        |          |          | 1.5       | 2         |           |           | 4         |           | 8         |           | 3.5       |           | 12        |           |           | 2         |           | 12        |           | 10        |           | 2         |           | 2         |        | 2    | 4 | 80 |
| Fixed Assets         |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Graffiti Removal     |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Potholes             |                        |          |          |          |          |          |          |          |          |          |           |           | 2         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 2    |   |    |
| Curbs                |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Brick Pavers         |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| General Repairs      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Other                |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
| Powerwashing         |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Spring Cleaning      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           | 2         |           |           | 21.5      |           |           |           |           |           |           |           |           |        | 23.5 |   |    |
| Banner Installs      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Leaves               |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Special Events (DDA) |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        | 0    |   |    |
| Material Usage       |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
| Notes                |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |
|                      |                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |        |      |   |    |



# MEMO

**To:** DDA Board of Directors  
**From:** Barry Hicks, Ferndale DDA Executive Director  
**CC:** none  
**Date:** 04/09/2019  
**Re:** Library Tax Capture Agreement Renewal

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Last year the DDA and Ferndale Library entered in to an agreement to allow the Ferndale DDA to continue to collect their portion of Tax Increment Financing (TIF) revenues from the library millage. The State had made changes to the TIF legislation that would have prevented the DDA from collecting Library Millage TIF unless there was an interlocal Governmental Agreement in place that would allow for it.

The Current agreement with the Library expires in May, 2019. The attached agreement is a revised version of the past years' agreement to allow TIF capture to continue through June 30, 2021. The dates in the new agreement also align with the City & Library's Fiscal Year, which will make the agreement easier to track for auditors. The agreement runs for a two (2) year period at which time the Library and DDA will have to decide whether or not to renew the agreement.

The TIF capture returned to the DDA as a result of this agreement is approximately \$40-\$45,000 annually. The Library knows the importance of this money to the DDA and sees the benefit of the DDA's Capital Investments and programs in the downtown. The Library Board has been supportive of continuing this agreement.

Attached is a marked-up version of the agreement so you can see the changes from last year.

## **Recommended Action**

To AUTHORIZE the DDA Board Chairperson to renew an agreement with the Ferndale Area District Library as presented.

## **AGREEMENT TO SHARE TAX INCREMENT FINANCING REVENUE FROM THE FERNDALE AREA DISTRICT LIBRARY MILLAGE**

This Agreement is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2019 (“Effective Date”) by and between the City of Ferndale Downtown Development Authority (“DDA”) and the Ferndale Area District Library (“Library”). The DDA and the Library are sometimes hereinafter referred to collectively as the “Parties.”

### **RECITALS**

**WHEREAS**, the DDA was established by the City of Ferndale pursuant to 1975 PA 197, the Downtown Development Authority Act (the “Act”); and

**WHEREAS**, the DDA had approved a Development Plan and Tax Increment Financing Plan and currently captures Tax Increment Financing (“TIF”) revenues from various taxing jurisdictions; and

**WHEREAS**, the Library is a taxing jurisdiction and levies a district wide millage for library purposes (“Library Millage”); and

**WHEREAS**, pursuant to 2017 PA 506, the Library’s millage is now automatically exempt from capture because all obligations of the DDA have been paid; and

**WHEREAS**, Section 3(3) of the Act authorizes the DDA and the Library to enter into an agreement to allow all or a portion of the Library taxes levied to be included as tax increment revenues and subject to capture; and

**WHEREAS**, pursuant to Section 3(3) of the Act, the Library desires to enter into an agreement with the DDA to allow all or a portion of the Library Millage to be included as tax increment revenues and subject to capture;

**NOW THEREFORE**, in order to carry out the intent of the Parties and all Parties providing valuable consideration, the receipt of which is acknowledged, the Parties agree as follows:

1. **Agreement to Share the Library taxes.** The Library, pursuant to Section 3(3) of the Act, agrees to allow a portion of the Library Millage to be included as tax increment revenues and subject to capture. The amount of Library Millage that the Library is sharing with the DDA shall be equal to the amount that the DDA would have received from the Library Millage levy if the DDA was capturing tax increment financing revenue pursuant to the DDA’s approved Plan. (hereinafter referred to as "Amount of Shared Capture"). The Library authorizes the City of Ferndale to capture the Amount of Shared Capture from the Library’s 2019-2020 Library Millage and 2020-2021 Library Millage and disburse the Amount of Shared Capture to the DDA pursuant to the terms of this Agreement.

2. **Use of Amount of Shared Capture.** As a condition of receiving the Amount of Shared Capture identified in paragraph 1 above, the DDA shall provide the Library with a description of the intended uses of the Amount of Shared Capture. ~~Such description shall be attached as Exhibit A to this Agreement.~~ On or before ~~May 1, 2018~~ July 31 of each year, the DDA shall provide documentation demonstrating the value of the Shared Capture to the Central Business District, which the Library is a part of, and any partnership opportunities with the Library. ~~how the Amount of Shared Capture was spent or how the DDA intends to allocate any unspent amounts for both fiscal years.~~
3. **Term.** The term of this Agreement shall begin on July 1, 2019 and end on June 30, 2021. The only tax levies that the Library is agreeing to share pursuant to paragraph 1 are the July 2019 and July 2020 tax levies.
4. **Integration.** The Agreement sets forth the entire agreement and understanding between the Parties as to the subject matter hereof, and supersedes all prior and/or contemporaneous discussions, representations, amendments, or understandings of every kind and nature between them.
5. **Waiver.** No waiver of any of the obligations contained herein shall be effective for any purpose unless the same shall be in writing signed by a representative of the Library upon its Library Board's approval and signed by the DDA's Chairman or Director upon its Authority Board approval.
6. **Applicable Law.** This Agreement shall be interpreted in accordance with the laws of the State of Michigan.
7. **Severability.** If any provision of this Agreement is found to be invalid or unenforceable, it shall not affect the validity of the balance of this Agreement, which shall remain valid and enforceable according to its terms.
8. **Construction.** This Agreement has been prepared and negotiations have occurred in connection with said preparation pursuant to the joint efforts of the Parties. This Agreement therefore shall not be construed against any party to this Agreement.
9. **No Third Party Beneficiaries.** This Agreement is not intended to confer upon any person or entity, other than the Parties hereto, any rights or remedies of any kind or nature whatsoever.
10. **Amendment.** This Agreement may not be amended or modified except by written agreement signed by both Parties.
11. **Counterparts.** This Agreement may be executed in several counterparts each of which shall be deemed one and the same Agreement. It shall be binding upon and inure to the benefit of the Parties to it and their respective successors and assigns.

12. **Filing with Clerk.** As required by Section 3(3) of the Act, this Agreement shall be filed with the City of Ferndale Clerk after it is executed.

**IN WITNESS WHEREOF**, the Parties have executed this Agreement as of the Effective Date.

**CITY OF FERNDAL DOWNTOWN  
DEVELOPMENT AUTHORITY**

By \_\_\_\_\_  
Its: Chairman

Date: \_\_\_\_\_

**FERNDAL AREA DISTRICT LIBRARY**

By \_\_\_\_\_  
Its: President

Date: \_\_\_\_\_





# MEMO

**To:** DDA Board of Directors  
**From:** Barry Hicks, Ferndale DDA Executive Director  
**CC:** none  
**Date:** 04/09/2019  
**Re:** Off-Premise Spirit Tasting Room License – 22812 Woodward Avenue

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The Applicant, TCWC, LLC (Traverse City Whisky Company), is requesting that the City of Ferndale grant permission for a new Off-Premise Spirit Tasting Room License. The location is in the former Como's bar space at 22812 Woodward Avenue. The space is currently covered by an existing Class C license that remained with the property after Como's closed, however, the Traverse City Whisky Company is asking for a separate Off-Premise Spirit Tasting Room License so that they can operate independent from the new Como's Restaurant.

Since this is not a Class C Liquor License it is not transferable and can only be used with the Traverse City Whisky Company. If their tasting room closes, the license is lost and space would revert back to being covered by the existing Class C license with Como's.

This is not a new bar or restaurant space as the former use was a bar/restaurant with a Class C Liquor License. The proposal does not include an expansion of the space and will not increase the square footage of a space that was not previously already covered by a liquor license. Therefore, the applicant is not subject to the requirements in the City's Parking Payment In Lieu Policy.

## **Recommended Action**

To RECOMMEND that City Council approve the applicant's request for a new Off-Premise Spirit Tasting Room License.



LAW OFFICES

**ADKISON, NEED, ALLEN, & RENTROP**

PROFESSIONAL LIMITED LIABILITY COMPANY

PHILLIP G. ADKISON  
KELLY A. ALLEN  
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Telephone (248) 540-7400  
Facsimile (248) 540-7401  
www.ANAfirm.com

OF COUNSEL:

KEVIN M. CHUDLER  
LINDA S. MAYER  
KATHERINE A. TOMASIK

March 1, 2019

Via Electronic Mail

Ms. Marne McGrath, City Clerk  
City of Ferndale  
300 East Nine Mile Road  
Ferndale, Michigan 48220

**Re: TCWC, LLC  
22812 Woodward, Suite 200, Ferndale, MI 48220  
Request for New Off-Premise Spirit Tasting Room License**

Dear Ms. McGrath:

We represent TCWC, LLC ("TCWC") in liquor licensing matters. TCWC will do business as Traverse City Whiskey Co ("Traverse City Whiskey Co") at 22812 Woodward, Suite 200, in Ferndale. This space was formerly operated as Como's. TCWC has applied to the Michigan Liquor Control Commission ("MLCC") for a new Off-Premises Tasting Room License. TCWC currently owns and operates Small Distiller licenses in Traverse City and Leelanau.

The New Off-Premise Spirit Tasting Room would allow TCWC to sell a bottle of spirits for consumption off the licensed premises, and would allow the sale of drinks by the glass for consumption on the premises and/or samples of the spirits. The New Off-Premise Spirit Tasting Room License will be located at 22812 Woodward, Suite 200, in Ferndale.

On December 19, 2018, new legislation changed the requirements for tasting rooms by creating Off-Premises Tasting Room licenses that take the place of Spirit Tasting Room locations under the prior law. Under the new statute, MCL 436.1536(8)(d), local governmental unit approval is required. Therefore, this application is being submitted to the City.

TCWC will employ approximately 2 full-time and 5-6 part-time employees, and will have interior seating for 60 patrons, which includes 18 seats at the bar. TCWC's proposed hours of operation will be seven days a week from 4:00 p.m. to midnight. TCWC's hours may vary based on customer demand.

Enclosed is MLCC form LCC-106, the form required by the MLCC indicating the City's

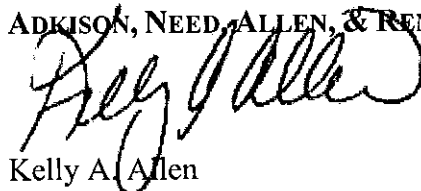
3.11.19 CA #1679 TCWC, LLC J50-  
3.7.19 CA #8128 TCWC, LLC J50-

approval of the application for the new license. We enclose the proposed floor plan, menu, and City review criteria for the City Council's review.

Please review the enclosed documents and contact us regarding appearance before the Ferndale City Council. Please contact me or my legal assistant, Laura Peters, with any questions. Thank you for your assistance in this matter.

Very truly yours,

ADKISON, NEED, ALLEN, & RENTROP, PLLC

A handwritten signature in black ink, appearing to read "Kelly A. Allen", is written over the printed name.

Kelly A. Allen

/lp  
Enclosures



**Local Government Approval**  
(Authorized by MCL 436.1501)

**Instructions for Applicants:**

- You must obtain a recommendation from the local legislative body for a new on-premises license application, certain types of license classification transfers, and/or a new banquet facility permit.

**Instructions for Local Legislative Body:**

- Complete this resolution or provide a resolution, along with certification from the clerk or adopted minutes from the meeting at which this request was considered.

At a \_\_\_\_\_ meeting of the \_\_\_\_\_ City of Ferndale \_\_\_\_\_ council/board  
(regular or special) (township, city, village)

called to order by \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
(date) (time)

the following resolution was offered:

Moved by \_\_\_\_\_ and supported by \_\_\_\_\_

that the application from TCWC, LLC \_\_\_\_\_  
(name of applicant)

for the following license(s): New Off-Premises Spirit Tasting Room License \_\_\_\_\_  
(list specific licenses requested)

to be located at: 22812 Woodward Ave, Suite 200, Ferndale, MI \_\_\_\_\_

and the following permit, if applied for:

☐ Banquet Facility Permit Address of Banquet Facility: \_\_\_\_\_

It is the consensus of this body that it \_\_\_\_\_ this application be considered for  
(recommends/does not recommend)

approval by the Michigan Liquor Control Commission.

If disapproved, the reasons for disapproval are \_\_\_\_\_

**Vote**

Yeas: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the \_\_\_\_\_  
council/board at a \_\_\_\_\_ meeting held on \_\_\_\_\_ (township, city, village)  
(regular or special) (date)

\_\_\_\_\_  
Print Name of Clerk

\_\_\_\_\_  
Signature of Clerk

\_\_\_\_\_  
Date

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. Further, the Commission shall have the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the licensure of businesses and individuals.

Please return this completed form along with any corresponding documents to:

Michigan Liquor Control Commission

Mailing address: P.O. Box 30005, Lansing, MI 48909

Hand deliveries or overnight packages: Constitution Hall - 525 W. Allegan, Lansing, MI 48933

Fax to: 517-763-0059



# STILLHOUSE MENU

## FLIGHTS & POURS

**SAMPLE** (1/2 oz.) \$3 **POUR** (2 oz.) \$12  
\$1 BARREL PROOF NEAT or ON THE ROCKS

**WHISKEY FLIGHT** (5 SAMPLES) \$14

**\* FLIP MENU FOR THE WHISKEY LINE-UP\*\***

## COCKTAILS

**CLASSIC \$9**

**MANHATTAN**

**OLD FASHIONED**

**ROULEVARDIER**

**\$1 FOR BARREL AGED CLASSIC COCKTAIL**

## SPECIALTY

**CHERRY SOUR** 9

CHERRY WHISKEY, CITRUS, FRESH SQUEEZED SOUR MIX,  
SIMPLE SYRUP \*WINTER HACK: TRY WITH APPLE WHISKEY

**CHICAN MULE** 8

BOURBON, GINGER BEER, LIME

**WAKE-UP CALL** 9

ROASTED BREW COFFEE, RYE WHISKEY, CINNAMON  
SIMPLE SYRUP, ALMOND MILK

**SPARK \*\*** 10

ROASTED FINISH BOURBON, FRESH LIME JUICE, ORANGE  
JUICE, SIMPLE SYRUP & A SPLASH OF "CRAN"

\* \$1 FROM SPARK COCKTAIL DONATED TO LOCAL CHARITY

**TEA TODDY** 7

ROASTED BOURBON, BLACK TEA, LEMON, HONEY

**WHISKEY MARGARITA** 8

BOURBON, FRESH LIME JUICE, ORANGE ZEST  
HOMEMADE SIMPLE SYRUP

**PID'S ARROW** 9

CHERRY WHISKEY, PEACH PURÉE,  
FRESH LEMON JUICE, CLUB SODA, CHERRY GARNISH



**SMALL PLATES ON SEPARATE MENU CARD**

## **CITY OF FERNDALE LIQUOR LICENSING CRITERIA**

This is a request from TCWC, LLC ("TCWC"), doing business as Traverse City Whiskey Co. ("Traverse City Whiskey Co"), for approval from the City of Ferndale ("City") for a new Off-Premises Spirit Tasting Room License to be located at 22812 Woodward, Suite 200, Ferndale. TCWC is licensed by the Michigan Liquor Control Commission as a Small Distiller, which has facilities in Traverse City.

- 1. Whether the applicant's proposed location is within the City's Downtown Development District Plan and/or consistent with the City's Master Plan.**

TCWC, LLC is located within the City's Downtown Development District ("DDA"). TCWC, LLC is located in a portion of the space formerly operated as Como's. This is not a request for approval for a DDA license but for a new Off-Premises Spirit Tasting Room License under a "new law" passed by the legislature in December of 2018. The new law allows a small distiller to operate an "Off-Premise Spirit Tasting Room License" ("Tasting Room"). The Tasting Room, as of December 17, 2018, requires the City's approval.

- 2. The general trend and character of the land and building identified for the proposed location.**

Traverse City Whiskey Co conforms to the general trend and character of the land and building for this location.

- 3. Input from residents and surrounding business owners, including other Class C license holders.**

Traverse City Whiskey Co has had positive input from other surrounding business owners, including other Class C license holders.

- 4. The impact of the establishment on surrounding businesses and neighborhoods.**

Traverse City Whiskey Co will not have an adverse impact on surrounding businesses and neighborhoods, as this was formerly part of the foot print of the original Como's, and Traverse City Whiskey Co will give local residents and visitors the experience of homemade whiskey from a small distiller in a tasting room.

- 5. Written Plan for crowd control for the proposed establishment by an appropriate qualified expert.**

Traverse City Whiskey Co does not expect to have an issue with crowd control at the proposed establishment. Management, waitstaff and the owners will handle any issues with the crowd and the management/supervisor staff will be trained in alcohol management

within 180 days of being licensed pursuant to the Michigan Liquor Control Commission's ("MLCC") code.

**6. Written Plan for vehicular movement anticipated for the proposed establishment by an appropriate qualified expert.**

Traverse City Whiskey Co does not expect there to be any issue with vehicular movement around the proposed establishment as this was formerly operated as part of the original Como's footprint.

**7. Number of on-premises establishments within 500 feet.**

The New Como's, Imperial, Howe's Bayou, Danny's Irish Pub, The Emory, Ferndale Elks, Dino's Lounge, Sakana Sushi Lounge, Bosco Lounge, Inyo, J's Penalty Box, and Grasshopper Underground all appear to be within 500 feet of Traverse City Whiskey Co.

**8. Whether the proposed premises requires any variances from City zoning ordinances and whether the applicant's proposed operation conforms with all health and safety codes and ordinances.**

The Applicant's proposed operation will comply with all health and safety ordinances.

**9. Concentration of drinking establishments with the addition of the applicant's establishment and impact on policing requirements.**

Traverse City Whiskey Co will be located in the City's DDA, which has a variety of restaurants and drinking establishments. The addition of Traverse City Whiskey Co should not impact policing resources.

**10. Applicant's business history.**

This is an extension of Traverse City Whiskey Co's main Small Distiller license in Traverse City to have a tasting room in Ferndale. Traverse City Whiskey Co was licensed in 2014 in Traverse City and in 2017 opened a second Small Distiller and tasting room in the Leelanau Peninsula.

**11. Applicant's LCC violation history.**

Traverse City Whiskey Co has a perfect record with the MLCC.

**12. Percent of floor area proposed to be devoted to dining versus bar area.**

Traverse City Whiskey Co's proposed floor plan will be all for dining and bar area. The entire square footage of the space is 1,251, with 987 square feet (79%) for dining and 264 square feet (21%) for the actual bar area.



**13. Size of kitchen in relation to the total square footage of the establishment.**

Traverse City Whiskey Co will not have its own kitchen. The food provided for the customers of Traverse City Whiskey Co will be from Como's kitchen, or from other local Ferndale restaurants.

**14. Size of dance floor area, if any, proposed by the applicant.**

Traverse City Whiskey Co will not have a dance floor.

**15. Proposed hours of operation, full or part-time jobs required at the establishment.**

Traverse City Whiskey Co hours of operation will be from 4:00 p.m. to midnight, seven days per week. The hours may be adjusted based on customer demand. Traverse City Whiskey Co will have approximately 8 full and part time employees.

**16. Overall benefit of the plan to the City of Ferndale.**

Traverse City Whiskey Co will be a positive benefit to the City, offering homemade whiskey and various other spirits.

**17. Whether the applicant is a resident of the City of Ferndale or currently operates a business in the City of Ferndale.**

The owners of Traverse City Whiskey Co are not residents of Ferndale and do not operate a business in the City. However, one of the owners will be moving to Ferndale.

**18. Whether the applicant, if it is a proposed new license under authority of MCL §436.1521a, has complied with all the statutory requirements of MCL §436.1521a.**

This is not an application under §436.1521a.



# MEMO

**To:** DDA Board of Directors  
**From:** Barry Hicks, Ferndale DDA Executive Director  
**CC:** none  
**Date:** 04/09/2019  
**Re:** Executive Director Retirement Funds Distribution

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The Executive Director has served the Ferndale DDA since October 19, 2015. The Executive Director's employment contract retirement benefit summary currently reads as follows:

*"Exhibit B: Employee Benefits Programs:  
401 (a) ICMA 7% Contribution by DDA, 3% Contribution Employee  
(50% Vested at 3 years, 75% Vested after 4 years, 100% after 5 years)"*

The Executive Director is requesting the contributions made by the employer in to the ICMA retirement plan be distributed to the Executive Director in-full upon their departure.

## **Recommended Action**

To APPROVE the Executive Director's request to distribute all funds from the ICMA retirement plan to the Executive Director in-full upon their departure.

City of Ferndale Downtown Development Authority  
Pre-proposal for Small Business Innovation Strategies Series

- The City of Ferndale, MI Downtown Development Authority seeks to partner with DesignThinkers Group USA to develop a series of training workshops for the small business community in the city and potentially neighboring municipalities.
- The purpose of the trainings is to assist business owners with professional development by providing training in design-driven methods for innovation and creative problem-solving. The series will be designed to help address challenges and pain points of small businesses as represented in part by the newly formed DDA Business to Business Group.
- The *Small Business Innovation Series* will help support sustaining growth and innovation by providing new tools and methods of human-centered design thinking, lean business, and innovation that participating businesses will be able to apply to their own businesses right away.
- Design thinking has been widely recognized as a framework for designing products, services and processes from a human-centered perspective. It includes a set of tools, methodologies and mindset that helps organizations to better empathize with, discover new opportunities, and design solutions for their customers.
- The Series will cover emerging topics in innovation and the value of using design-centered methodologies in 2-3 hour interactive workshops.
- Learning Objectives

**By the end of each session participants will:**

- Learn new ways to address complex challenges in their business
- Learn how design and innovation practices can accelerate business growth
- Further develop their ideas and opportunities using innovation methods
- Be equipped with new innovation tools and actions to implement right away
- Improve the way your team collaborates and come up with new concepts
- Better understand customer needs from their perspective
- Engage with network of peers in your business community

City of Ferndale Downtown Development Authority  
Pre-proposal for Small Business Innovation Strategies Series

*Small Business Innovation Series*

| DATE  | TOPIC  | DESCRIPTION   | DURATION  |
|-------|--|---|-----------|
| April | <b>Innovate for competitive advantage in your business:</b> <i>The business value of becoming more design-driven.</i>              | An overview of design thinking as a human-centered design method and how it can be used to uncover innovative opportunities, improve customer experience, and empower teams to work more collaboratively.   | 2 - hours |
| May   | <b>Designing the Customer Experience:</b> <i>Improve your products and services based on needs and insights of your customers.</i> | <p>An introduction to customer journey mapping as a method and tool used to help businesses unleash collaborative creativity and come up with innovative new concepts.</p> <p>Whether you are in the product or service business, understanding the customer journey is key to addressing latent customer needs and discovering new opportunities for your business to address.</p>   | 3 - hours |
| June  | <b>Rapid Idea Generation:</b> <i>How to generate ideas quickly and adapt them to maintain relevance in the marketplace.</i>        | <p>"Fail early and often in order to succeed sooner" is one of the mantras of innovation. But how do you operationalize this concept, especially in environments where there is little time or tolerance for anything other than success?</p> <p>This is where rapid prototyping comes in. This talk will cover the value of prototyping as a way to fail safely, to learn what does and doesn't work, and to do so as quickly and cheaply as possible.</p> | 2 - hours |
| July  | <b>Collaborate on Concepts:</b> <i>Co-create and test new ideas for your business with customer and peer input.</i>                | Part of our struggle with solving complex problems sometimes lies in who we enlist in the effort. One proven approach is to go beyond the "usual suspects" and invite customers, partners, and even non-experts who can bring a diversity of  | 3 -hours  |

City of Ferndale Downtown Development Authority  
Pre-proposal for Small Business Innovation Strategies Series

|               |   |   |           |
|---------------|---|---|-----------|
|               |   | perspective and experience to the table. In this talk we'll look at how organizations are using co-creation to engage multiple stakeholders earlier than normal in the design process.  |           |
| <b>August</b> | <b>Business Model Innovation:</b> <i>One-page business planning for innovation and change in your business.</i> | Create a business strategy in one-page using the business model canvas. Discover how your business creates, deliver, and capture value in this interactive strategy session where you'll consider how new ideas impact your current business model. | 2 - hours |
| <b>TBD</b>    | <b>In-house Customer Journey Mapping:</b>   |   | Full day  |
| <b>TOTALS</b> |   |   |           |

**Estimated Cost:**

\$1,925 per session - 1 facilitator for a 2 hour session

\$2,800 per session - half-day session

\$5,600 per session - 2 facilitators for a half-day session

Full-day session, Customer Journey Map for example, would be \$495/per person with a discount applied for providing venue.

\*Does not include cost of additional supplies and materials such as printing, travel, or food expenses.

\*Any sessions can include 1-2 facilitators. Will depend on the number of participants and the preference of DDA.

\*\*Venue and catering provided by DDA.



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## **MAIN STREET OAKLAND COUNTY MENU OF OFFERINGS**

### **CUSTOMER SERVICE/SELLING/HIRING AND TRAINING**

**1-Hour Presentation:** *(Note: these can be done as a breakfast, lunch, or evening event.)*

- **Raising the Bar on Customer Service:** A quick trip through a typical customer interaction with a retail or restaurant business to look at how each touchpoint affects the transaction and how to improve your level of service to the point your customers do all the advertising for you.
- **Finding the Perfect Employee:** They say you cannot find the perfect employee, you have to make him or her. It helps if you start with the right ingredients. This presentation shows you a different way to evaluate potential applicants including a better way to attract the right people, the right interview questions to ask, and two more tips everyone should follow before hiring a single person. Follow these techniques and you'll make more perfect employees than anyone else in your industry.

**Half-Day Workshop:** *(Note: both of these can be broken down into a series of four 45-60 minute presentations, such as a Lunch & Learn or Business Building Breakfast program)*

- **The Ultimate Selling Workshop:** This workshop takes the best tools and techniques for meeting, greeting, and building the relationship with your customer and wraps them up into one power-packed session that includes training activities for you to teach your staff, hands-on activities that drive home each point, and a map to guide you to better selling. You'll learn how to build long-term relationships, how to better handle rejection, how to close sales for good, and how to get the most out of every transaction. You'll even learn how to attract the best, most profitable customers to your store.
- **Turning Your Staff Into a Work of Art:** This workshop teaches you how to change your store's focus from business-centric to customer-centric so that you can deliver a level of service that exceeds even your best customer's expectations. You'll learn how to find and hire new talent that puts you head and shoulders above your competition. You'll learn how to train your staff in a way that makes them want to learn more, do more, and be more. You'll learn how to motivate your staff to consistently reach higher levels. In today's cutthroat retail climate it is your culture that sets you apart from your competitors.

### **MARKETING & ADVERTISING**

**1-Hour Presentation:** *(Note: these can be done as a breakfast, lunch, or evening event.)*

- **Main Street Marketing on a Shoestring Budget:** Not every business has tens of thousands of dollars to spend on advertising. If you have a limited budget, these seven techniques will get traffic through your door at minimal or no cost to you.

- **Get Your Customers Talking About YOU:** Word-of-Mouth is the most powerful form of advertising. This presentation shows you four simple, yet effective ways to generate word-of-mouth and get people to brag about your business to others.
- **Making Your Ads More Effective:** Whether you do print, broadcast or social media, this presentation shows you how to craft a stronger message that will get noticed and move the needle. Your advertising and your business will never be the same.

**Half-Day Workshop:** *(Note: this can be broken down into a series of four 45-60 minute presentations, such as a Lunch & Learn or Business Building Breakfast program)*

- **How Advertising Really Works:** Think of this as a Master's Degree in Advertising in half a day. In this workshop you'll walk through all types of media including how they work, and more importantly, how they don't. You'll learn how to harness the power of Internet and the various social media. You'll learn how to deliver your message in the most effective way for your market. You'll also learn how to market your business on the cheap with eight different techniques that drive traffic without busting the budget.

## INVENTORY MANAGEMENT/RETAIL MATH

*(Note: these topics are retailer-specific and not designed for service-based businesses)*

**1-Hour Presentation:** *(Note: these can be done as a breakfast, lunch, or evening event.)*

- **Pricing for Profit:** Most businesses leave thousands of dollars on the table because they don't understand the principles behind how to properly price their products or services. This presentation shows you how you can raise prices and increase unit sales by harnessing the power of perception. Learn these techniques and you'll start making more money the very first day.
- **Financials You Can Understand:** You don't have to be an accountant to understand your accounting (but it helps). This presentation breaks down the Balance Sheet and Profit & Loss (Income) Statement into understandable segments so that you can read them, understand them, and use them to manage your money.
- **Cash is King, You are the Adviser:** This presentation for retailers shows you more intuitive ways to manage your inventory levels to make sure you have the cash to pay your bills. You will learn how to structure an Open-to-Buy program, what numbers you need to be measuring, and simple tips that will improve your cash flow.

**Half-Day Workshop:** *(Note: this can be broken down into a series of four 45-60 minute presentations, such as a Lunch & Learn or Business Building Breakfast program)*

- **Retail Math for the Mathematically Challenged:** Cash is King in retail. If you don't know the math, you won't know where your cash is hiding. This workshop teaches you all the math you need to know in an easy-to-follow method to help you understand the financial health of your business and unlock the cash hidden in it. You will learn how to manage your inventory better, raise your profit margins without negatively affecting your sales, and put more money in the bank.

## **QUICK TIPS/KEYNOTES**

If you don't have the time or don't believe there is enough interest to schedule workshops or presentations, I am also available to do short, simple presentations (10-20 minutes) at already-scheduled meetings or keynote address for larger events.

Contact me to discuss topics, formats, and pricing.

## **RETAIL SUCCESS ACADEMY**

*(Note: this program was originally designed for retailers but now includes plenty of information and instruction for service-based companies and restaurants, too.)*

This is the granddaddy of all the programming and incorporates all four half-day workshops listed above plus a fifth program on Goal Setting and Strategic Planning.

The RSA can be scheduled as a five-week program with five half-day sessions or a full weekend program including all day Saturday & Sunday.

Because of the nature of the programming, class size is limited to 8 businesses *(two people per business)*.





## DDA PLANNING UNIT—DDAPU

### Definition

The DDA Planning Unit (DDAPU) is a leadership team whose members include existing DDA staff, Ferndale City Manager, and a member each from the Community and Economic Development (CED) and Communications Departments.

### Term

The DDAPU is a pilot concept that should operate to serve the DDA and City for 120-180 days. The DDAPU can leverage the relationships and resources between the City and DDA to enable continuity of DDA operations and strategies through the vacancy left by the outgoing Executive Director.

- The DDAPU provides the DDA Board with the time and opportunity to consider replacing the vacancy of executive leadership moving forward.

### Focus Areas

The DDAPU includes three primary focus areas.

1. **Administration and Strategy:** The DDA's strategic plan articulates the vision approved by the DDA Board in 2016. The strategic plan sets the tone for initiatives and actions critical to achieving a successful downtown experience. The City Manager's office will assist the DDA in the presentation of the strategic plan, budget adoption and alignment, and progress reports concerning the plan, priorities, and performance.
2. **Planning and Economic Development:** Change in the downtown is dynamic. The CED Department will assist the DDA in presenting and adopting the 2019 TIF Plan update, including capital improvement program. The CED Department is well positioned to assist the DDA with alignment opportunities with the City's Master Land Use Plan, Capital Improvement Program, and Mobility Plan.
3. **Communications:** The City's communications team will primarily assist the DDA in the promotion of budget and plan related-projects and initiatives. Example promotions include the DDA's Lyft code program to support businesses during construction, The dot and parking system related milestone updates, surveys, etc.
  - The DDA's current Deputy Director is an experienced subject matter expert and is best positioned to lead communications about business-to-business needs, DDA special events, etc.

**Short term objectives (90 days)**

1. Administration and Strategy
  - a. Adopt FYE 2020 budget by DDA Board and City Council.
  - b. Incorporate DDA Strategic Plan into the City's Envisio software, enabling staff to manage actions and initiatives organized under the strategic plan. The objective is to focus resources on plan-oriented objectives and enable a report-out feature for the Board.
  - c. Leadership needs assessment: Interview existing stakeholders about the vision for DDA leadership. Stakeholders may include elected officials, appointed officials, city government leaders, downtown business owners and residents, property owners, and guests.
2. Communications
  - a. Update communications plan for construction support services (Lyft, valet, etc.).
  - b. Establish a special event communications calendar.
3. Planning and Development
  - a. Adopt 2019 TIF Plan update. The TIF plan shall consider recent legislative updates and include a capital improvement program that aligns with the DDA's strategic objectives and budget process.
  - b. Recommend a temporary business relations specialist job posting and/or refer a temporary services agency.
  - c. Coordinate with City's HR Department on job description updates for DDA and interviews with existing DDA staff.
  - d. Review current recruitment/retention system, provide recommendations.

**Meetings**

The DDAPU shall convene, at minimum, a monthly strategy meeting to discuss general DDA business, strategic updates and priorities, project updates, and the preparation of a monthly board packet.

- Project-oriented meetings shall be convened as necessary.

**Reporting Structure**

The Deputy DDA Director shall remain the principle liaison for the DDA Board. DDAPU members shall submit monthly packet materials to the Deputy Director for packet assembly and presentation. Each member of the DDAPU shall attend the DDA's monthly board meetings to provide input on DDA business. The packet should be ready to post no later than 72 hours prior to the DDA Board meeting.