



**FERNDALE DDA  
BOARD OF DIRECTORS MEETING  
THURSDAY, AUGUST 11, 2016  
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: June 2016
- II. Consent Agenda
  - A. Financial Reports
  - B. DDA Staff/Committees Report
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Organization Reports
  - A. Chamber of Commerce
  - B. Woodward Avenue Action Association
  - C. Ferndale Public Schools
- V. **Action Items**
  - A. BUILD Application – 310-318 W. Nine Mile
  - B. Band Sponsorship
  - C. Art Piece
  - D. Holiday Hoof
- VI. Strategic Plan – Plan Comparisons & Cross-Analysis
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

**CALENDAR OF EVENTS**

**August**

**2<sup>nd</sup>**  
Design Committee 6pm  
**3<sup>rd</sup>**  
Executive Committee 3pm  
Biz Dev Committee 5pm  
**8<sup>th</sup>**  
City Council 7pm  
**11<sup>th</sup>**  
DDA Board of Directors 8am  
**18<sup>th</sup>**  
Get Reel Movie  
**19<sup>th</sup> – 20<sup>th</sup>**  
Camp Vester  
**20<sup>th</sup>**  
Dream Cruise  
**22<sup>nd</sup>**  
City Council 7pm  
**24<sup>th</sup>**  
Promotions Committee 5pm  
**31<sup>st</sup>**  
Executive Committee 3pm

**September**

**5<sup>th</sup>**  
*Labor Day – closed*  
**6<sup>th</sup>**  
Design Committee 6pm  
**7<sup>th</sup>**  
Biz Dev Committee 5pm  
**8<sup>th</sup>**  
DDA Board of Directors 8am  
**12<sup>th</sup>**  
City Council 7pm  
**15<sup>th</sup>**  
Get Reel Movie  
**16<sup>th</sup> – 18<sup>th</sup>**  
DIY  
**23<sup>rd</sup> – 25<sup>th</sup>**  
Funky Ferndale Art Fair  
**26<sup>th</sup>**  
City Council 7pm  
**28<sup>th</sup>**  
Promotions Committee 5pm

**October**

**4<sup>th</sup>**  
Design Committee 6pm  
**5<sup>th</sup>**  
Executive Committee 3pm  
Biz Dev Committee 5pm  
**10<sup>th</sup>**  
City Council 7pm  
**13<sup>th</sup>**  
DDA Board of Directors 8am  
**20<sup>th</sup>**  
Fido Does Ferndale  
**24<sup>th</sup>**  
City Council 7pm  
**26<sup>th</sup>**  
Promotions Committee 5pm

***The mission of the Ferndale DDA is:  
Work together to drive, deliver, and advance the great downtown Ferndale experience.***



## FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

### BOARD OF DIRECTORS MEETING

**THURSDAY, JUNE 9, 2016 at 8:00 A.M.**

FERNDALE DDA OFFICE/CITY COUNCIL CHAMBERS

300 E. 9 MILE

FERNDALE, MI 48220

#### I. CALL TO ORDER

A. Roll Call 8:05 a.m.

**DDA Board Members Present:** Ed Lane, Jay McMillan, Dean Bach, Jacki Smith, Jerome Raska, Michael Hennes and Chris Johnston

**DDA Board Members Absent:** Mindy Cupples, Mayor/Council

**Staff Present:** Cindy Willcock and Michelle Delacourt

**Guests:** Joe Gacioch (City of Ferndale), Kim Hart (Ferndale Area Chamber of Commerce), Jessica Keyser, Monique Herzig (Ferndale Area District Library), Blake Prewitt, Jim O'Donnell (Ferndale Public Schools) and Andy Meisner, Oakland County Treasurer

B. Dismissals: Mindy Cupples (vacation), Mayor/Council

C. Approval of Minutes May 2016

Motion by Director Smith, seconded by Director Raska to approve the May 2016 minutes as presented. All Ayes, motion carries.

D. Approval of Agenda

Motion by Director Raska, seconded by Director Lane to add Action Item (B) BUILD Application for 210 W. 9 Mile and approve agenda as revised. All Ayes, motion carries.

#### II. CONSENT AGENDA

A. Financial Report

B. 2016 National Main Street Report

C. DDA Staff/Committee Reports

Motion by Director Lane, seconded by Director McMillan to approve the Consent Agenda as presented. All Ayes, motion carries.

#### III. CALL TO AUDIENCE

None

#### IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

Hart

The Rainbow Run had 833 runners and everyone had a lot of fun. If the event is held on a Sunday again, they may look into offering something afterwards, i.e. deals throughout the city such as brunch/lunch specials for runners, maybe a rainbow crawl. They are looking into doing a Detroit river boat tour with the Detroit Chamber. Anyone interested in being in the annual directory should contact the office. Work has begun on the gala and volunteers are needed.

B. Woodward Avenue Action Association (WA3)

WA3 is still in the restructuring process, but are busy working on their Sunflowers on Woodward project. They anticipate being able to attend the next Board meeting to provide more details on their direction and projects.

## **V. PRESENTATIONS**

### **A. Oakland County Treasurer**

Oakland County Treasurer Andy Meisner gave an overview of his background of public service and his ties to Ferndale and thanked the businesses, civic and municipal leaders who helped make Ferndale a wonderful place of great vision, with an unbelievably vibrant business community and noted that all the county leaders brag about Ferndale's success. He spoke about the work he and the county are doing in Pontiac. A slide show presentation gave an overview of what the County Treasurer's office does, overviewed county investments, discussed property value protection, financial literacy art contest for students, his seat on the TIF Board. Library Director Keyser asked for clarification about "dark store" legislation and Meisner explained that big box stores have pursued legislation that would assess their property like it was an empty box, which would result in tax burden being shifted to small business and individuals. Director Johnston inquired about a loop hole in timing regarding tax and other payments at the county. Meisner explained that taxes are payable to local municipalities in the year of taxation, then turned over to the County if not paid and better communication with tax payers is needed regarding the process. Chair Bach questioned the PPT having no appeal process, so if you are exempt and receive a bill, there is no place to go. He also asked for information regarding Pontiac as a medical hub and Meisner explained that there have been some major developments with St. Joe's putting in a \$150 million state of the art tower, Pontiac General being purchased, contemplation of it as a surgical center. Also discussed was the RTA ballot initiative that proposes connecting Ferndale and Pontiac by BRT, noting that property values in Cleveland increased 325% along their BRT route.

### **B. Ferndale Public Schools**

Superintendent Prewitt noted that the school district sold the Wilson and Taft properties and both will be developed into residential – Wilson will be 30 single-family homes and Taft will be 60 townhomes.

He provided the highlights of their strategic plan achievement including the stopping of negative spending and the balanced budget. He explained that the district is requesting a millage for a Sinking Fund, which is a limited property tax, considered a "pay-as-you-go" method for funding building maintenance and infrastructure projects. He noted that no debt or interest expense is incurred with a Sinking Fund and the tax is levied each year and the revenue generated from this levy is designated to building upgrades or repair only, as they cannot be used for general fund expenditures. Ferndale is one of the only school districts without a Sinking Fund. Due to severe cuts to the state's per-pupil allocation, among other trends, doesn't leave funds to make the necessary repairs to the aging buildings. The district estimates the need for \$13 million worth of projects such as boilers, roof, electrical and HVAC repairs, etc. over the next 15 years. If these repairs need to be paid out of the general fund, it could mean cutting about 10 teachers and increasing class size to 30+. Prewitt equated the millage impact on the average homeowner as the equivalent of 2 coffees or beers a month. Director Hennes inquired as to why this issue, as well as the Zoo and Library millages, were on the August ballot and Prewitt explained that if it were any later, they can't capture those funds for that school year, and thus can't do any of the

needed emergency repairs. Director Smith noted that it is a lot of money being asked of the community at one time.

C. **Ferndale Area District Library**

Director Jessica Keyser gave an overview of the State of the Library in 2016 that touched on what services they provide, their relationship with the schools, their status as a downtown anchor and addressing the community wants of more hours, programs, books, movies, e-books, downloadable books, etc. She noted that their net revenue is down 35% since 2009 due to declining tax revenue and the fixed repayment schedule for bonds. Cost cutting measures have included bidding out insurance and janitorial, working with collections, laying off 1.5 staff members, cutting ours from 56 to 45 and trying to mitigating the loss of funds through fundraising. In 2015 they became a district library, which falls under different state law and this millage replaces the current 1.88 mills with 3.5 mills. Average homeowner cost for this will be \$210/year or \$17.50 per month.

Director Hennes asked if the schools and library coordinate their millage increase requests and it was explained that there is a lot of overlap and they want to be transparent with taxpayers instead of coming one at a time and both the Library and School Boards wanted to be on the ballot together. Further discussion was had regarding how the library arrived at their figures. Keyser noted that because the library is in the TIF district, the DDA does stand to capture about \$20,000 per year.

**VI. ACTION ITEMS**

A. By-Laws Revisions

Bylaw revisions resulting from discussions during the strategic plan process have been proposed. Any revisions will also have to be adopted by City Council after Board adoption. Director Smith questioned that with the bylaws being a long standing document, does it make sense in naming our current strategic plan points within the document or do we want to just refer to them as “items named in strategic plan” rather than list the actual items. After discussion, it was decided to make this recommended change on the second page, item (d) to read: “Following the strategic plan and focusing on its projects”

Motion by Director Hennes, seconded by Director Smith to adopt the Ferndale DDA Bylaws amended on June 9, 2016 and recommend that City Council approve the revisions as modified. All Ayes, motion carries.

B. BUILD Application: 210 W. 9 Mile

The Design Committee considered the BUILD application for this property on Tuesday. The applicant is working with the Appearance Review Committee and still needs their approval. Design reviewed and recommended approval of some of the items, based in large part that their recommendation was relaying on the fact that the budget amount for the new fiscal year is \$20,000 for BUILD and their desire was to give up to a \$5,000 maximum, or 25% of the budgeted amount for the program for the year to allow for additional applicants. The recommended approved items of the application, based on the maximum 20% reimbursement under the guidelines, totaled \$4,820. Director Raska, also a Design Committee member, noted that there was also discussion about the need to have some structure in how and why grants are award, rather than it being so subjective.

Motion by Director Smith, seconded by Director Lane to approve the BUILD application in the amount of \$4,820 for 201 W. 9 Mile Road, pending approval of the Appearance Review Committee. All Ayes, motion carries.

A review of the BUILD application, criteria and guidelines was referred back to the Design Committee.

## **VII. REGULAR AGENDA & BUSINESS INFO ITEMS**

### **A. Parking Update**

Asst. City Manager Joe Gacioch noted that Council passed the Letter of Intent (LOI) for Carl Walker to be the primary consultant for parking and they are working on due diligence, surveys of the sites recommended by the Parking Committee with results expected to be in next week. They also received all bids for the geo-technical component of soil borings, etc. and a selection will be made by the end of the week. After the information is received and the evaluation of each location is made, Carl Walker should have a ranking of the viability of each location by the end of the month and the City expects a recommendation after the 4th of July weekend. The focus of a project remains on mixed use and it will be a requirement for a ponded project, along with adding capacity on the east side. Supportive transit options such as a shuttle, and other parking mitigation is being looked into.

### **B. Schiffer Park/Ferndalehaus Update**

ED Hicks noted that the DDA and City are working with the Ferndalehaus developers regarding what Schiffer Park will look like in relationship to their development. The Design Committee has also discussing what should be done, noting that it is a tiny space but wanting to create more greenspace downtown, something a little more natural.

### **C. Events Update**

Operations Manager Cindy Willcock explained that Art of the Cocktail ticket sales were about on-par with last year. This year there are 8 bartenders participating. Volunteers and appetizers are still needed, as well as a few more silent auction items. Get Reel Outdoor Movies still needs more sponsors – currently Ferndale Collision has signed on again as a sponsor, and Painting With A Twist as well, but additional sponsors as well as advertisers are needed. Posters are being completed by Pitch Black and will be distributed and sponsor packets have gone out to all businesses.

### **D. DDA Personnel**

At the last Executive Board meeting there was discussion about transition away from Pitch Black, as it will be more cost effective to do graphic design, etc. on more of an ala cart basis. The will continue working on Art of the Cocktail and Get Reel and an annual marketing plan. They have not really been doing any of the social media posting. There is also an opportunity to partner with the City on some of the services PB was providing.

The DDA currently has a summer intern, Trenton Carson, for the next 10 weeks and he will be working 10-12 hours per week, focusing on photography – updating business photos, events and stock for future use. Trenton has experience with Adobe products, photography and graphic design. Over the next

couple months determination will be made about how to craft another position within the DDA and hopefully by fall this will be completed.

**VIII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF**

Director Smith noted that Mejishi Martial Arts' Sensei Jaye Spiro has been asked to speak at the United State of Women summit in Washington DC. Director Johnston mentioned that he has been using Trello and canva.com, which is awesome for doing graphics, Facebook posts, etc. Director Lane said that a Board member had gotten their photo taken and reminded everyone else to come by his studio to get theirs. Director Jacokes said that Detroit Improv Festival is August 10-14. OM Willcock provided an update on new businesses in the downtown. Chair Bach mentioned that Sports Clips owner Mike Williams indicated he wants to become more involved and he also thanked the DDA staff for the smooth move into the new office.

**IX. ADJOURNMENT**

Motion by Director Lane, seconded by Director Raska to adjourn meeting. All Ayes, meeting adjourned at 10:34 a.m.

Ferndale DDA Monthly Financial Report - August 5th, 2016

GL NUMBER	DESCRIPTION	2016-17		COLLECT (REV)	REMAINING	% BDGT
		CURRENT APPROVED	BUDGET			
				SPEND (EXP)	YTD BALANCE	USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000-GENERAL						
248-000-402.000	Property taxes	\$	462,800	\$ 31,734	\$ 431,066	6.86%
248-000-402.001	Property Taxes - personal	\$	-	\$ -	\$ -	0.00%
248-000-402.005	Property Taxes - Loss in Change of PPT	\$	-	\$ -	\$ -	0.00%
248-000-402.200	Reimbursement for PPT Loss	\$	-	\$ -	\$ -	0.00%
248-000-403.100	Property Tax Chargebacks	\$	-	\$ 324	\$ (324)	0.00%
248-000-404.000	Voted Property taxes	\$	53,365	\$ 3,731	\$ 49,634	6.99%
248-000-404.001	Voted Property taxes - personal	\$	-	\$ -	\$ -	0.00%
248-000-523.000	Federal grant	\$	-	\$ -	\$ -	0.00%
248-000-545.000	State grant	\$	-	\$ -	\$ -	0.00%
248-000-550.010	State PPT Loss Reimbursement	\$	-	\$ -	\$ -	0.00%
248-000-610.000	Participation fees	\$	-	\$ -	\$ -	0.00%
248-000-665.000	Interest income	\$	-	\$ -	\$ -	0.00%
248-000-675.000	Contributions	\$	40,000	\$ 3,838	\$ 36,162	9.60%
248-000-676.101	General Fund contrb.	\$	-	\$ 110	\$ (110)	0.00%
248-000-695.000	Miscellaneous income	\$	-	\$ -	\$ -	0.00%
248-000-698.000	Net unrealized gains	\$	-	\$ -	\$ -	0.00%
248-000-699.661	Transfer In from Motor Pool	\$	-	\$ -	\$ -	0.00%
248-000-699.677	Transfer In from HR Fund	\$	-	\$ -	\$ -	0.00%
Total Dept 000-GENERAL		\$	556,165	\$ 39,736	\$ 516,429	7.14%
Expenditures						
Dept 000-GENERAL						
248-000-706.000	Full Time Personnel	\$	144,851	\$ 13,200	\$ 131,651	9.11%
248-000-707.000	Part-Time Personnel	\$	-	\$ -	\$ -	0.00%
248-000-709.000	Overtime	\$	-	\$ -	\$ -	0.00%
248-000-714.000	Holiday Pay	\$	-	\$ -	\$ -	0.00%
248-000-714.100	Sick Pay - Annual	\$	-	\$ -	\$ -	0.00%
248-000-715.000	Social Security	\$	10,595	\$ 1,010	\$ 9,585	9.53%
248-000-716.000	Health - premiums	\$	-	\$ -	\$ -	0.00%
248-000-716.100	Health Insurance	\$	28,000	\$ 1,259	\$ 26,741	4.50%
248-000-716.110	Health Insurance - EE Contribution	\$	6,365	\$ -	\$ 6,365	0.00%
248-000-716.115	Health Insurance - Retiree	\$	-	\$ -	\$ -	0.00%
248-000-716.150	Health Insurance Waiver	\$	-	\$ -	\$ -	0.00%
248-000-716.736	Health - OPEB Funding	\$	-	\$ -	\$ -	0.00%
248-000-717.000	Life Insurance - EE	\$	105	\$ 35	\$ 70	33.52%
248-000-718.000	Pension- ICMA-RC 401	\$	10,140	\$ 759	\$ 9,381	7.49%
248-000-719.000	Fringe Benefits	\$	-	\$ -	\$ -	0.00%
248-000-721.000	Longevity	\$	-	\$ -	\$ -	0.00%
248-000-725.000	Workers Compensation	\$	850	\$ -	\$ 850	0.00%
248-000-730.000	Postage, Mail processing	\$	500	\$ -	\$ 500	0.00%
248-000-740.000	Operating Supplies	\$	42,000	\$ 8,522	\$ 33,478	20.29%
248-000-747.000	Grant Activity	\$	-	\$ -	\$ -	0.00%
248-000-775.000	Repair & Maintenance	\$	1,374	\$ -	\$ 1,374	0.00%
248-000-802.000	Audit/Actuarial Fees	\$	1,000	\$ -	\$ 1,000	0.00%
248-000-818.000	Contractual Services	\$	66,200	\$ 4,732	\$ 61,468	7.15%
248-000-853.000	Phone/Communications	\$	-	\$ -	\$ -	0.00%
248-000-873.000	Training/Education	\$	6,000	\$ -	\$ 6,000	0.00%
248-000-885.000	Special programs	\$	44,975	\$ -	\$ 44,975	0.00%
248-000-900.000	Printing & Publishing	\$	22,000	\$ -	\$ 22,000	0.00%
248-000-914.000	Liability Insurance	\$	2,000	\$ -	\$ 2,000	0.00%
248-000-920.000	Utilities	\$	21,000	\$ 487	\$ 20,513	2.32%
248-000-931.000	Facilities Maintenance	\$	134,000	\$ 3,584	\$ 130,416	2.67%
248-000-940.200	Equipment Leases - Non-City owned	\$	200	\$ -	\$ 200	0.00%
248-000-942.000	Building Rental	\$	1,656	\$ -	\$ 1,656	0.00%
248-000-943.000	EQUIP RENTAL ALLOC-GENERAL FUND	\$	-	\$ 248	\$ (248)	0.00%
248-000-956.000	Miscellaneous	\$	-	\$ -	\$ -	0.00%
248-000-958.000	Memberships & Dues	\$	2,000	\$ -	\$ 2,000	0.00%
248-000-961.101	General Fund Admin Allocation	\$	7,400	\$ -	\$ 7,400	0.00%
248-000-968.000	Depreciation Expense	\$	-	\$ -	\$ -	0.00%
248-000-970.000	Bad Debt	\$	-	\$ -	\$ -	0.00%
248-000-974.000	Public Improvements	\$	15,000	\$ -	\$ 15,000	0.00%
248-000-977.000	Capital Outlay	\$	-	\$ -	\$ -	0.00%
248-000-996.000	Interest Expense	\$	-	\$ -	\$ -	0.00%
Total Dept 000-GENERAL		\$	568,211	\$ 33,837	\$ 534,374	5.95%
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		\$	556,165	\$ 39,736	\$ 516,429	
TOTAL EXPENDITURES		\$	568,211	\$ 33,837	\$ 534,374	
NET OF REVENUES & EXPENDITURES		\$	(12,046)	\$ 5,900	\$ (17,946)	
FUND BALANCE (CASH RESERVE - PREVIOUS FY)						
		\$	519,708			

**EVENT** Get Reel  
**DATE** July, August, September 2016  
**CHAIR** Kayla Kopke

<b>Income</b>	<b>2015 Actual</b>	<b>2016 Budget</b>	<b>2016 Actual</b>	
Budget Amount	\$ -	\$ -	\$ -	
Presenting Sponsorships	\$ 800.00	\$ 1,600.00	\$ 3,300.00	FernColl, PWAT, Mbrew
Other Sponsorships	\$ 50.00	\$ 800.00	\$ 400.00	Elks, Level One*
1 or 2 x Ad Sponsorships	\$ 450.00	\$ 625.00	\$ 250.00	DesignStruct, LivingModes (for PB)
3 x Ad Sponsorships	\$ 975.00	\$ 1,500.00	\$ 650.00	CW, Jshaffer
Vendor Fees	\$ 275.00	\$ 300.00	\$ 155.00	Hungry Howies, Treat Dreams*, FCCB
<b>TOTAL INCOME</b>	<b>\$ 2,550.00</b>	<b>\$ 4,825.00</b>	<b>\$ 4,755.00</b>	

<b>Expense</b>				
Movie/Screen Rental	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	
Supplies-		\$ -	\$ -	
Licensing Fees	\$ 702.00	\$ 1,000.00	\$ 825.00	
Insurance	\$ -	\$ -	\$ -	currently isn't required
Advertising	\$ 57.50	\$ 250.00		
Posters			\$ 67.00	
<b>TOTAL EXPENSE</b>	<b>\$ 4,359.50</b>	<b>\$ 4,850.00</b>	<b>\$ 4,492.00</b>	
 <b>TOTAL PROFIT (LOSS)</b>	 <b>\$ (1,809.50)</b>	 <b>\$ (25.00)</b>	 <b>\$ 263.00</b>	

\*Add'l expenses could include porta-john rental and/or advertising



	A	B	C	D	E
1	<b>ARTWN The Event</b>	<b>2015 Actual</b>	<b>2016 Budget</b>	<b>2016 Actual</b>	
2	Spirit Sponsor (Valentine)		In Kind		<b>Valentine donation: \$1,210</b>
3	Title Sponsor (Great Lakes)		In Kind		
4	Additional Sponsors				
5	Ticket Sales	\$ 5,000.00	\$ 8,000.00	\$ 4,880.00	
6	Silent Auction sales	\$ 1,991.00	\$ 2,000.00	\$ 807.00	
7	Auction still to be paid for	\$ 15.00		\$ 161.00	
8	Liquor/Beer Sales	\$ -	\$ -		
9	Buy-Back (Citrus, Buckets)*	\$ 118.79			
10	<b>THE EVENT INCOME</b>	<b>\$ 7,124.79</b>	<b>\$ 10,000.00</b>	<b>\$ 5,848.00</b>	
11					
12	<b>EXPENSES</b>				
13	<b>Entertainment</b>				
14	Band or other	\$ 200.00	\$ 200.00	\$ -	In-kind - Alchemy henna
15	<b>Supplies - General</b>				
16	Venue	\$ -	\$ -		in-kind - M-Brew & Valentine
17	Tables & Chairs	\$ 174.00	\$ 200.00	\$ 210.00	
18	Table covers	\$ -	\$ -	\$ -	In-kind - Blumz
19	Plates, cutlery, Cups, Napkins	\$ 57.44	\$ 185.00	\$ 86.16	2015 used some left over from GIG
20	Decorations				In-kind Blumz
21	<b>Supplies - Contest</b>				
22	Liquor	\$ 820.00	\$ 1,000.00	\$ 599.00	fewer bartenders in '16
23	Add'l liquor	\$ -	\$ -	\$ -	*also donated autographed bottle
24	Pre-Mixed Special	\$ -	\$ -	\$ -	
25	Mixers	\$ 38.74	\$ 50.00	\$ 43.96	
26	Fruit/herbs/other produce	\$ 228.60	\$ 300.00	\$ 334.82	
27	Ice	\$ -	\$ -		
28	Tasting Cups	\$ 35.49	\$ 50.00	incl above	have some left
29	Buckets	\$ 52.89	\$ 70.00	\$ -	*GLWS supplied
30	Misc. Supplies	\$ 36.34	\$ 100.00	\$ 48.33	*buttons, cups for voting
31	Food	\$ -	\$ 100.00	\$ -	
32	Drinks pop/water	\$ -	\$ 50.00	\$ -	
33	<b>Printing</b>				
34	Posters & Postcards			\$ -	In-Kind GLWS
35	Tickets			\$ -	DDA
36	Signs (Thank You & Welcome Board)	\$ -	\$ -		DPW
37	<b>Advertising</b>				
38	C&G	\$ 314.40	\$ 524.00	\$ 314.40	1/2 page
39	Facebook Ads				
40	Marquee	\$ -	\$ -		
41	<b>Other</b>				
42	Liquor License & Bond			\$ -	
43	Insurance			\$ -	
44	Sales Tax			\$ -	
45	Trophy	\$ 112.93	\$ 125.00	\$ 109.11	
46	Paint supplies for art piece	\$ -	\$ -	\$ -	N/A
47	Square fees		\$ 50.00	\$ 14.51	
48	Paypal fees		\$ 50.00	\$ 122.62	
49	<b>TOTAL EVENT EXPENSES</b>	<b>\$ 2,070.83</b>	<b>\$ 3,054.00</b>	<b>\$ 1,882.91</b>	
50					
51	<b>PROFIT (LOSS)</b>	<b>\$ 5,053.96</b>	<b>\$ 6,946.00</b>	<b>\$ 3,965.09</b>	

## August 2016

### Consent Agenda

Sample Motions:

- A. *To approve the consent agenda in its entirety.*
- B. *To approve the consent agenda, excluding Items \_\_\_\_ (Letter/Letter & Number) \_\_\_\_.*

Staff reports are presented to the DDA Board of Directors at their regular meetings each month. Staff report is a summary of activities for the previous month and is not intended to be all-inclusive.

### Committee Summaries

#### Business Development

- Retention Program – the committee is in the process of creating a retention packet and discussed how the retention program will function. The volunteers recapped the DDA ‘message’ to be discussed and selected the first businesses they will visit. Each volunteer was assigned two (2) businesses to be visited before the end of September (preferably before their next meeting).
- Attraction Strategy – Executive Director Hicks developed a strategy for retail attraction/site location services (ongoing).

#### Promotions

- Committee recapped the first Get Reel movie and ideas for future movies. The Library had a magician perform before the movie for children in the audience. This was supposed to happen at the Library, but was moved to Vester Street because of a gas leak by the library. This was highly successful and gave the committee ideas to reach out to other live-performers to entertain movie-goers before the movies begin.
- Fido Does Ferndale planning details were discussed
- Worked with City on coordinating several issues with events such as Rainbow Run and Pig & Whiskey

#### Design

- Partnering with local artists, businesses, and SMART was discussed to redesign and sponsor bus shelters around the City. The bus shelters would resemble creative shelters seen in other cities such as Chicago. Meetings with SMART and artists have been set to discuss design and implementation.

- A BUILD loan application was considered for 310, 314, and 318 W. Nine Mile (Nature's Playhouse is current tenant). The committee recommended that the DDA Board reimburse the applicant for \$6,000 worth of restoration work to the original façade of the historic building.

## Informational Items

### Outreach

- Business visits: Conserva, Greenleaf, Mejishi, Rouge, Assaggi, The Rocket, GreenSpace, Rust Belt Market/Revel, Living Modes, Jersey Mike's, AT&T, Anytime Fitness, Darwin's Home Evolution, Detroit Grooming Co., Modern Natural Baby, Java Hutt, Assaggi, Candle Wick, Magic Bag, Professional Guitars, Level One Bank, \*Matilda Benda, Ferndale Collision, Easy Like Sundae, Biggby, Western Market, Treat Dreams, M-Brew, and Valentine; volunteers Nicole & Suzanne, Kris Caster, Tom Kenez; \*potential new businesses, Hair Missus, High Hat, Alchemy
- Partner Meetings: City of Ferndale, Ferndale Chamber of Commerce, Ferndale Public Schools, Oakland County, Ferndale Area District Library, Ferndale Art and Cultural Commission

### Property & Business Development

- Save-A-Lot site – Demolition of the former grocery store is complete. The developer will be redeveloping Schiffer Park (adjacent to the project) and a design has been completed by the City's consultants. It is proposed that there will be 90 residential units with some office/retail on the first floor. Schiffer Park will have movable seating, a water feature, and more greenery than was previously there.
- Smooth Vape's and Detroit Grooming Company are now open at 212, 214 W. Nine Mile. The Former Mother Fletcher's (next door) is being renovated into a yoga studio.
- Former DDA Office – several interested potential tenants have worked with area brokers on leasing the space at 149 E. Nine Mile
- Former Pizza Hut (Woodward & Cambourne) –construction of a multi-tenant building is ongoing; all spaces in the building have been leased; Jersey Mike's & AT&T are now open at this location; a Smoothie Café will be the third and final tenant.
- Former Hodges Subaru – renovated into an Art Van Pure Sleep and is now open!
- Church site – to be a mixed-use development by Northstar Properties

### New Businesses/Expansions/Retention

- New Businesses – Premier Care Pharmacy, Verde Media, AT&T, The Studio (Ash Hair & Dark Room), Ultimate Fun Productions & The Social Connection\*, The High Hat, Hair Missus, Darwin's Home Evolution, Anytime Fitness
- Anticipated New Businesses – Get Your Game On, Tropical Smoothie Café, Clean Plates, Maestro's Doghouse, Bowen Electric, Lucia's Tortas, Pranzo Deli, and Market & Sandwich Shop
- Old House next to Hungry Howie's has been demolished and will become a new mixed use development with possible retail/residential or office. 2-Story tall development with stairwells complete at this time.
- Otus Supply Co. – under construction; \$3.5million investment; no known completion date

## Planning & Policies

- The new DDA By-Laws were adopted by City Council and are in effect
- City has changed policy regarding reporting/tracking hours for salaried employees. Policies have been adopted and administered internally.

## Communication & Marketing

- Marketing Consultant – The Executive Director has terminated the contract with the DDA's previous marketing consultants, Pitch Black effective August 31<sup>st</sup>, 2016. Marketing will be completed in-house for the time being with some graphic design work being contracted to qualified third-parties. Pitch Black is still responsible for completing graphic work for upcoming events through the remainder of 2016 and must develop a marketing strategy per the original contract.
- A General DDA Marketing Strategy as well as an Events Marketing Strategy must be completed within the year. Pitch Black is updating work plans at this time.
- Due to reduced resources, Business Spotlights and eNews letters will be sent out as-needed instead of monthly.
- The City has offered assistance with marketing on an as-needed/temporary basis through their marketing department.
- Website & database updates/corrections/additions, update city list of bars & restaurants, processing invoices & related follow-up
- DDA is working with Ferndale Police Department on conducting business outreach in coordination with the PD's new Communications Officer, Sargent Brown
- Press releases (2), 2 newspaper articles, 2 online paper articles, 2 radio interviews
- Updated, created and/or maintained pages/events for DDA, Art of the Cocktail, Get Reel (2), Fido Does Ferndale; nearly 100 posts (plus responses, etc.), 200 photos, 5 art cards, 4 headers

## Administrative

- The Executive Director is working with Main Street Oakland County to identify consultants and financial resources available to assist with developing a retail attraction strategy.
- The Executive Director has been evaluating staff development opportunities and consultant performance. Action at this time will be to develop a third full-time position to assist with administration, event coordination/planning, marketing, and customer service.
- Updating photo library for business directory and as requested by businesses
- The Executive Director is working with Main Street Oakland County to identify consultants and financial resources available to assist with developing a retail attraction strategy.

## Downtown Management

- Coordinated correspondence between property owner and Ferndale Arts & Culture Commission to install new art (Cupcake Station building by Allen & W. Nine Mile intersection)
- Worry-Free to replace dead/dying trees near location PBS will be filming Dream Cruise (next to Rust Belt Market)
- Working with DPW to fix wall that was hit behind Java Hut adjacent to Troy Street
- Police Department continuing to work with DDA on property owner/business owner outreach to discuss safety tips



# BUILD Program Application

Ferndale Downtown Development Authority :: DDA

Note: This application must be completed and approved prior to project commencement. Read eligibility information attached. I have attached to this application:

- ☐ Official quotes, including the cost breakdowns by major categories (i.e., architectural fees, engineering fees, painting, repair, carpentry, materials, etc.)
- ☐ Current and proposed photos
- ☐ Sample materials (e.g., glass, cornice detail, trim, colors, etc.)
- ☐ 1 hard copy and an electronic file of signed and sealed building blueprints, building elevation, site plans, product drawings, specifications and installation details
- ☐ 1 hard copy and an electronic file of photographs of the existing building depicting the areas of proposed improvement.

1 Applicant's Name 312-318 W. Nine Mile Road LLC - Andrew Belsky  
Mailing Address 5438 Deerfield Village Dr  
Phone Number (248) 891-8332 Email Address Asbelsky@gmail.com

2 Project Address 310 - 314 - 318 W. Nine Mile Road  
Building Owner 312-318 W. Nine Mile Road LLC  
Mailing Address 5438 Deerfield Village Dr  
Phone Number (248) 891-8332 Email Address Asbelsky@gmail.com

3 Architect/Designer \_\_\_\_\_  
Firm \_\_\_\_\_ Specialty \_\_\_\_\_  
Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

4 Total Project Cost \$31,860.00  
Proposed Start Date 8/16/16 Proposed Completion Date 9/13/16  
Project Financing \_\_\_\_\_ Bank Name \_\_\_\_\_  
Project Scope ☒ Façade ☐ Signage ☐ Roof ☐ Exterior Side ☐ Exterior Rear ☐ Interior Improvements  
Other (specify) \_\_\_\_\_

I, the applicant, have read and understand the BUILD Program Guidelines and hereby submit the application and required attachments to the Ferndale DDA office.

Applicant Signature Andrew Belsky Date 8/2/16



July 28, 2016

Andy Belsky  
310 W. 9 Mile Road  
Ferndale, MI 48220

Attention: Andy Belsky

Regarding: 310 W. 9 Mile Road  
Exterior Façade Repairs  
Ferndale, Michigan

Dear Sir,

Per your request, our team performed a thorough visual inspection at the above referenced property and developed the following scope. The proposal includes façade repairs on the front of the building as well as the back.

Below is a thorough description of each work item that has been identified and should be repaired as soon as possible. We have provided quantities and in most cases current photographs of the existing condition for each work item.

RAM Construction Services proposes to furnish all labor, materials, equipment, supervision and insurance to complete the following:



719 Griswold, Suite 250 ~ Detroit, MI 48226 ~ Phone (313) 965-6750 ~ Fax (313) 965-6743

Website: [www.ramservices.com](http://www.ramservices.com)

An Equal Opportunity Employer



#### **4.0 Stone Masonry Dutchman**

At fifteen (15) locations of the exterior façade, portions of the stone masonry have cracked and broken to a severity that will require partial replacement with new pieces. The new stone "Dutchmen" will be furnished specifically to fit in place of the original removed pieces of individual stones. The damaged stone portion shall be removed and all exposed structural steel shall be cleaned and coated with a corrosion inhibitor. The stone Dutchmen will be fitted into place and secured with stainless steel pins. All tuckpointing shall be performed at the Dutchmen perimeter.



#### **5.0 Clean & Paint Lintels**

This work item will consist of locating and marking all lintels that have not lost structural integrity, but require cleaning and coating to prevent further corrosion damage. There is a total of 50 LF of steel. The steel lintel will be cleaned utilizing hand tools and wire wheels. Once the substrate is cleaned per the manufacturer's recommendations, a corrosion inhibiting direct-to-metal paint will be applied in two (2) coats. Clean up and removal of all work related debris shall be included in this work item.



We look forward to hearing from you soon, it will be our pleasure to assist in any way that we can. We hope to be of service to you in the very near future.

If you have any questions, please feel free to contact me.

Very truly yours,  
RAM Construction Services of Michigan, Inc.



Nick Webb  
NW/ah/16-054



310 W. 9 Mile Rd – Façade Repairs			
Area #	Buildings	Quantity	Total Cost
1.0	Mobilization	L.S.	\$4,159.05
2.0	Tuck-Pointing	525 L.F.	\$4,064.00
3.0	Brick Masonry Replacement	75 E.A.	\$4,844.00
4.0	Stone Masonry Dutchman	15 E.A.	\$11,303.00
5.0	Clean & Paint Lintels	50 L.F.	\$1,714.50
6.0	Exterior joint Sealants	200 L.F.	\$2,603.50
7.0	Exterior Façade Cleaning & Sealing	400 S.F.	\$3,171.95
<b>Total</b>			<b>TOTAL \$31,860.00</b>

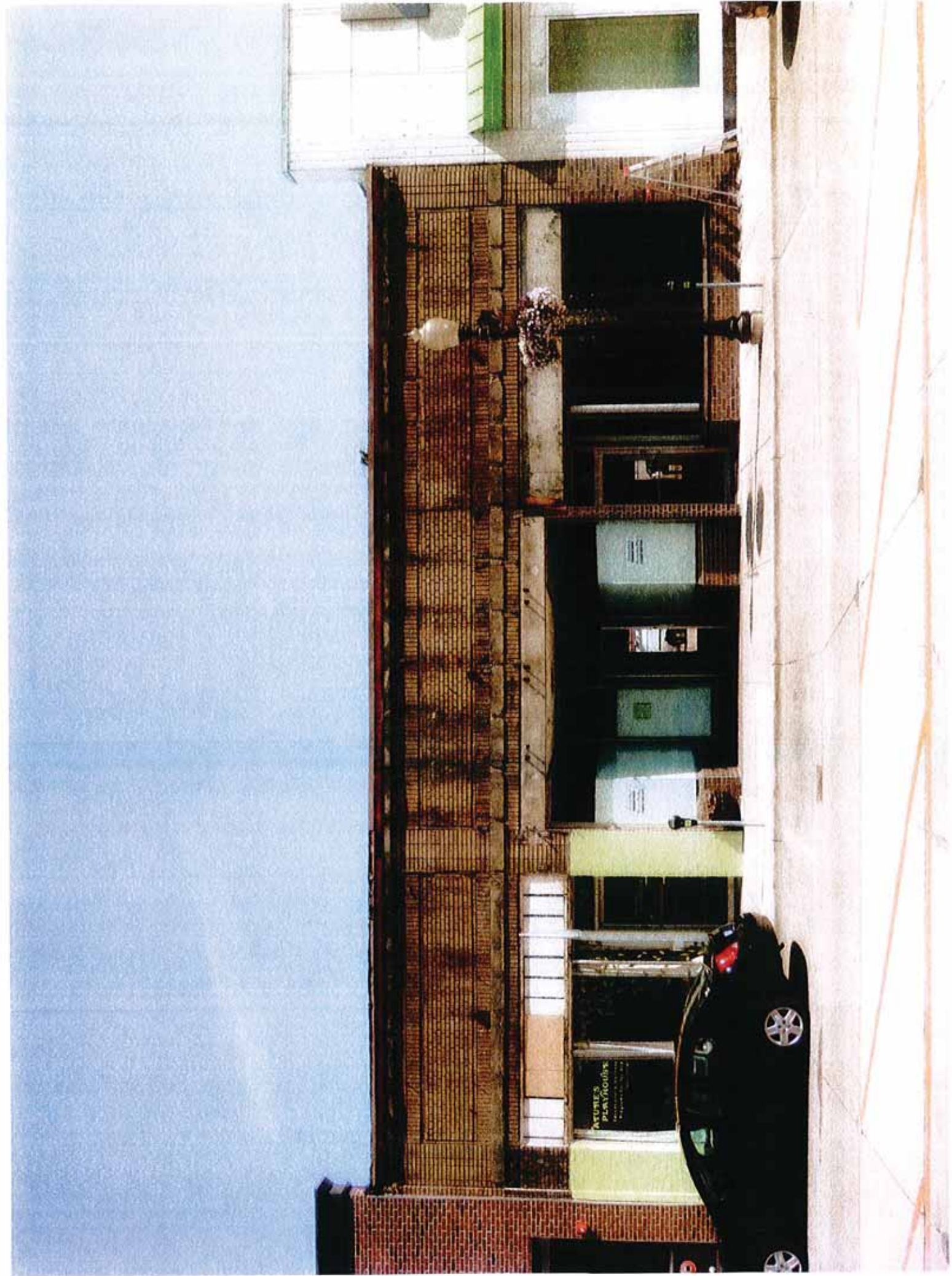
We look forward to hearing from you soon, it will be our pleasure to assist in any way that we can. We hope to be of service to you in the very near future.

If you have any questions, please feel free to contact me.

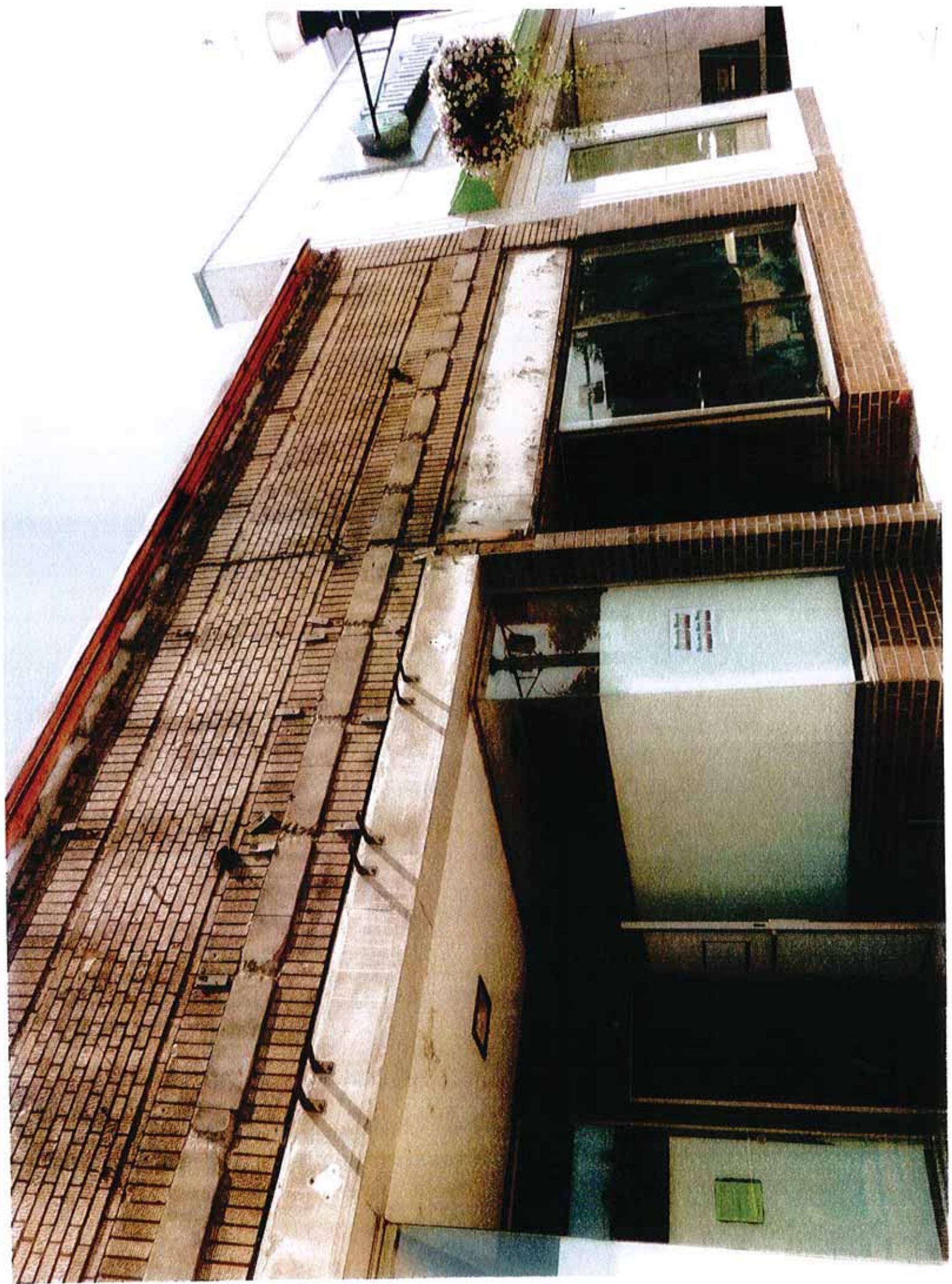
Very truly yours,  
RAM Construction Services of Michigan, Inc.



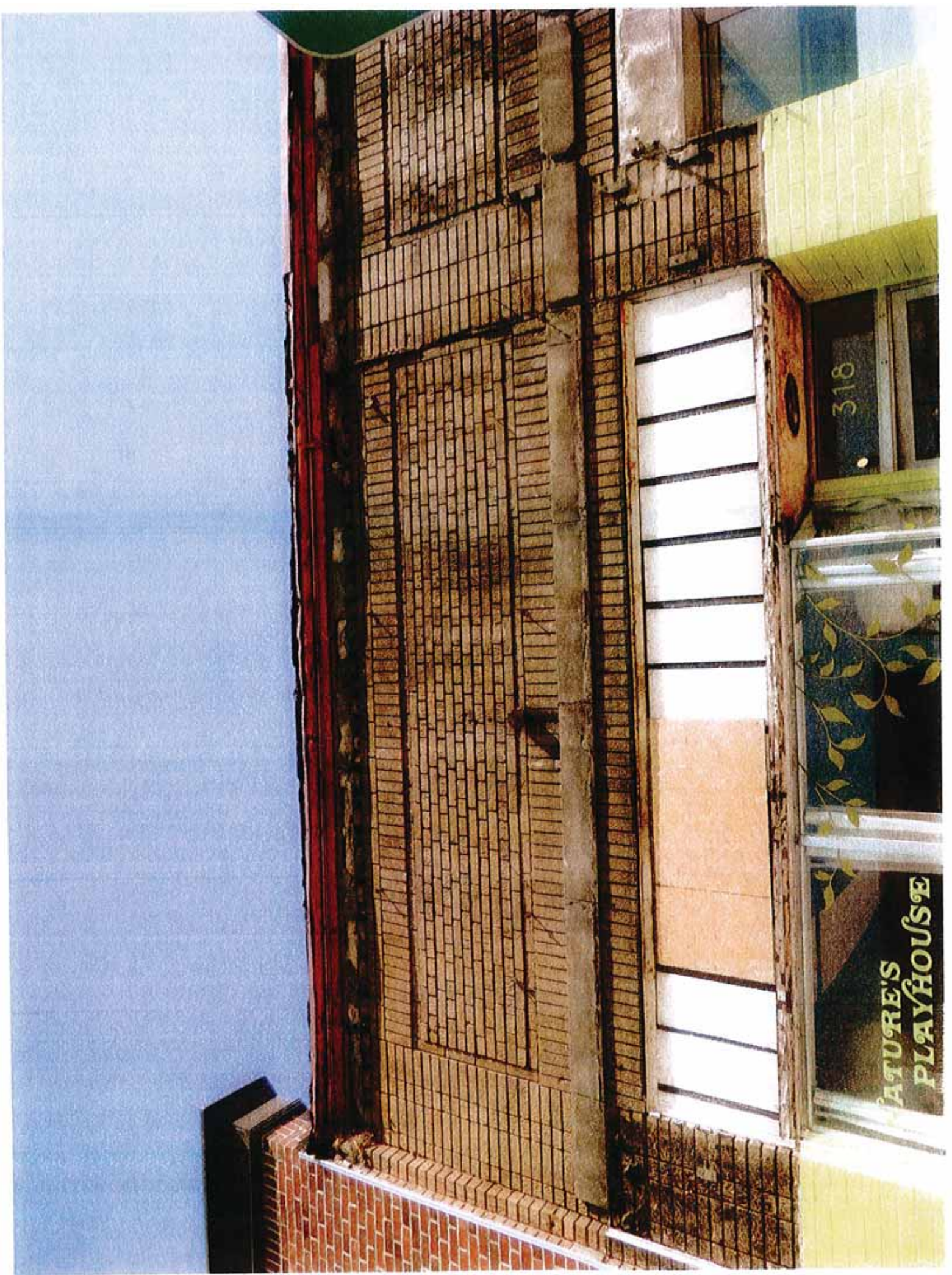
Nick Webb  
NW/ah/16-054



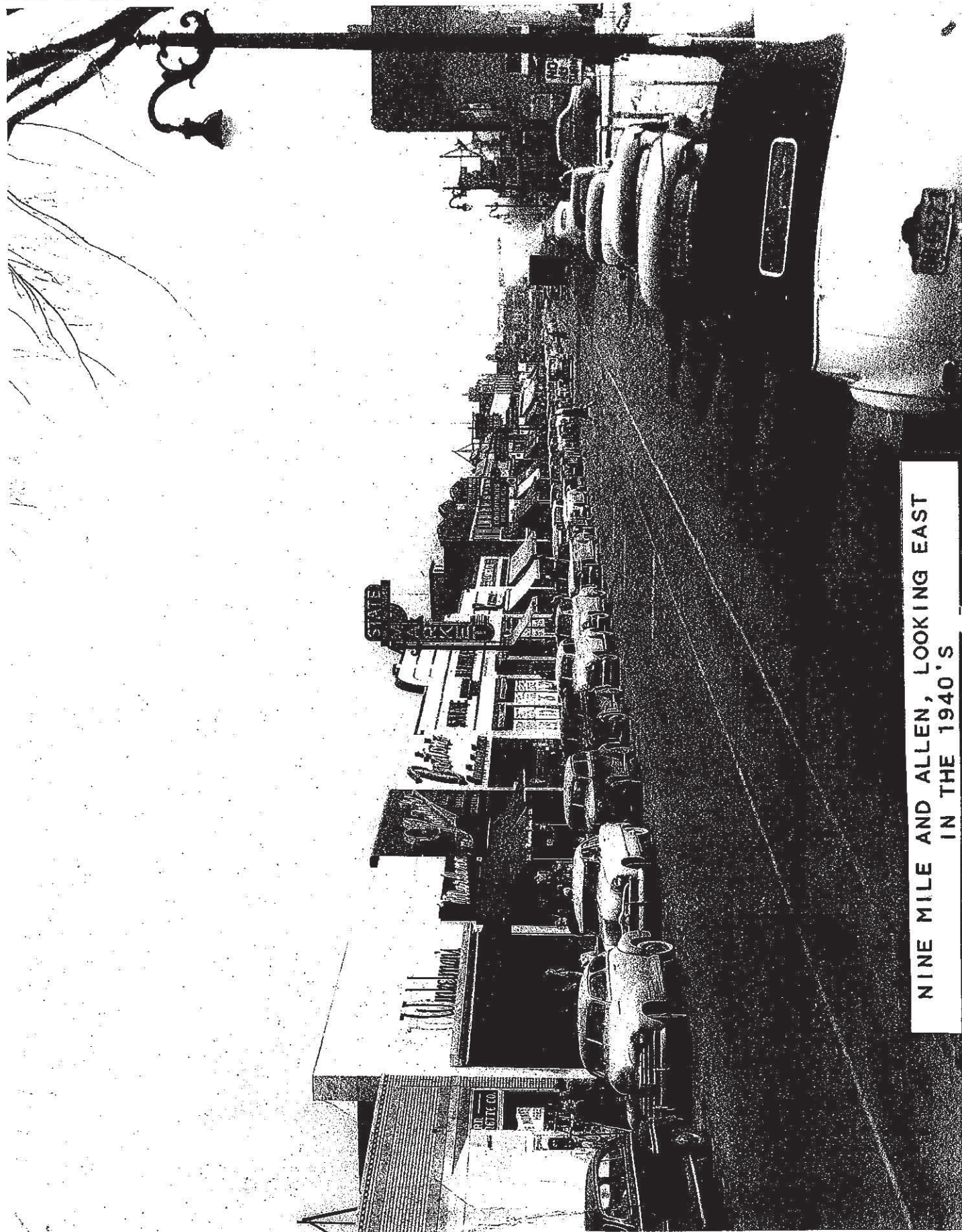








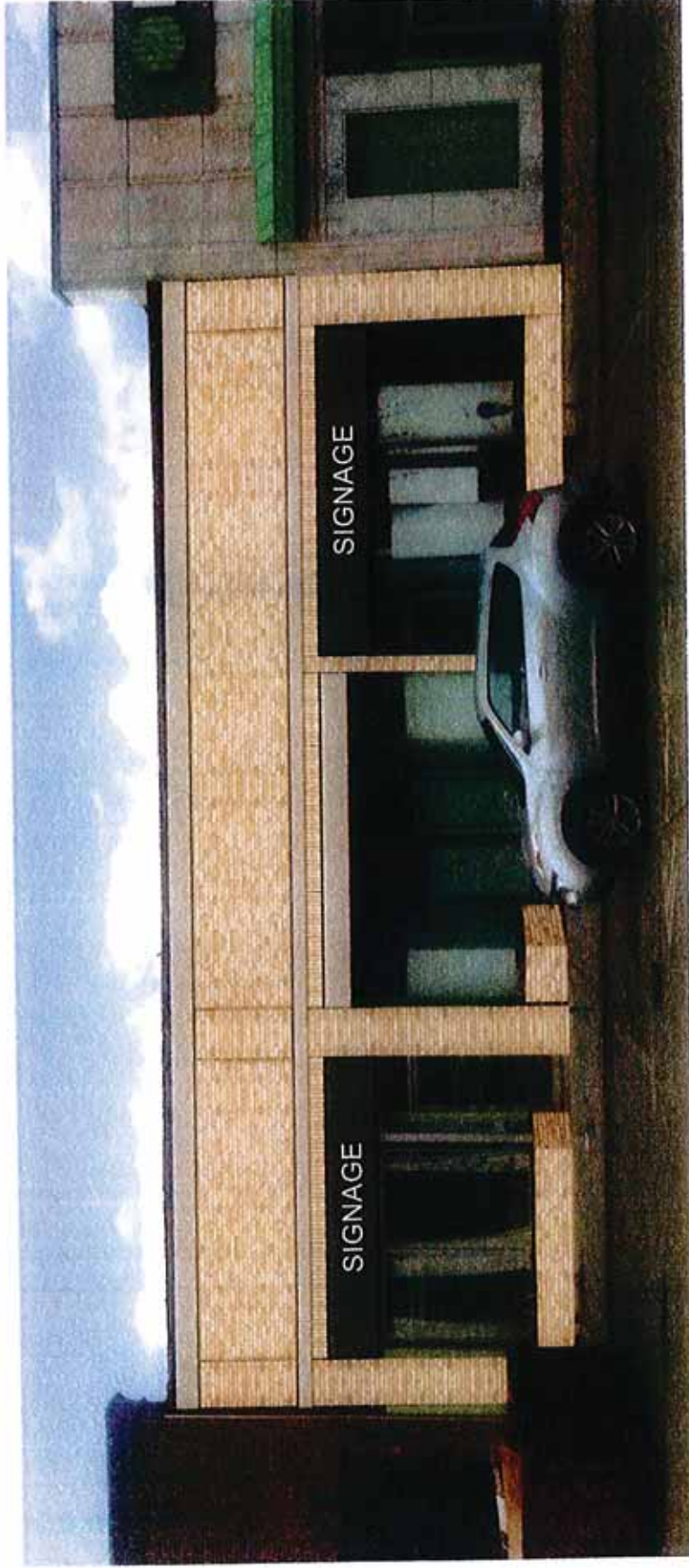




NINE MILE AND ALLEN, LOOKING EAST  
IN THE 1940'S



# PROPOSED BUILDING RE-FACE



Ferndale, MI



• Customer to pay for any PERMITTING or DOA REVIEWS necessary  
 • 50% Down Payment to begin production is required.  
 • Balance due upon Completion of work performed

**X**

**Approved**



Build Awareness				Ferndale Experience				Business Dev & Growth				Establish strong DDA Brand & Communication Rhythm				Efficient Operations		
CATEGORY	GOAL	ACTION	TASK LEADERS	CATEGORY	GOAL	ACTION	TASK LEADERS	CATEGORY	GOAL	ACTION	TASK LEADERS	CATEGORY	GOAL	ACTION	CATEGORY	GOAL	ACTION	
Master Land Use Plan	HOUSING & NEIGHBORHOODS	GOAL 1: EXPAND HOUSING SERVICES FOR HOMEOWNERS, RENTERS, AND LANDLORDS	Promote Ferndale as a great place to live. (Now, On-going)	Communications, CED, DDA, FHC	Land Use	GOAL 1: UPDATE MAPS, CODES, AND PROCEDURES.	Identify areas of the city where change towards a more walkable, mixed-use urban pattern is anticipated and would be appropriate for future Form-Based Code. (Near)	PC, CED, DDA	ECONOMIC VITALITY	GOAL 1: PROMOTE A BALANCED, MIXED-USE DOWNTOWN	Attract new retailers with the resources to extend operating hours. (Near)	DDA, CED						
	ECONOMIC VITALITY	GOAL 4: SUPPORT ENTREPRENEURIAL ACTIVITY AND HELP SMALL BUSINESSES THRIVE.	Encourage local and regional anchor institutions to purchase procured goods and services from Ferndale and regional businesses. (Near)	CED, DDA	Land Use	GOAL 4: CREATE THE FRAMEWORK FOR RESPONSIBLE, SUPPORTIVE PARKING FACILITIES	Create a long-term parking plan with a clear vision and decisionmaking framework. (Now)	City Manager, CED, DDA			Establish a Business Improvement District (BID) or Principle Shopping District (PSD) to promote marketing and business recruitment. (Near)	DDA						
	ECONOMIC VITALITY	GOAL 5: CREATE MORE OPPORTUNITIES FOR RESIDENTS TO WORK IN FERNDALE.	Pursue opportunities to attract a major employer. (Near)	CED, DDA			Update and continue to utilize and promote Ferndale's "fee-in-lieu-of parking" provision. (Now, Ongoing)	PC, CED, DDA	ECONOMIC VITALITY	GOAL 3: CREATE STRONG NEIGHBORHOOD COMMERCIAL NODES AND DISTINCT COMMERCIAL CORRIDORS.	Update signage and storefront design standards and codes to meet or exceed generally accepted industry standards; establish a Storefront Design Committee to approve proposed storefronts and signage. (Near)	CED, PC, DDA						
					RECREATION & OPEN SPACE	GOAL 1: IMPROVE EXISTING PARKS, RECREATION FACILITIES, AND PROGRAMS.	Renovate Schiffer Park. (Now)	Rec Dept, DPW, DDA			Establish a storefront and signage improvement matching grant fund; sunset existing non-conforming signage by 2021. (Now)	CED, DDA						
						GOAL 2: PURSUE LONG-TERM OPPORTUNITIES FOR NEW PUBLIC SPACES.	1 Continue to explore options for a designated Downtown open space for events and gathering. (Near)	Rec Dept, DDA	ECONOMIC VITALITY	GOAL 4: SUPPORT ENTREPRENEURIAL ACTIVITY AND HELP SMALL BUSINESSES THRIVE.	Promote opportunities for pop-ups and temporary retailers. (Near)	CED, DDA						
							Consider a downtown community center. (Next)	Rec Dept, DDA	ECONOMIC VITALITY	GOAL 5: CREATE MORE OPPORTUNITIES FOR RESIDENTS TO WORK IN FERNDALE.	Increase the number of people who are both employed and live in Ferndale, and benchmark progress against an agreed target based on the vision and market studies. (On-going)	CED, PC, DDA						
					CITY SERVICES, FACILITIES, & INFRASTRUCTURE	GOAL 2: INCREASE RECYCLING OPTIONS.	Increase Downtown business recycling through incentive programs. (Near)	Sustainability Position, DDA, FESC										
					ECONOMIC VITALITY	GOAL 1: PROMOTE A BALANCED, MIXED-USE DOWNTOWN	Promote resident-oriented activities Downtown to ensure Downtown is a place for both residents and visitors. (Now)	DDA, CED										
					ECONOMIC VITALITY	GOAL 6: PROMOTE LOCAL ARTS AND TOURISM.	Engage local artists to activate vacant storefronts. (Near)	CED, DDA, Arts & Cultural Commission										
	CITY COUNCIL				QUALITY OF LIFE	Increase use of Parks	Partner with the DDA to assist in creating an urban park											
					ENERGY AND SUSTAINABILITY	Develop a strategic parking improvement plan												
				ECONOMIC DEVELOPMENT		Downtown, Woodward, and 9 Mile construction design requirements i.e. two-story minimum, multi-purpose use, etc.												
					Collaborative efforts on economic development	Convene a working group between DDA, City, Chamber and schools and MI Works to evaluate and assess what's working with our economic development, small business and entrepreneurial services, then identify where we can better leverage resources, similar to Detroit's BIZ GRID <a href="http://detroitbizgrid.com/#about-bizgrid">http://detroitbizgrid.com/#about-bizgrid</a> and improve services for our local community. Let's investigate how we partner with existing and current entrepreneurial programs with Detroit partners and Oakland County. How can we innovate between these two major resources to better benefit Ferndale and surrounding communities												
					Walk Ferndale	a program to encourage walking and bicycling in our community. Both the city and DDA website highlight parking, which is a service in demand, however it's the not the only amenity that people seek when living, working and visiting Ferndale. The City's web page "Visiting" has another page called "Parking and Transportation", but offers nothing about transportation, only parking. If we are serious about encouraging people to walk, bike and support transit, then how do we capitalize on all our wonderful assets, in addition to, or not in the shadow of parking services. This program could entail how to encourage bicyclists to bike on the street, especially 9 mile road, instead of the sidewalk.												
					Target Market Analysis (TMA) collaboration with the DDA for retail and housing (MLUP)													
					Address Livernois and Mile Intersection													
					Strategy to target office and density													
					Redevelopment of Vester													
					Continued Preparation of Mass Transit on Woodward & 8 Mile													
DDA Strategic Plan																		
				PLANNING	Create 3 year Roadmap for Downtown Experience: Projects defined with timeline of execution for each year, execute on 2016 initiatives	Projects defined with timeline of execution for each year, execute on 2016 initiatives		BUSINESS RESOURCE	Define where DDA can bring value - new & existing business owners		COMMUNICATION	Refine identity of the DDA - logo, positioning, message	Systems	CRM Database / Volunteer Database Established and being leveraged for growth:	Business capture			
									Establish at least 2 new programs for each in 2016			Launch new website			Volunteer management			
												Clarify "value" message of the DDA						
												Establish strong communication campaign and ongoing rhythm to ensure effectiveness	Organizational Structure & Efficiency:	Re-align committee work with planning structure, establish better internal communication rhythm between bd and staff & empower staff for decision making	Bylaws reviewed and updated			
																Alignment with City on goals & objectives		
																Resolution of support from the City to continue DDA funding		