FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, June 13, 2019 8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:05 a.m.

**DDA Board Members Present**: Blake Scheer, Jacki Smith, Greg Pawlica, Nathan Martin, PJ Jacokes, Heather Cutlip, Chris Johnston

**DDA Board Members Absent**: Janice Semma, Mindy Cupples, Jerome Raska

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

**Guests:** John Bry, Annaka Norris, Main Street Oakland County

B. Dismissals: Janice Semma, Mindy Cupples, Jerome Raska

C. Approval of Agenda

Motion by Director Scheer, seconded by Director Jacokes to approve the agenda as presented.

All Ayes, motion carries.

D. Approval of Minutes: May 2019

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

**II.** Consent Agenda

1. Financial Statements
2. DPW Downtown Maintenance Reports and Summary Brief
3. DDA Staff and Committee Reports

Motion by Director Scheer, seconded by Director Pawlica to accept the Consent Agenda as presented. All Ayes, motion carries.

**III**. Community Reports

A. FADL Jenny Marr The library has a full event schedule for the summer with book clubs and reading for the whole family. The summer concert series kicks off next week with Joe Hertler on 6/18/19.

B. Chamber of Commerce

It was noted the next Chamber Coffee Connection will be held on June 20th at City Hall. The State Chamber Director will be there as well as breakfast

**IV.** Presentation

1. Main Street Oakland County John Bry

John Bry presented viable options for gaining assistance through grants the county offers. Downtown Ferndale pre-qualifies for the following five grants, they are: **Tech Visit Money** - in the amount of $10,000 – this grant can be used on one thing or multiple things. **Travel Scholarships** – 2 paid scholarships to the National Main Street Conference. New this year, an additional $1,000 travel scholarship to assist with travel expenses – Ferndale took advantage of all travel scholarships this year! **Flagstar Façade and Placemaking Grant** – MSOC has partnered with Flagstar Bank to provide a Placemaking and Façade Grant Program with a maximum award amount of $2500 and a minimum dollar for dollar match from the applicant. **Genisys Spirit of Main Street Micro Business Startup Grant Program** – The maximum grant award is $2500, with a minimum dollar for dollar match to be provided by the applicant. Lastly and new this year, **In Your Town**. This grantis available to assist in providing support and funding for training that would benefit the organization and and/or stakeholders. Summer rounds will be happening with MSOC to have an informal conversation, tentatively scheduled for July 12th. Downtown Ferndale is being recognized as a nationally accredited Main Street and will be presented with the award at the June 24th City Council meeting. John Bry reiterated that Main Street is the organizational aspect to implement into the organization, DDA is the vehicle body and Main Street is the wheels. The county has technical assistance available to help us with our needs. Ron Campbell is another resource we can use to help us with design standards. Main Street is always on call for us and there is never a charge.

**V.** DDA PU Updates

1. DDA Status Joe Gacioch

Gacioch, City Manager, updated us on the status of the DDA. The City’s communications team met with the DDA staff and discussed a communications plan for moving forward. Kara Sokol, City Communications Director reported the outcome of the communications meeting and the status of the plan. The City has been working with Ashleigh Labs of A. Victoria Mae as the consultant who will be working with and communicating with our businesses. Ashleigh’s pitch was the best fit for the needs of our downtown. The communications plan is broken into 3 categories: Lyft – person to person business visits and email marketing communications. DDA staff is currently working on timelines and work plans for completion.

**VI.** Action Items

1. Ferndale Marching Band Sponsorship Deputy Director Willcock

In past years, the DDA has contributed $500 as a donation to the program. The band has provided entertainment for such events as the Holiday Tree Lighting.

Motion by Director Johnston seconded by Director Scheer to authorize the Deputy Director to donate $500 on behalf of the Ferndale DDA to the Ferndale Schools Fine Arts Booster sponsorship program from account 248-000-956 (miscellaneous). **All ayes, motion carries.**

B. Wayfinding Sign Repair Deputy Director Willcock

Some of the Downtown Ferndale wayfinding signs have been damaged and need to be replaced or repaired. Also need to start thinking about updating the entire quantity throughout the downtown and may need to be worked into our CIP plan.

Motion by Director Jacokes, seconded by Director Scheer to approve $486 to repair the broken wayfinding sign. **All ayes, motion carries.**

**VII.** Information Items

A. Rainbow Crosswalk

The rainbow crosswalk installation is still being worked out with Deputy Director Willcock and the contracting company. Once we’re able to identify a Monday without rain the installation will be a go.

**VIII.** Call to Committee Chairs & Board Members & Staff

Deputy Director Willcock announced bids on Schiffer Park are going out and there is a contingency plan B. Promotions Committee had an idea to work with the restaurants in offering the construction company deals for lunch. Art of the Cocktail is one week away. Accepting donations and volunteers.

**VIIII.** Adjournment

Motion by Director Pawlica, seconded by Director Scheer to adjourn the meeting at 9:40 A.M. **All ayes, motion carries.**