FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**THURSDAY, MARCH 8, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:01 a.m.

**DDA Board Members Present**: Dean Bach, Mindy Cupples, Jacki Smith, Greg Pawlica, Blake Scheer, Nathan Martin, PJ Jacokes, Chris Johnston, Jerome Raska

**DDA Board Members Absent**: Mayor/Council

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

**Guests:** Kathy LaPlante, National Main Street, Alex Hritcu, MSOC, April Lynch, City of Ferndale Manager and Jordan Twardy, City of Ferndale Planner

B. Dismissals: Mayor/Council

C. Approval of Agenda

Motion by Director Smith, seconded by Director Scheer to approve the agenda as presented. All Ayes, motion carries.

Director Johnston arrives at 8:02 am

Director Raska arrives at 8:05 am

D. Approval of Minutes: February 2018

Motion by Director Cupples, seconded by Director Jacokes to amend the Minutes for February 2018 - In Section V, second paragraph, end of the fifth line, fourth sentence, change Director Cupples to Councilwoman Piana.

Motion to amend February 2018 minutes as amended and presented. All Ayes, motion carries.

**II.** Consent Agenda

1. DDA Staff Reports
2. Financial Statement

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

**III**. Community Reports

1. Chamber of Commerce Matt Zook

Chamber Director Zook announces the Chamber has been great and he is loving the relationship with the DDA, also reporting that the BUILD event went very well. The next event is a workshop on March 21, 2018, held at the library, with the final event of a 3-part series being held on 4/4 from 5pm – 7pm. Valentine Distribution is having a ribbon cutting ceremony on March 22, 2018 to celebrate their growth and need to meet customer demand.

1. Ferndale Area District Library Jenny Marr

Community conversations are continuing at the library, Adulting 101 is coming up, there’s a waiting list and the program is going well – tonight is housekeeping and landscaping. March and April are the reading collective with a couple other communities (Oak Park and Berkley). March 21, 2018 is the First Impression workshop. Youth Services is becoming more dedicated, new equipment is coming for mobile printing and another copier. Library will be closed from 4/1 – 4/3.

**IV.** Easter Basket Due March 15th

1. Parks and Recreation

The challenge has been issued from Parks and Recreation to craft an Easter Basket including items that would encapsulate each participating department’s likeness. All donations are accepted in the form of gifts or monetary gifts.

**V.** Action Items Barry Hicks

Presented, is a budget amendment as outlined in the Board Packet budget memo. Due to various concerns from the community regarding the cleanliness of our downtown, the budget increase will allow us to reallocate resources to provide some services for power washing, gum removal and additional trash pickup services.

Motion to approve the proposed budget amendments for Fiscal Year 2017-18 as presented and recommended by the Executive Director. All Ayes, motion carries.

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

Councilwoman Piana is meeting with the National League of Cities’ legislators on behalf of Ferndale. If there’s anything we’d like her to champion, let her know.

CM Lynch announced the budget workshop with the City is done. Reviews are done with architects and park improvements are underway. The City is also looking at costs for crosswalks and restriping replacements.

ED Hicks added, Giffels, Webster, Justin Lyons and DPW talked about what it would take to work on the crosswalks. Anything outside the normal standard is a cost back to the city to do maintenance on. What else creative can we do if crosswalks are not an option?

Councilwoman Piana chimed in with her suggestion to do the crosswalks at 9 and Planavon or somewhere les traffic heavy.

ED Hicks also added Design Guidelines have been recommended for approval by the planning commission. They’ll go into effect 30 days after approval, most likely on 3/26.

Deputy Director Willcock announced she posted 11 videos so far for the Faces of Ferndale, with about 16 more in the works. Main Street Oakland County awards are due at the end of this month and she is doing the Spirit of Ferndale video. Is anyone else interested in writing a nomination? She is also nominating Michael Hennes as Board Member of the Year.

Director Johnston thanked Cindy for all the great work and adds, it’s nice to see the attraction of the videos. Also suggests, instead of painting the crosswalks, maybe we could plant flowers in different row colors that would give the same rainbow effect.

**VII.** Adjournment

Motion by Director Raska, seconded by Director Scheer to adjourn the meeting. All Ayes, meeting adjourned at 10:02 a.m.