FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**THURSDAY, JUNE 14, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:00 a.m.

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

**DDA Board Members Absent**: Dean Bach, Mayor, Council.

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

**Guests:** April Lynch, City Manager, Cara Sokol, City Communications Manager, Joe Gacioch, Assistant City Manager, Jordan Twardy, City of Ferndale Planning Director, Jenny Marr, Ferndale Public Area District Library, April Boyle, Build Institute, Kevin Canze, Republic Parking.

B. Dismissals: Mindy Cupples, Chris Johnston, Jerome Raska, Nathan Martin, Council.

C. Approval of Agenda

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

D. Approval of Minutes: May 2018

Motion by Director Scheer seconded by Director Smith to approve the Minutes for April 2018 as presented. All Ayes, motion carries.

**II.** Consent Agenda

1. Staff Report
2. Financial Statements

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

Director Johnston joins at 8:06 am.

**III**. Presentations

1. BUILD Institute April Boyle

As of lately, the BUILD Institute and Ferndale have sealed an official partnership to support the local business community. Ferndale SOUP is coming up at the end of June, on the 27th. BUILD Institute is the most active on the crowd funding source, KIVA – an international nonprofit with a mission to connect people through lending to alleviate poverty. Ferndale SOUP is coming up at the end of June, on the 27th.  SOUP has been happening in Detroit for 8 years and is happening in England now too. The community comes together and hears presentations from 4 people and it helps give the ideas the resources they need to accelerate the idea to the next level. SOUP is looking for support and help and to be a part of the ecosystem. Director Smith will be moderating the event and there will be a live performance.

1. Ferndale Area District Library Jenny Marr

Adult summer reading begins on June 23rd with court yard reading, Treat Dreams ice cream and Magician Cameron Zvara. Many outdoor activities have been planned for the summer months - 6/27 is build a cat castle workshop. Youth services just got a grant for the Playstation 4, been doing some fun stuff like anime.

**IV.** Action Items

1. Temporary Parking Solutions - Passport Parking Joe Gacioch

New branded app to replace Park Mobile. It will be more cost effective as well as simplify user and operator usability. The new system will begin on Monday, June 18th beginning with the westside of the City. Park Mobile will expire July 6th. Passport Parking will work the same as Park Mobile. The City is increasing the yellow spaces as well as encourage #walkferndale behavior. Permits will not exempt users from having to pay for parking. Representing Lyft is Meredith Baker. Meredith identifies the services provided as door to door services and alternative parking locations. In the app, the agreement will already be set, codes and geocodes must correlate in the app. Business owners get codes that are treated like cash. Employees can then get a Lyft to their home if they live in the area or take a Lyft to a designated parking spot (church). The app allows for there to be a cap and a limit put on the program so people don’t take advantage. Director Scheer asks if there is a way to revoke a code and the answer is yes, as long as the codes are known. Codes are for to and from work only. The idea behind the codes is to get employees out of the parking system as much as possible. The City is asking for 5K right now and as the codes are used they will be pulled out of the system. Another feature the app is capable of, is tracking to see where the most usage is coming from as well as the destinations people are traveling to and from. Director Johnston would like to capture the heaviest users of the code. Director Scheer is concerned with people using the codes to get discounts to leave the city. Meredith said they’re able to coordinate around the specifics we’d like to see, it just needs to be set up.

Motion by Director Cupples seconded by Director Jacokes to authorize the Executive Director to execute an agreement with Lyft for a not-to-exceed amount of $5,000 from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services, subject to minor modification for effectuation.

1. Ferndale Schools Marching Band Booster

In the past, the DDA has contributed $500 as a donation to the Eagles Marching Band program. The Marching Band has provided entertainment for such events as the Holiday Tree Lighting. Director Raska would like to see us give the football tickets away that accompany the donation.

Motion by Director Scheer, seconded by Director Raska, to authorize the Executive 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).

1. Build Application The Oakland (201 W. Nine Mile)

Sandy Levine, Owner of The Oakland (201 W. Nine Mile) requested assistance through the DDA’s Build Façade Grant Program. The application was reviewed and approved by the Appearance Review Committee on May 23, 2018. The Build Façade Grant Application was reviewed and approved by the DDA Design Committee on June 5, 2018 with some conditions and alternatives. The Design Committee noted that the owner had only planned on replacing the lower portion of the Façade. After some discussion with the owner during the Design Committee meeting, the owner indicated that they would like to replace the marquee area, but they were limited on funds and did not think they could do it at this time. The committee asked if they would replace the entire façade if they received a full 20% match from the DDA with a not-to-exceed amount of $5,000. The owner indicated they would likely be able to do the entire front face if that was the case.

Motion by Director Raska, seconded by Director Cupples, to authorize The Oakland (201 W. Nine Mile) to receive assistance through The DDA’s Build Façade Grant Program contingent with the below criteria. Work must be completed within 6 months.

1. To assist the applicant by providing 10% of the requested amount to replace the lower portion of the façade, as presented, for a not-to-exceed amount of $2,156.
2. AND – that the applicant submits new plans for the marquee/upper portion of the façade for consideration by the Design Committee.
3. Schiffer Park Presentation Barry Hicks

Executive Director Hicks met with Parks and Recreation Director LaReina Wheeler on the Schiffer Park expansion, possible timeline and costs for completion. Hicks presented a brief update on Schiffer Park completion, estimated at a quarter million dollar. The City is asking the DDA to contribute $75,000 to support the plan as presented. Director Raska is requesting more proposals. Pro tem Pawlica would like to see all current park elements to remain, being that the park does not have much to it as it is.

Motion by Director Raska, seconded by Director Smith to allocate 75K to support the plan for Schiffer Park as presented.

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

Deputy Director Willcock announced Art of the Cocktail is coming up next week. There will be a lot of cool art. Everyone should come and invite their friends.

Director Hicks updated everyone on the library garden, there is a pump issue with the cistern. Pump for that irrigation system burned out over a year ago and it will take somewhere between 2 and 7 days for a new one, which will then allow for the drip irrigation.

Director Hicks updated us on The dot, there is a posted RFP with PUD and an interest on 5 developers.

Director Hicks also mentioned Tuesday, June 19th is the session for retailers at Hambo’s. The discussion will be sculpted around the current and forthcoming position of retail. Breakfast will be provided.

**VI.** Adjournment

Motion by Director Raska, seconded by Director Johnston to adjourn the meeting. All Ayes, meeting adjourned at 9:26 a.m.