FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**THURSDAY, AUGUST 16, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:04 a.m.

**DDA Board Members Present**: Heather Cutlip, Blake Scheer, Mayor Dave Coulter, Dean Bach, Chris Johnston, Jerome Raska

**DDA Board Members Absent**: Mindy Cupples, Jacki Smith, PJ Jacokes, Nathan Martin, Council.

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

**Guests:** Joe Gacioch, Assistant City Manager, Angie Hicks, Hamilton Anderson & Associates.

B. Dismissals: Mindy Cupples, Jacki Smith, PJ Jacokes, Nathan Martin, Council.

C. Approval of Agenda

Motion by Director Scheer, seconded by Director Raska to amend section V. up one and section IV. down one, as amended and presented. All Ayes, motion carries.

D. Approval of Minutes: August 2018

Motion by Director Scheer seconded by Director Raska to amend the Minutes for June 2018 as follows – In Section I, item B. Dismissals: Dean Bach, Council.

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

**II.** Consent Agenda

1. Financial Statements

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

**III**. Community Reports

1. Chamber of Commerce Director Scheer

In the absence of a representative for the Chamber, Director Scheer updated us briefly, stating they are in good shape.

**IV.** Action Items

1. Downtown Development & Capital Improvement Plan Hamilton Anderson; Angie Hicks

The RFP to update the CIP included city and library board members. After the Selection Committee reviewed all submitted proposals, Hamilton Anderson was the selected firm. Angie Hicks is presenting on behalf of the firm. Once the contract is in place, there will be an initial meeting with the plan outline, followed by the kickoff assessment and then regular meetings with the plan present. Then, it will be time to implement the priority matrix as well as engage the community throughout the planning the process.

Discussion:

Mayor Coulter loves this proposal; however, he would like to caution HA with the possibility of over engaging the community. Community balance is very important with this community – a good example that resonates with the community is the Livernois project and big mixed-use developments would scare the community. With that said, phasing is very important. Angie proposed creating handouts and documents that will help people understand. We need to sell people with the proper communication to get them to buy in. ED Hicks stated that it will give us a better handle of what our CIP budget will look like, TIF plan and the capital assets. The cost is $76,000. Director Johnston added that he thinks it’s very important to have this as a road map and to refer to, time and time again. Director Raska added, part of this is telling the story to the DDA stakeholders and then asked if we are waiting until they ask. Angie responded, they will be involved as part of the process.

Motion by Director Raska, seconded by Director Scheer to authorize the Executive Director to execute a contract with Hamilton Anderson to provide professional services to create the Downtown Development and Capital Improvement Plan in accordance with their submitted proposal.

1. Build Application Ferndale Collision

Dennis first came to us in June with the façade improvements he would like assistance with through the Build Façade Grant Program. The application was reviewed and approved by the Appearance Review Committee on July 11, 2018. The Build Façade Grant Application was later reviewed by the Design Committee with proposal. **Recommendation:** Award 20% of renovation costs up to $5,000, with the materials as presented on spec sheet.

Total Project Cost: $24,080.80 = $4816

Motion by Mayor Coulter, seconded by Director Raska to approve the application as submitted up to a reimbursement of 20% of eligible expenses requested with a not-to-exceed amount of $5,000.

1. DDA New Board Member Applications/Appointment

Director Hicks reviewed the applications we received for the open Board Member position. Currently, we only have one open position and it’s a resident spot. Cindy Willcock added that Tim K. is involved with the Promotions Committee, he does all the videos for Faces of Ferndale and Art of the Cocktail. Tim is very interested in Ferndale as he lives, works and plays here, being very involved with Go Comedy. Director Bach noticed and mentioned the applications are impressive. Director Hicks acknowledged we only have one open seat, it’s a residency and all applicants live in Ferndale. Director Raska added that William’s retail background could also be a strength and Tim K’s application doesn’t indicate the amount of years he’s lived in Ferndale. Director Hicks said he’s going to call Angela and James.

**V.** Presentations Parking: Merchant Validation Program (City Manager’s Office)

A. Assistant City Manager, Joe Gacioch gave an update on the Merchant Validation Program. To date, there are over 12K downloads already and has far exceeded the Park Mobile downloads. Gacioch has been having coffee with George from Assaggi every Monday or Tuesday, he loves the new app and is thinking about being an ambassador for the testing with Green Space Café. There is a possibility they will incorporate the ticket price into the food price. Salons would also be a good test subject for the program. We need to improve how we brand to the businesses being that there are many industries not even recognized. For now, warning citations are being issued with August being actively enforced. This will give a better idea of how many warnings are given before an actual citation is issued. Director Johnston asked if there will be a grace period from the time vehicle is parked until the issuance of citation. Assistant Manager Joe Gacioch answered, yes. Gacioch also acknowledged there will be no discounts issued and the price is set at a dollar. Concerns grow around incorporating retail and the most effective path for moving forward, in which Gacioch answered, a credit voucher may be the only way. The Chamber is also putting together a “new business” type of packet. Director Raska suggested having an app party to gain more visibility and downloads for the convenience of users. Presentation for The dot will be on the second Thursday and Gacioch will be attending. Director Bach is hearing great things about the parking staff, they have really stepped up and taken initiative.

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

Deputy Director Willcock announced its Dream Cruise all weekend, the weather is going to be great and tonight is the Get Reel Lion King outdoor movie on Vester with face painting and other fun festivities. Willcock also gave a brief overview of the People Movers program, in which credits are purchased from businesses and then rewarded to customers. This is a program that could assist with encouraging alternative methods of transportation while the downtown is under construction with the expansion of parking. Director Raska suggested incorporating Parking Credits.

Director Hicks announced the DDA office will be closed tomorrow with City Hall being closed for Dream Cruise. He also reported on Schiffer Park, in which it’s being wrapped up. They are wrapping up with the fixtures and other details that need to be addressed. Director Hicks also noted he’s been working with DPW to see if they would be able to take over in place of Worry Free, they did an excellent job outing a packet together explaining how they could work with us to achieve our goals. Director Hicks has been working hard on the presentation of downtown and it’s looking better.

**VII.** Adjournment

Motion by Director Raska, seconded by Director Cutlip to adjourn the meeting. All Ayes, meeting adjourned at 9:25 a.m.