FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, April 11, 2019**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:02 a.m.

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

**DDA Board Members Absent**: n/a

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

**Guests:** Meghan Sharp (Hamilton Anderson), Councilwoman Piana

B. Dismissals: n/a

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: March 2019

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

Director Johnson arrives at 8:03 am.

Director Jacokes arrives at 8:06 am.

Director Cutlip arrives at 8:09 am.

**II.** Consent Agenda

1. Financial Statements
2. DPW Downtown Maintenance Reports

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

**III**. Community Reports

1. Chamber of Commerce Dale Vigliarolo

Dale Vigliarolo, Board Chair spoke on behalf of the Chamber, introducing Joy Wells, Director of Operations. Staff is working hard on Rainbow Run, everything is coming together great. Artist in You is coming up on May 14th. Also attended a nice Ribbon Cutting Re-Opening Ceremony at M.C. Wiches and they appreciate the support from all of us. As a side note, Chair Vigliarolo acknowledged that part of the ceremony is awarding businesses with a certificate displaying both Ferndale Area Chamber of Commerce and Ferndale Downtown Development Authority, which makes it nice for both organizations to be there. Congratulations to Barry on his new position with Madison Heights.

B. Ferndale Area District Library Jenny Marr

The library is planning spring events in hopes of pushing spring right along, many events are planned, be sure to look over the event schedule. This year, a seed library has been added to the scheduled events later in the spring. This will be a fun community activity for local gardeners to share with other gardeners. The Seed Library will kick off on May 1st at 6pm. Congratulations to Barry on his new role. Director Marr is appreciative for Cindy’s effort in communicating what’s going on with the library as she’s been a wealth of knowledge.

Director Marr also appreciates that Cindy has helped keep the library close to the rest of the community.

**IV.** Call to Audience

1. Various Public

Several audience members expressed their well wishes to Barry as he moves on to CED Director of Madison Heights.

**V.** Action Items

A. Library Tax-Capture Agreement Renewal Barry Hicks

The current library TIF expires on June 30th this year. Deputy Director Willcock stated that she’ll get the signed one over to Jenny.

Motion by Director Cupples, seconded by Director Raska to authorize the DDA Board Chairperson to renew an agreement with the Ferndale Area District Library as presented. **All ayes, motion carries.**

B. Liquor License: 22812 Woodward Avenue – Traverse City Whiskey Co. Jared Rapp

Property previously secured a class C liquor license. New owners with two separate entities, Class C allows beer, wine, and liquor to be sold. Tasting room license can be off premises and is an extension of the license held in Traverse City. There is a common shared restroom between the two businesses separated by a swinging door. Existing Class C license would work if there were only one business. However, he’s leasing from and there will be signs distinguishing the two different businesses from one another. This is a newer type of license and would only allow for Traverse City Whiskey to be sold at the tasting room.

Discussion: Director Cutlip asked if this will increase capacity? Barry Hicks replied; it does not affect capacity. Director Semma asked if there is another bar that was added. Yes, there was another bar added. However, the addition of the new bar decreased the size of the old bar.

Director Pawlica asked what the hours will be. Less than Como’s, Jared answered. Local approval is needed as of recent changes, effective December 2018. Before December, they could operate as many tasting rooms as needed under their existing liquor license in Traverse City, Michigan. Prior to the change last December, it was okay to open as many tasting rooms as desired. The upstairs is now blocked off and being used as an office. Councilwoman Piana is requesting the percentage increase/decrease data in correlation of liquor licenses and the parking in lieu ordinance. Barry Hicks stated that he tracks the businesses opening and closing, not liquor licenses. Audience member and Downtown Ferndale Commercial Real Estate Agent, Rick Ax offered his experience, stating that many restaurant/bars inquire about looking for space in Downtown Ferndale. However, once he explains the ordinance, they move on. Justin Lyons could also attest if needed. Director Cupples added that we may need to re-do the process since there are loop holes that continue to arise with the current regulations in place.

Motion by Director Cupples, seconded by Director Jacokes to recommend that City Council approve the applicant’s request for a new Off-Premise Spirit Tasting Room License. **All ayes, motion carries.**

C. DPW Downtown Maintenance Reports Dan Antosik

DPW assessed and reported the breakdown on curbs that are currently being referred to as ankle twisters. The breakdown is given on the insert with the board packet. DPW did an assessment and ran some numbers.

Discussion: Chairwoman Smith asked if this will be in our CIP plan, Barry Hicks answered no. However, we can include it. Board of Directors continue to discuss confusion with who the repair payment falls on, the City, the property owner or the tenant and how the payment would be collected. Sheryl Stubblefield, City Finance Director provided the process used for residents, in which the repair cost is added right in their tax bill. Stubblefield suggested doing something similar for the businesses. Director Pawlica believes it is the DDA’s responsibility to coordinate and then execute a sidewalk improvement plan. To move this forward, Barry Hicks suggested choosing one of three options, not take action, postpone to a later meeting, form two different motions. Gacioch, Assistant City Manager suggested we table this until May 9th. **Tabled topic.**

D. Executive Director Retirement Funds Distribution Barry Hicks

The Executive Director has served the Ferndale DDA since October 19, 2015. The Executive Director is requesting the contributions made by the employer in to the ICMA retirement plan be distributed to the Executive Director (1 and a half years before being fully vested).

Motion by Director Martin, seconded by Director Semma to approve the Executive Director’s request to distribute all funds from the ICMA retirement plan to the Executive Director in full upon their departure. **All nays, motion drops.**

**VI.** Presentation

A. Downtown Development & CIP Update Meghan Sharp

Meghan Sharp from Hamilton Anderson presented an updated plan.

**VII.** Information Item

A. Workshops for Downtown Business Owners

Chairwoman Smith believes if we have an amazing retention program, the businesses will show up. Chairwoman Smith is aware of the ins and outs of running a business and getting caught up with daily operations – social media is one hurdle that our business community could use help with.

B. DDA Executive Management Team The DDA Planning Unit (DDAPU) is a leadership team whose members include existing DDA Staff, Ferndale City Manager, and a member each from the Community and Economic Development (CED) and Communications Departments. The DDAPU is a pilot concept that s should operate to serve the DDA and City for 120-180 days. The DDAPU can leverage the relationships and resources between the City for 120-180 days. The DDAPU can leverage the relationships and resources between the City and DDA to enable continuity of DDA operations and strategies through the vacancy left by the outgoing Executive Director. Gacioch, Assistant City Manager met with the executive board on how the City can best support the DDA and Deputy Director, Cindy Willcock. Chairwoman Smith wants to bring Cindy into this discussion more being the Deputy Director and that the City is in support of what she’ll be taking on. This will give us time to decide how to move forward in the best possible light and in hopes of opening new possibilities. This is a great opportunity to reimagine what we can be as a DDA. Director Pawlica acknowledged how well the DDA and City have come together over the last couple years and would like to see the partnership grow stronger through leveraging each other’s relationships. The goal is to create a winning situation that we can look at together and determine where we want to go.

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

Barry Hicks thanked everyone for everything and reminded us he’s not going too far away, for anyone who wishes to contact him, his personal email is [barryhicks@gmail.com](mailto:barryhicks@gmail.com). Also said it’s been great working with Torri and Cindy, they’re both rock stars! Hicks also acknowledged it’s been great working with the City.

Director Johnston thanked Barry and apologized to the Board for late.

Deputy Director Willcock wanted to give “props” to the businesses and construction team that took care of the hiccup with the water main break over the weekend. The Board agrees and also thanked Cindy for being a Rock Star and getting out there to support the businesses.

Director Cutlip had a great time at Main Street and learned a lot! She will be summarizing her experience and bringing it in to share.

**VIIII.** Adjournment

Motion by Director Raska, seconded by Director Scheer to adjourn the meeting. All Ayes, meeting adjourned at 10:04 a.m.