FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, January 10, 2019**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:03 a.m.

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

**DDA Board Members Absent**: Chris Johnston, Jerome Raska

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

**Guests:** Dale Vigliarolo, Jenny Marr, April Lynch, Joe Gacioch, Sheryl Stubblefield, Kara Sokol, Jordan Twardy, Steven D. Mann (Miller-Canfield).

B. Dismissals: Chris Johnston, Jerome Raska

C. Approval of Agenda

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

All Ayes, motion carries.

D. Approval of Minutes: November 2018

Motion by Director Jacokes, seconded by Director Scheer to approve the minutes for November 2018 as presented. All ayes, motion carries.

**II.** Consent Agenda

1. Financial Statements
2. Promotions Committee Update

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

**III**. Community Reports

1. Chamber of Commerce Dale Vigliarolo

Chamber President Dale Vigliarolo updated us on the status of the Chamber, proclaiming that they are moving forward, and it feels like things are getting back on track. Operational structure

has taken effect with the addition of Maya, the new office assistant to relieve Kimberly of the administrative office tasks. Carol Jackson joins the team as Membership Director. President Vigliarolo has one of his guys changing out the marquee on Woodward Ave. as needed. The Chamber directory is expected to be rolling out sometime this February. The rainbow run plans have begun, plans are underway. There is a Business after 5 coming up at Otus Supply (1/17) and plans to meet the new chef at GreenSpace café on January 22, 2019.

1. Ferndale Area District Library Jenny Marr

The library is restructuring in January, getting all new public computers as the current computers are 8 years old. The battle of the books is still underway with Ferndale Public Schools.

**IV.** Presentations

1. Act 54 Updates Steven D. Mann

The Re-codified Tax Increment Financing Act, 2018 PA 57 (the “Act”), was signed into law

on March 15, 2018 to take effect on January 1, 2019. The Act consolidates the legislative authority to create and operate tax increment authorities (other than brownfield redevelopment authorities) into a single statute. The act imposes new, uniform reporting requirements on most authorities and their related municipalities, new public informational meeting requirements, authorizes the Department of Treasury to enforce the Act, and prohibits authorities in breach of these reporting requirements from capturing tax increment revenues in excess of the amounts necessary to pay bonded indebtedness and other obligations of the authority for the period of noncompliance.

**V.** Executive Committee Appointments

1. Executive Board Elections DDA Board of Directors

The Board of Directors is voting on and electing all 4 seats. Nominations are as follows; Director Smith nominated to be Executive Board Chair by Director Scheer, Director Scheer nominated to be Vice Chair by Director Cupples, Director Cupples nominated by Director Smith to be Secretary and Director Jacokes nominated by Director Martin to be Secretary.

Motion by Director Cupples seconded by Director Martin to appoint the slate of Executive Directors as presented. All ayes, motion carries.

**VI.** Action Items

1. Interlocal Governmental Agreement Regarding The dot Project Executive Director Hicks

Both partners to the DoT come to the project with a financial gap (shortfall between project revenues and expenses) totaling **$9.5M.** The DoT is being engineered to accommodate mixed use. If the uses do not come at the same time as deck construction, the city will not be able to rely on tax revenues to support long-term debt-service and maintenance of the deck. With MEDC support, we get a project that is more in-line with the community’s vision for the future and growing downtown, and it also becomes a more stable, diversified investment for the taxpayers of Ferndale.

**Discussion:** Director Cupples believes the DDA does have a responsibility to support this project. On paper we can see $1M works, however, we cannot predict the future and Director Cupples said she would not run her own bank account by the same measure and based on this alone, will probably vote no.

Motion by Director Jacokes, seconded by Director Cupples to authorize the Board Chairperson to execute an agreement with the City of Ferndale to provide a one-time lump-sum payment of $250,000 from the DDA’s Fund Balance to the City for The dot project; and to provide an annual payment of $55,000 to the City of Ferndale for a duration of 20 years to assist with the repayment of a $750,000 bond for The dot project. 6 ayes, 1 no. **Motion carries.**

# Roll Call

Ayes: Directors Scheer, Smith, Cutlip, Jacokes, Martin, and Pawlica

Nays: Director Cupples

Abstained: None

Absent: Directors Johnston and Raska

1. Parking Rate Resolution Assistant City Manager, Joe Gacioch

In support of timeline predictions and cost projections made by the developer of The dot, the consideration of increasing parking rates up to one-dollar per hour in all downtown public parking facilities is currently under review by The Downtown Development Authority Board of Directors. The goals and objectives of the Ferndale DDA are to promote the vitality and diversity of businesses within the boundaries of the district. Studies have been completed that identify the need to increase the cost of parking in Downtown Ferndale.

**Discussion:** Assistant City Manager Joe Gacioch communicated the demand for parking rate increase based on The dot projections parallel with an evaluation consistent with project completion factors. Gacioch also spoke on the programming opportunities. To which, the new space/partnership delivers a wide array of options to be explored. Pro Tem Pawlica spoke on behalf of council, indicating they are very supportive of the resolution and recognize this as an additional way to bring revenue to our downtown. Gacioch also addressed the enforcement hours, indicating both an extension and adjustment to what the hours are currently. The new hours being proposed are 11:00 am – 12:00 am. Director Scheer asked when the last time parking had been raised was. The consensus is between 10 and 15 years. Director Cutlip asked if parking passes would double. Gacioch answered no, he also noted that the timeline was decided based on heavier traffic and more daylight. Director Scheer asked about the communications and what the plan is to move forward. Communications manager Kara Sokol responded that everything will need to be redone and explained, as well as highly supported by City Staff. Mass communication on text alert, print communications, all hands in – will be communicating on any and all means available. Director Cupples asked how much is in the parking reserve. Gacioch answered, 1.5 million.

Motion by Director Scheer, seconded by Director Jacokes to adopt the following resolution:

WHEREAS, the City of Ferndale Downtown Development Authority (referred to as the “DDA”) Board of Directors, does hereby find as follows:

WHEREAS, the goals and objectives of the Ferndale DDA are to promote the vitality and diversity of businesses within the boundaries of the district as establish by ordinance;

WHEREAS, studies have been completed that identify the need to increase the cost of parking in Downtown Ferndale; WHEREAS, there is an increase in cost to the City of Ferndale to provide additional parking spaces to accommodate current needs and potential future growth which will come at an upfront expense which will require revenues to support the development of future parking solutions; NOW, THEREFORE, BE IT HEREBY PROCLAIMED by the City of Ferndale DDA Board of Directors of the City of Ferndale, Michigan, recommends that City Council increase the cost of parking up to one-dollar per hour as recommended by City Staff per the findings of the studies that were undertaken to determine an appropriate rate.

6 ayes, 1 no. **Motion carries.**

# Roll Call

Ayes: Directors Scheer, Smith, Cutlip, Jacokes, Martin, and Pawlica

Nays: Director Cupples

Abstained: None

Absent: Directors Johnston and Raska

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS**

**RESOLUTION**

A MEETING OF THE CITY OF FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

HELD AT 300 EAST NINE MILE ROAD, FERNDALE, MI 48220, ON JANUARY 10, 2019,

RESOLUTION – The Downtown Development Authority Board of Directors supports increasing parking rates

up to one-dollar per hour in all downtown public parking facilities.

Moved by Board Member Scheer, Seconded by Board Member Jacokes

To adopt the following Resolution:

WHEREAS, the City of Ferndale Downtown Development Authority (referred to as the “DDA”) Board

of Directors, does hereby find as follows:

WHEREAS, the goals and objectives of the Ferndale DDA are to promote the vitality and diversity of

businesses within the boundaries of the district as establish by ordinance;

WHEREAS, studies have been completed that identify the need to increase the cost of parking in

Downtown Ferndale;

WHEREAS, there is an increase in cost to the City of Ferndale to provide additional parking spaces

to accommodate current needs and potential future growth which will come at an upfront expense which

will require revenues to support the development of future parking solutions;

NOW, THEREFORE, BE IT HEREBY PROCLAIMED by the City of Ferndale DDA Board of Directors of

the City of Ferndale, Michigan, recommends that City Council increase the cost of parking up to one-dollar

per hour as recommended by City Staff per the findings of the studies that were undertaken to determine

an appropriate rate.

## **Roll Call**

Ayes: Directors Scheer, Smith, Cutlip, Jacokes, Martin, and Pawlica

Nays: Director Cupples

Abstained: N one

Absent: Directors Johnston and Raska

Resolution is adopted this day, January 10, 2019 by the Ferndale DDA Board of Directors.

(A signed copy of this resolution is on file and available for review at the office of the Ferndale DDA, 300

E. Nine Mile Rd.)

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

City Manager April Lynch announced her last day will be February 28th, as she’s accepted a position with U of D.

CED Director Jordan Twardy gave a brief update on the project starting 1/14/19 – Baker College will be establishing a flagship campus here in Ferndale with retail space, mixed use parking and conference rooms for everyone to access.

Deputy Director Willcock gave an update on the Promotions Committee initiatives focused on driving more business to the downtown. “Discover Downtown” is a campaign that will revolve monthly with new themes. Willcock made a simple logo, which will be produced with any rollout. Another portion of the Discover Downtown campaign are the Wednesday Walks, created with the hope of getting people out to the downtown, opportunities to appoint guest walk leaders, while highlighting the short walk and the overall walkability of the downtown. Another cool interactive activity is the head in a hole campaign that will randomly show up around downtown to help get people out looking for them and interacting on social media.

Director Hicks acknowledged the work of the Promotions Committee and the creativity coming out of the monthly meetings. Hicks also complimented the results of the WXYZ advertising campaign, sharing that he’s happy with them. However, WXYZ believes they can do better. Reminder, Strategic Planning will be held at the library on 1/28/19. The groundbreaking for The dot is on 2/2/19 from 12pm - 3pm in a heated tent.

Pro Tem Pawlica announced he is taking the lead on holiday decorations and would like ideas sent to him at gpawlica@ferndale.gov.

**VI.** Adjournment

Motion by Director Scheer, seconded by Pro Tem Pawlica to adjourn the meeting. All ayes, meeting adjourned at 9:53 am.