FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, May 9, 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**: Jacki Smith, PJ Jacokes, Nathan Martin, Blake Scheer, Mindy Cupples, Dave Coulter, Heather Cutlip, Chris Johnston

**DDA Board Members Absent**: Janice Semma, Jerome Raska, Greg Pawlica

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

**Guests:** Dan Antosik, Administration Manager (DPW)

B. Dismissals: Janice Semma, Jerome Raska, Greg Pawlica

C. Approval of Agenda

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

All Ayes, motion carries.

D. Approval of Minutes: April 2019

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

**II.** Consent Agenda

1. Financial Statements
2. DPW Downtown Maintenance Reports and Summary Brief
3. DDA Staff and committee Reports

Motion by Director Cupples seconded by Director Jacokes to accept the Consent Agenda as

presented. All Ayes, motion carries.

**III**. Community Reports

1. Chamber of Commerce Blake Scheer

Director Scheer updated everyone on the Chamber, the Artist in You is coming up next week. If you’d like to sign up for Rainbow Run, contact Joy Wells.

B. Ferndale Area District Library Jenny Marr

Director Jenny Marr handed out a full calendar of events for the month of May. Newly added is the Drag Queen story hour, scheduled for May 18th, the same day as Clean the Ferndale Up. There will be summer reading in June and July.

Director Cutlip arrives at 8:07 am.

Director Johnston arrives at 8:11 am.

**IV.**. Presentations

1. Hamilton Anderson Meghan Sharp

Meghan updated us on where we are in the CIP planning process. As of now, Hamilton Anderson is requesting a working group to figure out the next steps. The focus group would be to identify strategy and timing of specified projects, meeting would not need to be public. Jordan Twardy, Community & Economic Development Director and Justin Lyons, CED Planning Manager both offered to be a part of the group. Directors Smith, Jacokes, Johnston and Martin are all willing to be part of the group as well. Director Scheer requested to have the DDA PU handle the organization. Gacioch, Assistant City Manager believes we should be able to figure out the details in one meeting and will start negotiating the date with involved parties.

**V.** DDA PU Updates (items other than those listed below)

1. Executive Support Joe Gacioch

Completed the meeting and broke it into 3 categories. Valet has been successful suggests the numbers given by Star Trax. Cindy is looking into what it would look like to adopt a sidewalk improvement plan based on what other DDA’s are doing. Hoping to get the rainbow crosswalk installed and ready for testing in time for Pride.

B. Communications Support

The Communications team will support the DDA with keeping consistent communications pertaining to The dot and all communication pieces both entities are endorsing.

C. CED Support

Discussion: Director Jacokes asked how the crosswalk would be tested. Director Cupples is asking about the communications. Deputy Director Willcock answered, the crosswalk is being tested on a portion of the street that sees a lower amount of traffic and would not be exposed to tires turning. We’re aiming for May 20th to have the crosswalk installed. We’re also putting the word out through Affirmations and to help encourage the community to come out and support the installation. Director Cupples asked if the communications are all set, Deputy Director Willcock answered, yes. Director Scheer asked if the communications for The dot are progressing. Director Willcock announced the plans being a 90-minute general audience conversation, a newsletter being created by the communications graphic designer and should roll out soon. We’re also talking about doing a re-education program with the business owners and Lyft. Director Smith wanted to confirm everything is all set with the crosswalk communications piece, Deputy Director Willcock answered, yes. Director Martin asked about the merchant transaction fee and if there are better options. Gacioch answered, they are looking into other options. Director Cupples is suggesting to not charge for anyone parked 30 minutes or less. Gacioch is concerned with the dynamics it would take to implement and if it would make sense. Mayor Coulter wanted to announce that Joe Gacioch stood out among his competition for City Manager. Welcome Joe officially, and the reason there is so much turnover is because of the strength in the management team. Director Smith also wanted to congratulate Gacioch and say he adds to making work easy as many of the individuals Director Smith has worked with as of recently.

**VI.**. Action Items

1. DDA SAD Plan/Hazardous Sidewalk Repairs

Sidewalk repair is currently a concern in the downtown and we need to develop a long-term replacement program as well as a plan for short term repairs, as there are some sidewalks in need of immediate attention. Costs are included in this month’s board packet. Director Johnston mentioned he has a hazardous sidewalk in front of WAB. Dan Antosik, DPW Administration Supervisor, stated that right now, they are only looking for trip hazards while understanding the budget is limited and the needs for prioritization. We’re too late in the year to try and organize a sidewalk repair plan now, as it’s a 4 month plus process. Dan presented the short-term plan; we would still need to address the long-term issue. As of right now, options are still being researched while weighing the best way to move forward. In the future, we’ll have a plan in place for both repair and replacement. Director Cupples declared, she believes it’s unfair to make the DDA pay for the sidewalks. Gacioch offered clarification, stating that we are only looking into the options for best practices and the best way to move forward. A visual understanding is needed to bring in the proper meaning/actions.

Motion by Director Jacokes, seconded by Director Martin to APPROVE the attached list of repairs in an amount not to exceed $10,500. **Motion carries**.

1. Visioning Session

To be mindful of the quality, culture, titles and how we want to bring it all together, it’s time to jump in and start moving forward. The idea is to move away from the government and be freer flowing. Director Smith has reached out to a few professionals and they’re all in the 4k range. We also have the option of Dan Jacey leading us in the proper direction from an HR perspective and that would be free. Director Johnston is for pursuing the option utilizing our own resources to save on costs and time. Directors Martin, Smith and Scheer are all for Jacey leading us in the visioning. Director Smith is requesting help with dates and running the ship, we need to move forward with a decision. Director Smith also stated that we do have a gap with what can be done. Smith would also like to know if there’s someone Deputy Director Willcock has identified for a temporary fill in. The easiest would be to get administrative support and yes, there is someone Willcock has in mind – Sommer, who previously helped with part time DDA administration. Director Scheer wants to be sure we’re allocating our resources properly. Director Smith said there are some things that can go into the admin role – we don’t have the clarity for what work plans are and Smith still doesn’t have the information from Deputy Director Willcock that she’s been requesting. We have a lot of confusion and Smith is not comfortable bringing someone in under these circumstances. Director Martin added that he was not in the meeting Directors Smith and Scheer attended, however, we do need direction that is set in stone. At what point do we bring someone in to help? Gacioch added the communications plan is a playbook that one could run with - brand communications and construction is a high priority and needs to be addressed ASAP. Former DDA Executive Director Barry Hicks has a remaining 20-25K left in his budgeted salary for the months of April, May and June. Director Cupples stated that The dot communications is most likely not fulltime – what else could this person help out with? Director Smith reaffirmed; we need to figure out who’s doing what before we bring someone else in. We need to create the 60-day plans for staff as well as the additional person brought in. Director Smith is putting an extra 25-30 hours in a week realigning the DDA’s priorities to be consistent with the City’s priorities and she cannot continue to sacrifice such a large amount of time. Director Smith is now finding out there was a lot left undone by the former director. There is such a lack of leadership and we must get a handle on this as a board. We need to get up to being effective. Director Smith is requesting from the board, to allow the City Manager to oversee and make recommendations based on what is observed. Director Cutlip is also requesting to add in accountability. Deputy Director asked to speak and would like to state that there is difficulty in knowing what the priorities are and feels she’s being attacked while being put in a position to feel defensive and believes it’s unfair. Director Cupples added that we haven’t decided who the Executive Director role will be given to. Cupples is also stating that we need to get some alignment on priorities, how we’re spending our time and what we need to do next. Director Smith acknowledged that as we popped the hood, many loose ends in need of immediate attention were discovered. Director Smith proclaimed that she understands the difficulty associated with the need for restructuring and we need everyone’s help with this. Smith is still waiting on her request for information and needs help to get things going. We have a crisis that we must deal with, we don’t have time to waste and we need to get help in here. We need to be mindful of setting up this situation to be successful for the next candidate. Director Johnston responded to Willcock, no one doubts your heart, I think we’re saying we need help in here. Director Scheer added, long and short version – the items we keep tabling are the priorities. Director Smith announced that she’s handing the overseeing of DDA functionality to the City Manager – amending our previous agreement. Gacioch proclaimed that he doesn’t believe there is a motion needed for him to continue doing what he is already doing. Majority agrees Dan Jacey is the ideal visioning session leader.

C. DDA Temporary Position

The City is requesting assistance with administering the strategy, planning and economic development and communications gaps currently affecting DDA workload. The City Manager and Executive Board are recommending creating a temporary position to assist with businesses communications and relationships.

Motion by Mayor Coulter, seconded by Director Scheer to APPROVE funding a new position at an amount not to exceed $25K. **Motion Carries**.

1. Temporary Parking Solutions Budget Allocation

The DDA Board allocated $50,000 per year for FY ’18-’19 for business support services, including temporary parking solutions (TPS) during construction of The dot. To reinforce the TPS, Director Cupples recommends starting with $8K and starting with Saturday 12pm-5pm and if not, then Thurs. 5pm-10pm.

Motion by Director Jacokes, seconded by Director Cupples, to ALLOCATE an amount not to exceed $4,000 from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services to increase free valet services to include additional hours on Thursdays from 5:00pm – 10:00pm and/or Saturdays from 12:00 pm to 5:00 pm.

**Motion carries.**

**VII.** Information Items

1. Payment in Lieu of Parking/Traverse City Distillery

Considering Traverse City Whiskey, it was requested that staff provide background information to better inform City Council and Downtown Development Authority Board. Ordinance was updated in 2016 and originally adopted to eliminate off street parking.

B. Communications Update/the dot

The DDA and City communications department met and discussed communications for updating the community on the progress of The dot.

C. Pedestrian Alley Update

Director Smith mentioned that people are asking about the pedestrian alley and what kind of fun exhibit that may be taking the place of last year’s previous alley project. Deputy Director Willcock has plans for sprucing the alley up as well as painting the half wall in the Dino’s alley. Willcock also has plans to look over the Dye Salon alley with Director Semma’s husband to identify what kind of lighting capability we have in that alley.

**VI.** Adjournment

Motion by Director Scheer, seconded by Director Jacokes to adjourn the meeting. All ayes, meeting adjourned at 10:18 am without a quorum.