FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**Thursday, October 11, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A**.** Roll Call 8:01 a.m.

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

**DDA Board Members Absent**: Mayor/Council

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

**Guests:** Joe Gacioch & Kara Sokol (Assistant City Manager’s Office), Greg Erne & Ryan Schultz (Versa Wanda LLC)

B. Dismissals: Mayor/Council

C. Approval of Agenda

Motion by Director Smith, Seconded by Director Cupples to amend the agenda by combining items B “Parking Updates” and C “Versa Development”, then flip them with item A and approve the agenda as amended. All ayes, motion carries.

D. Approval of Minutes: September 2018

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

**II.** Consent Agenda

1. Staff Report

B. Financial Statements

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

**III**. Community Reports

1. Chamber of Commerce Director Scheer

Director Scheer gave a brief update on the Chamber – the Chamber staff is getting ready for the Gala, which will be held on Wednesday, November 7, 2018. Ticket prices are $40 for one or $70 for two.

Director Johnston arrives at 8:09 am

Director Raska arrives at 8:10 am

**IV.** Presentations

1. Parking Updates/Versa Wanda LLC Joe Gacioch, Greg Erne & Ryan Schultz

Joe Gacioch, Assistant City Manager announced that in September 2018, we entered into contract with Versa Wanda LLC, in which they’ve been courting a potential office tenant – the most challenging part of fulfilling the new development. As of right now, they are looking into options and incentives for temporary wayfinding. Versa Wanda LLC is a boutique real estate company comprised of business partners Greg Erne and Jeff Denha. Their company is in Royal Oak, MI, however, they do have properties in other states as well. Greg believes the plan Joe Gacioch put together is comprehensive and will be the catalyst project to bring more office space to Ferndale. The goal is to create a more vibrant area while keeping the cost affordable and incorporating the residential aspect. The vision for The dot is to create an opportunity zone project, which will incentivize patient capital investments and is connected to the longevity of an investor’s stake in a qualified Opportunity Fund that provides the most upside to those who hold their investment for 10 years or more. The dot will be TIF, no risk – meaning only as it’s created. The reimbursement structure with the DDA will be simple and depends on how it’s structured, with the recommendation being to capture taxes to gain a steady flow. If reevaluation would be beneficial, the option is available. Director Smith asked if the TIF would carry over to the new owner if it were to be sold. Greg replied, the short answer is yes. Director Hicks added that we can build in limitations as we agree to close the gap and cap it.

B. Business & Resident Communications for The dot Barry Hicks and Kara Sokol

Kara Sokol and Barry Hicks have been working on the communications for The dot. The City is handling the communication to the City and the DDA will be handling communication for the TIF district. Kara and Barry have been working on collateral and content plans for all audiences, planning accordingly for the various communication needs affecting each audience. Targeted communication goals are: 1) Information and transparency without overcommunication 2) Educate and inform about walkability 3) Educate and inform about temporary parking solutions 4) Create opportunities for questions, conversations and 2-way engagement 5) Establish messaging advocates 6) Clearly identify information owners. Timelines for communication are: **October** – launch wayfinding & walkability awareness campaign. Print The dot posters, general communication pieces, and Tier 1 and Tier 2 residential communications. **November** – Distribute Tier 1 and Tier 2 residential communications. Create special-edition The dot and parking-themed City newsletter. **December** – Mail special-edition The dot and parking themed City newsletter. Launch biweekly digital and email updates. Director Hicks reported the DDA communication for The dot to consist of regular delivery of information about The dot, construction process/timeline information, street/parking lot closures & utility interruptions, special programs/trainings, promotional opportunities and temporary service changes. There will also be business support promotions and business support Temporary Parking Solutions. Communication will be made on an as needed basis with social media, minimum of twice per month with E-news. Town-Hall meetings 1-2 times per month to start, then on an as needed with project progression basis, depending on participation and in person business visits – as requested or to immediately adjacent impacted businesses for project milestones or to train staff on TPS. According to polls taken by businesses, the preferred method of receiving communication is electronically through Facebook and the E-news. However, based on in person visits, there are still some businesses that prefer to receive communication through snail mail. Due to the high cost, snail mail will be reserved for communication relevant to kickoff and major milestones. Communication regarding The dot will occur through the Downtown Business group on Facebook (roughly 90 members), with the eNews and mail. Communications will consist of any information on The dot, the construction process and timelines. There will be a business promotions portion rolled in as well.

**Discussion:** Director Johnston asked why not run Lyft before everything starts to get people in the habit and established with using the available temporary parking solutions. Director Cupples asked to promote Lyft earlier. Director Raska suggested putting postcards on delivery service items, such as flowers or pizza to aid in passing along the information. Director Johnston suggested beverage napkins with the necessary information. Director Smith suggested using bag stuffers with the relevant information.

C. Hamilton-Anderson Unavailable

**V.** Discussion Items: Michigo Liquor License

A. Bill had come to talk about different ideas and options to help his business as he is planning ahead to help alleviate setbacks while construction of The dot is active. Bill is thinking he would like to purchase a liquor license that would enable him to sell beer and wine for his customers to enjoy with their pizza.

**Discussion:** Director Cupples asked if there are different kinds of liquor licenses. Director Bach confirmed – yes, there are indeed more than one kind of liquor license available. Director Smith suggests having the DDA work with MiChigo to find a way in helping them accomplish their goals, being that the main purpose of a Downtown Development Authority is to be sure the downtown businesses are thriving. DDA Board of Directors discuss viable options amongst themselves, one being to pay into the parking in lieu trust – this would help offset the increased demand of parking spaces needed with the added downtown liquor license. Director Hicks is suggesting doing a combination situation. Director Johnston would like to see the statistics associated with events and parking, such as the event that just passed – OktoBeer Fest. Once we have an idea of what impact events put on downtown parking feasibility, Director Johnston would like to add in consideration of The dot as it is being constructed.

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

Director Jacokes announced November 11, 2018 is Go Comedy’s 10-year anniversary. Stay tuned for added, celebratory festivities to celebrate this exciting milestone!

Director Raska announced the Chamber Gala will be held on Wednesday, November 7, 2018 at Boogie Fever.

Director Hicks attended a Mainstreet Manager meeting recently and would like to give credit where it’s due. Hicks is impressed with the specialization efforts he’s seeing with the program coordinating specifically to community needs and training with our downtown businesses. Mainstreet will be helping with scholarships and conference registration this year. Nominations for the Main Event will be due April 1st and entry submission begins in December, more time to prepare submissions than in years passed.

Deputy Director Willcock mentioned trick or treat in Downtown Ferndale will be on Saturday, October 27th. New for Fido Does Ferndale this year, the DDA is partnering with The Broock to bring new and fun activities to the event, which will be held on Thursday, October 25, 2018. Small Business Saturday is rolling along nicely. Holiday Ice has a theme this year- Throwback Holidays. There will be no reindeer this year, trying to replace them with something fun. Also looking at getting some people on board for the People Points pilot program.

Director Bach would like to echo Director Johnston’s concern with the analysis of parking and events while considering the development of The dot.