FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

**BOARD OF DIRECTORS MEETING**

**THURSDAY, SEPTEMBER 13, 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**: Mindy Cupples, Nathan Martin, Heather Cutlip, Dean Bach, Blake Scheer, Jacki Smith, Jerome Raska, Chris Johnston

**DDA Board Members Absent**: PJ Jacokes, Mayor, Council

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

**Guests:** Keith Zendler, Joe Gacioch

B. Dismissals: PJ Jacokes, Mayor, Council

C. Approval of Agenda

Motion by Director Cupples, seconded by Director Scheer to approve the agenda as presented. All Ayes, motion carries.

Director Johnston arrives at 8:06 am.

D. Approval of Minutes: September 2018

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

**II.** Consent Agenda

1. Staff Report
2. Financial Statements

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

**III**. Community Reports

1. Chamber of Commerce Director Raska

Director Raska updated us on the Chamber- The Best of Ferndale Gala will be held on November 8, 2018 at Boogie Fever. Looking for auction items still. The Chamber partnered with ILEA (International Live Events Association) and will be hosting Jingle Bingo Balls on November 28, 2018 – drag queen bingo. Tickets are $50.

**IV.** Presentations

1. People Points Keith Zendler

Keith Zendler presented on behalf of People Points – an incentive program to help promote our downtown businesses. Currently, Zendler is working around Detroit with businesses and working with India. Once the tools are available, Zendler is requesting that the DDA help promote this program. Currently, People Movers is looking for additional beta partners to help test the program, amongst the probable Southwest Detroit district.

Discussion: Director Cupples asks what will happen after 3 years? At that time, we can decide if we would like to continue or not. Director Smith asks who buys the points? We could have our own DDA account, in which the businesses and customers would be the ones who would purchase points. Director Cutlip asks if the points are interchangeable? The idea is that each entity will create their own program. Director Martin asks how many entities it takes to get the program going? Zendler believes we can come up with 4 or 5 businesses to start. Director Scheer asks if there is an app. Yes, there is an app that can be accessed on a smartphone and an online access point. The idea is that the program will develop with us and will fit right into our normal routine. Director Scheer asks if we solicit businesses to gain participation. The promotion will be up to us and how we choose to encourage businesses to participate. Director Johnston asks what will stop people from coming into unprepared businesses. The items offered can be restricted, points can be identified as we decide, such as DDA rewards, or we can choose another applicable way of differentiating the program/participants. Director Smith asks what happens to the points that are collected. The businesses reward people for helping the DDA, the points are collected and accumulated in the DDA account. Director Martin asks about meeting the B2B consistency with currency and time factors. Eventually, the incentives will get better and communities will become more engaged. Director Scheer asks if the points rollover. The points are granted on a use it or lose it basis. Director Cupples asks how the profile gets updated with points. The goal is that the app will geolocate and update on its own. Some people will get a code, a coupon or another form of redemption/program logistics – all depending on the individual. Director Smith asks how many people are working on this and how long the process will work. We need to get the 3 beta partners on board before moving forward with app development, somebody on the DDA side would need to be designated to work with People Movers and the development of the program. Director Smith asked Director Hicks his thoughts on the program. Director Hicks believes there are kinks that need to be worked out, however the program could assist in altering behavior to do the things we need during construction with ride share programs. Director Smith asked if there is anything we need to do at this time. We’d have to enter into the contract, Hicks responded. Director Raska is not comfortable entering into contract as a retailer, he’s not clear and is not sure Keith is clear on the logistics - there are too many questions left unanswered. Raska would like to see the program in place and believes it would be a training nightmare right before the holidays. Director Hicks asked if there is a penalty for opting out. Zendler answered no, there is no penalty, just cancel. Zendler also added, all Director Raska’s concerns are legitimate and is also why we need to do the testing. Director Johnston is concerned with the idea we are putting a foreign currency out and no one knows what the foreign currency will do. Director Bach said he is fine with agreeing to the program today. Director Martin confirms the program is for the businesses that wish to participate.

Motion by Director Smith, seconded by Director Cupples to authorize the Executive Director to execute an agreement with PeopleMovers to launch a pilot to test the People Points Program.

1. Parking Updates Joe Gacioch

Joe Gacioch presented an informal update on The dot – Park Ferndale is producing satisfied users and continues to see regular use. Versa LLC has been selected to develop The dot, as they have a track record of building offices and filling the space. Groundbreaking has been scheduled and the City is moving forward with the public piece and with the January groundbreaking. Monday is the kickoff meeting with the selected construction manager, Colsanti, in which next steps will be addressed. Chariot launched to test for Art, Beats and Eats. Drivers logged the number of trips, tallying up to 80 trips per shuttle with two shuttles in operation. The regular launch will take effect in time for DIY and Funky Ferndale. There has been a rollout of communication material, currently located at City Hall. The City is requesting the DDA’s assistance in finding businesses that would have kiosks to house the brochures. The permit app has been updated and shown in the map.

**V.** Action Items

A. Downtown Maintenance Proposal (Ferndale Department of Public Works) Director Hicks

Director Hicks has been concerned with exploring alternative ideas for downtown maintenance since the beginning of his employment. Worry Free is one of the contractors that does the work we require. DPW has put together a packet that shows what’s possible. DPW would deliver the most bang for our buck. Director Hicks is confident DPW can deliver what we are asking. Director Raska asked how Michael Patrick’s landscape design would tie in. There are factors preventing us from moving forward at this time, said Hicks. Director Hicks added that we need to give Worry Free 30 days’ notice to exit our current contract with them. DPW is looking into hiring more personnel.

Motion by Director Raska, seconded by Director Scheer to authorize the Chairman and Executive Director to execute an agreement with the City of Ferndale for downtown maintenance services and to cancel the current downtown maintenance agreement with Worry Free Lawn Outdoor Services, Inc.

B. DDA New Board Member Applications/Appointment Director Hicks

In recent board meetings, we discussed a high volume of resident requests to be on the DDA Board. Director Hicks made the recommendation to appoint Tim Kryckowski to the DDA Board of Directors and that is because Tim is already involved and familiar with the DDA. Deputy Director Willcock added, Tim is very proactive, understanding and enthusiastic. Director Bach explained, ultimately, it’s the Mayor’s decision. Director Smith stated she’d like to meet with Tim before deciding. Director Bach concluded to table this motion. No need to act at this time.

No action taken.

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

Deputy Director Willcock announced the last outdoor movie is next Thursday. Fido Does Ferndale has moved to the 4th Thursday. Holiday Ice inquiries are coming in and Small Business Saturday planning has started. Buy Nearby program is coming up to encourage people to shop local, event is held 10/5 -10/7. Vibe Credit Union is having their ribbon cutting next Wednesday.

Director Hicks announced that the Ferndale Small Business collaboration still meets behind the scenes. There will be a PR campaign launched through Q&M. BUILD Institute is still doing classes and next Wednesday will be held at The Rust Belt. Local B2B type storytelling outreach is also happening.

**VII**. Adjournment

Motion by Director Raska, seconded by Director Cupples to adjourn the meeting. All Ayes, meeting adjourned at 9:18 am.