



FERNDALE DDA BOARD OF DIRECTORS MEETING JUNE 14, 2018

8:00 A.M. Board Meeting

Ferndale City Hall; Council Chambers
300 E. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Agenda
 - D. Consideration of Minutes: May 2018
- II. Consent Agenda
 - A. Staff Report
 - B. Financial Statements
- III. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- IV. Presentations:
 - A. BUILD Institute
 - B. Passport Parking
- V. Action Items:
 - A. Temporary Parking Solutions – Lyft
 - B. Ferndale Schools Fine Arts Booster
 - C. Build Application – The Oakland (201 W Nine Mile)
- VI. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VII. Adjournment

CALENDAR OF EVENTS

June

2nd

**Rainbow Run
Ferndale Pride**

5th

Design Committee 5:30pm

6th

Biz Dev Committee 5pm

7th

Executive Committee 5pm

11th

City Council 7pm

14th

DDA Board Meeting 8am

19th

21st

Art of the Cocktail 6pm

23rd

The Front Porch

25th

City Council 7pm

26th

Promotions 5pm

July

4th

**Independence Day
DDA Office Closed**

10th

Design Committee 5:30pm

11th

Biz Dev 5pm

9th

City Council 7pm

11th

Biz Dev Committee 5pm

13th-15th

Pig & Whiskey

19th

Get Reel @ sunset

23rd

City Council 7pm

24th

Promotions 5pm

August

1st

Biz Dev Committee 5pm

2nd

Executive Committee 5pm

4th

National Mead Day

5th

Design Committee 5:30pm

9th

DDA Board Meeting 8am

13th

City Council 7pm

16th

Get Reel @ sunset

16th-18th

Woodward Dream Cruise

27th

City Council 7pm

28th

Promotions 5pm

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, MAY 10, 2018
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:07 a.m.

DDA Board Members Present: Dean Bach, Jacki Smith, Dave Coulter, Blake Scheer, PJ Jacokes,

DDA Board Members Absent: Mindy Cupples, Chris Johnston, Jerome Raska, Nathan Martin, Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Jordan Twardy, City of Ferndale Planning Director, Jenny Marr of Ferndale Public Area District Library, Kimberly Spencer & Dale Vigliarolo, Chamber of Commerce

B. Dismissals: Mindy Cupples, Chris Johnston, Jerome Raska, Nathan Martin, Council

C. Approval of Agenda

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

D. Approval of Minutes: April 2018

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

II. Consent Agenda

A. Staff Report

B. Park Ferndale – Parking Permits

C. Financial Statement

Motion by Mayor Coulter seconded by Director Jacokes to accept the Consent Agenda as presented. All Ayes, motion carries.

III. Community Reports

A. Chamber of Commerce

Kimberly Spencer and Dale Vigliarolo

Director Spencer was hired last year to help with office administration and has recently been promoted to Director of Operations. Artist in You is coming up next Tuesday, May 15th.

Rainbow Run is scheduled and ready for June 2nd from 10am – 12pm. There are also 2 video projects coming up to showcase the Chamber and the cities they serve. The videos are scheduled for completion this summer and there is consideration around implementing a You Tube channel to showcase the videos. The Chamber and Royal Oak Township are examining the possibility of holding joint events in the future. Director Vigliarolo added that he is very excited about the future of the Chamber. Right now, they are focusing on rebuilding the Chamber before they begin planning or adding events to their schedule, such as the golf outing. Director Vigliarolo is also very excited about having Kimberly take the lead and said there has been more done in one month than in an entire year.

B. Ferndale Area District Library

Jenny Marr

The next Adulting 101 presentation is scheduled for tonight with Rouge to teach hair and makeup. The library will be closed for 4 days as all libraries in the area will be affected by an IT upgrade and will open back up on the Wednesday after Memorial Day. The library will be participating in Clean the Ferndale Up and on May 23rd, there will be a Bicycle 101 class. Every other month, there is a book party held at The Emory every other month.

IV. Action Items

A. MP Gardens

Barry Hicks

As a gesture of our gratitude for the FADL's generosity to capture the TIF revenues that provide DDA funding, it has been proposed that the DDA will allocate funds toward improving the landscape in front of the library. Michael Patrick put together a proposal for \$13,230 (including the initiative to hook into the City's water supply) to support the improvements projected to be made to the library's landscape. This will also allow us to test this system before deciding on adding it to any other downtown sections. To answer Director Scheer's question about the start date, it will be the day plantings begin and it will take a year to begin seeing results. All ayes, motion carries.

Motion by Director Scheer seconded by Director Smith to authorize the Executive Director to sign the contracts with MP Gardens/Imagine Do for a not-to-exceed amount of \$13,230 to be paid from account 248-000-977-000 (Public Improvements) and reimbursed to the DDA through the library TIF capture once funds have been transferred. All ayes, motion carries.

B. Temporary Parking Solutions – Chariot

Jordan Twardy

In 2017, the DDA Board approved a set-aside amount of \$100,000 to be utilized for Temporary Parking Solutions and Business Support services during the construction of The dot. At this time, none of these funds have been allocated to a specific service or contract. The City has been working with the DDA on multiple possible services and solutions to assist businesses with getting their customers and staff around Downtown Ferndale while the Troy Lot is offline during construction. Director Jacokes asked how long the transportation runs during off peak hours. Twardy answered, 30 minutes. Pleasant Ridge is waiting for us, but they have already committed 12K. Special events carry a 15-minute wait time. Chariot will manage everything, and they run an app. Noon – Midnight is the peak time. Director Scheer asked if there is a plan to handle drunks and people that could be susceptible to riding all day. Twardy is looking into it and will have an answer shortly. Director Smith is concerned with the start date being 8/1 and generating excitement among the community as it will be summer and less need for vehicular transportation. Twardy also added that Chariot needs 4 weeks' notice before we can deploy. Not ideal, but we can make it work.

Motion by Director Smith, seconded by Director Jacokes, to approve the City's request for a not-to-exceed allocation of \$35,000 from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services provided by Chariot. All ayes, motion carries.

C. Request for Proposals: Development & Capital Improvement Plan

Barry Hicks

Director Hicks would like to focus on the Capital Improvement Plan and looking for a consultant that can help us align our plan with the City's plan and with our new form-based codes. We need to see where we should be using our money the most - what projects we need to prioritize and what we have money for. Director Hicks would like to appoint an RFP Committee with daytime availability, as well as incorporate the library into the RFP selection process. Mayor Coulter believes this will be very helpful in showing what we need and where we need it.

Motion by Director Jacokes to authorize the Executive Director to post the Request For Proposals, subject to modification, to solicit consultants to assist the DDA with developing a Downtown Development and Capital Improvement Plan and work with the Attorney to finalize any necessary legal language. All ayes, motion carries.

D. Executive Committee

Director Bach

Director Bach announced Director Johnston stepped down from the Executive Committee due to time constraints with his current schedule. Director Scheer is nominated as the Treasurer and Director Smith as the Vice Chair as Director Smith has stepped down from being Treasurer.

Motion by Director Bach, seconded by Mayor Coulter to approve Director Scheer as DDA Board Treasurer and Director Smith as DDA Board Vice Chair. All ayes, motion carries.

V. Call to Committee Chairs & Board Members & Staff

Deputy Director Willcock announced tonight is the Main Street Awards, we have two nominees in the Downtown. Next week is the Bike Rodeo, come out and show your support. Clean the Ferndale Up is around the corner, we encourage everyone to sign up and ask your friends and family to sign up. We now have a private Facebook group for our Downtown business to share information and gather pertinent data. Text alerts are up and running. People will need to sign up for their updates. Art of the Cocktail is coming up – 6/21. The movie decisions for Get Reel are in the final stages. We'll be doing Napoleon Dynamite in July with fun, engaging activities for the whole family. Parks and Rec are also having an outdoor movie the same day, in the future, we'll do better about coordinating with other events/departments.

Director Hicks addressed the staff reports as they contain everyone's Main Street experience requesting board members to read the document. Also looking for volunteers for the RFP committee with day availability for the interviews. Design Committee received some quotes on the crosswalk designs.

Director Bach wanted to thank Chris Johnston for his work on the executive committee.

VI. Adjournment

Motion by Director Bach, seconded by Director Scheer to adjourn the meeting. All Ayes, meeting adjourned at 9:12 a.m.

June 2018

Consent Agenda

Sample Motions:

- A. *To approve the consent agenda in its entirety.*
- B. *To approve the consent agenda, excluding Items ____ (Letter/Letter & Number) ____.*

Staff reports are presented to the DDA Board of Directors at their regular meetings each month. Staff report is a summary of activities for the previous month and is not intended to be all-inclusive.

Committee Summaries

Business Development

- One of the missions for this committee is getting every business in Downtown Ferndale on our Downtown Ferndale Business Group. This group will play a critical role in getting information out about parking changes and The dot/construction as well as opportunities and other happenings that pertain to Downtown Ferndale Businesses. PLEASE HELP US GET THE WORD OUT! This is the link to the group – and remember, we will only accept members if they own or manage a business in downtown Ferndale:
<https://www.facebook.com/groups/824454314413150/>
- Discussed new parking app – Passport Parking/Park Ferndale – that will be launching in June and phasing out Park Mobile on July 6th. Executive Director will create a google doc the group can use to contact businesses and collect and distribute information to business owners that will be affected.
- Discussed Lyft partnership that will be launching later this year and how to distribute information.
- Discussed ways of communicating with businesses and how to get them to sign up for Facebook group, text alerts, and eNews.

Design

- Recapped Clean the Ferndale Up including placemaking projects and restoration of “The Bus Stops Here” art by Dunkin’ Donuts on Woodward.
- Discussed rainbow bench idea in front of Affirmations that could be both an art project and as a safety device.
- Reviewed and recommended approval (with conditions – see memo in this month’s packet) regarding the renovation of the façade of The Oakland.
- Discussed site line issues and installation of a bike rack in front of Boogie Fever to serve the purpose of accommodating bikes and making it safer for cars trying to turn off of Withington.

Promotion

- focused on Art of the Cocktail – logistics planning, silent auction, volunteer recruitment & scheduling, bartender recruitment, met with Valentine, M-Brew, Great Lakes Wine & Spirits, volunteer pantry coordinator, emails to previous attendees & other ticket sales, graphic design of poster, Facebook and other graphics, press release written and sent out, ad created for Woodward Talk, Facebook event posts and ad created.
- Get Reel Movies on Vester – finalized August movie (Lion King) and will post a poll to determine between Star Wars: Rogue One and Black Panther for September; brainstormed ideas for pre-event/show programming; Axis Music Academy to provide pre-show entertainment, CrossFit HCS would like to also be involved; title sponsorship sold, plus 1 additional sponsorship, 1 3-ad package & 1 1-ad package; sent information to Hour Detroit for event issue.
- Downtown Bike Rodeo – event planning and event day-of activities; one committee member moved out of town, one new committee member recruited.

The Development on Troy (The dot)

Currently the City and DDA are working together on Temporary Parking Solutions (TPS) to accommodate visitors and employees of the downtown businesses. The City and the DDA as well as some other communities and stakeholders will partner to pilot a shuttle service project with Chariot that would provide rides to Downtown Ferndale from outlying areas and parking lots.

Going forward, the DDA is working with Lyft on a ride-sharing program that may benefit employees of the businesses and help remove their vehicles from the parking system, thus freeing up more space for customers. More info on this at the DDA Board Meeting this month.

Staff is working with the Engineers and Waste Management Contractor to design and develop waste disposal facilities that will accommodate all existing and new customers in the vicinity of The dot. Parking Management and electronic permitting has also been discussed.

Downtown Parking Change-Over to Passport

The DDA meets with the City staff, Republic Parking, and Passport parking weekly to discuss current status and upcoming steps for implementing new parking system.

- Park Ferndale app will be available by or before June 24th
- New Parking signs will be put between June 11 and June 24. Information about how to download the app will be on each sign as well as attached to the side of each parking terminal. Information is also available on www.parkferndale.com and will be updated as new information is released.
- Park Mobile can still be used simultaneously while PassPort parking launches between now and July 6th, at which time the City's contract expires and Park Mobile will no longer work.
- Monthly digital permits, which are able to be automatically renewed online, are available now here: https://ferndalepermits.rmcpay.com/#account_start
- Communications
 - The City's Communications team is finalizing the press release for Passport Parking launch and should be available any day.

- Passport Parking will be hosting a tent in July during Pig & Whiskey to show people the new app and how to use it with info about how to sign up and show the benefits of it.
- There will be a slide shown before the Get Reel movies that will direct people to the new parking app and info on how to use it.
- Merchant Validation Program – there will be materials created to show merchants how to use the new app to validate parking for their customers if they so choose.
- Ambassadors – some businesses have already asked to be ambassadors of the new app and are willing to show others how to use it. WE COULD ALWAYS USE MORE AMBASADORS! SO far we have:
 - Assagi
 - Greenspace
 - Painting with a Twist
- ATTENTION RESTURANT OWNERS: The City would also like to have printed materials for your tables with info on how to use the app and needs to know how many you may need.

The DDA's Business Development Committee will be assisting the City with distributing information about PassPort parking as well as getting people signed up for the Downtown Ferndale Business Facebook page and text alerts to receive much faster, up-to-date information.

Informational Items

Events

- **Retail Listening Session** – Join the DDA and Main Street Oakland County (MSOC) June 19th from 9am-10:30am at Hambo Coney Island for a free breakfast and a retail listening session. The DDA & MSOC will be listening to local retailers to help us better understand your needs and to assure future programming matches the needs of the businesses in our community.
- **Retail in the Age of Amazon** – July 9th & 16th in Waterford at the County Executive Building. The Ferndale DDA is sending 12 lucky retailers to a training series hosted by MSOC. The first one will be run by ZingTrain and will talk about exceptional customer service; the second will discuss business in the age of the internet.

Third Thursdays:

- **Art of the Cocktail** – on June 14th the DDA will be back at M-Brew and Valentine's for our annual public art fundraiser! Join us for an evening of tasting cocktails, prizes and auctions, and live entertainment. Tickets on sale now at <http://www.downtownferndale.com/art-of-the-cocktail/>
- **Get Reel** – July 19, August 16, and September 20 will be the third Thursdays to come downtown and watch a movie on Vester Street, for Free!

Business News & Community Outreach

- New Businesses – Delite Café & Deli (replacing Pranzo's), Culantro Peruvian Cuisine (replacing former Southern Belle's Bistro), Sin Paredes (@ M-Brew), Samastah Yoga (22751 Woodward), The Broock (413 W. Nine Mile)
- Businesses visited – 3 Winks, Conserva, AR Workshop, M Contemporary Gallery, Professional Guitars, Detroit City Skateboards, Maestro's Dog Haus, Found Sound, Meagan Mitchell, Clean Plates, Java Hutt, Alchemy, Loose Cannon, J's Penalty Box, The Bosco, The Elks, Tom Pearlman

Properties, Anita's Kitchen, Hambo Coney Island, Culantro, Former Como's Restaurant, MC Wiches'

- Community Outreach – Ferndale Area District Library, Ferndale Michigan Works!, Oak Park Michigan Works!, Ferndale Area Chamber of Commerce, Ferndale Arts & Cultural Commission, Affirmations, Main Street Oakland County, City of Berkley, City of Royal Oak, Annual Memorial Day Parade, Pride Flag-Raising Ceremony, Rainbow Run & Ferndale Pride,

Administrative

- Deputy Director spoke at Culture Source event about the importance of art in public.
- Downtown Crosswalks
 - DDA, the City Engineer, City Planning, and DPW are working on a plan for crosswalk replacement at the intersection of Nine Mile & Woodward Avenue. Giffels-Webster provided a cost break-down with some options
 - Rainbow Cross-Walk – DDA attended meeting with Giffels-Webster and DPW to see new products that should hold color better for longer and may be able to be used with a wide variety of colors. A cost estimate is being prepared for painting a rainbow cross-walk at the pedestrian signal in the middle of W. Nine Mile between Allen & Woodward.
- Placemaking
 - DDA worked with City and Volunteers before and during Clean the Ferndale Up to implement several art projects in the Alley between the Candle Wick Shoppe and the Ferndale Arts Building on W. Nine Mile.
 - The project has been well received so far and CED is preparing a survey to gain feedback about how the community feels about the project.
 - Coordinated painting of art bench near Dunkin' Donuts; assisted with creation and installation of Summer 2018 Art in SMART artwork.
 - Deputy Director met with 3 Winks regarding E. 9 Mile block party planning.
- Library Gardens
 - DDA worked with the Library Director and Mp Gardens to develop a planting plan for the garden area in front of the Library on E. Nine Mile. The Library currently is working to resolve the water pump issue in the garden area. Once resolved, Mp Gardens will begin work removing old overgrowth of invasive species and to install drip irrigation and new plantings in the area.
 - DDA is working with DPW to get a cost estimate to install decorative fencing around the library garden area in the front to protect it from being trampled during special events this summer.
- DDA staff is working with the Office of the City Manger on downtown Facilities Maintenance and Capital Improvements.
- Downtown Trash/Recycling Collection
 - DDA staff is working with the Office of the City Manger on downtown trash collection and recycling.
 - The City is working with a private vender to estimate cost of installing smart-trash cans in the downtown at certain high-traffic areas.
 - Met with City's Environmental Sustainability Planner to discuss potential improvements to downtown recycling program and how to increase user participation.
- Executive Director was appointed to the Michigan Association of Planning's (MAP) Information Resources Committee and will aid in writing content for their monthly publication and further linking the Ferndale DDA to planning resources from across the state.

- Appearance Review
 - DDA & City met to determine how to handle intake of new applicants through the former appearance review process.
 - Processed first applications through new Form-Based Codes Ordinance approved by the Planning Commission and City Council.
 - DDA will continue to work with City to refine the application intake and review process to include building officials through BS&A software/data-entry.
- Schiffer Park/Downtown Experience
 - City of Ferndale Parks & Rec & CED departments are working with the DDA to finalize design concepts and prepare a development agreement with Ferndale Haus to revamp Schiffer park.
 - Ferndale Haus is contributing \$120,000 to the redevelopment of the park. Additional funds may be required from the City and DDA.
 - City and DDA staff took a tour of urban parks around Detroit to see ideas in action that may be incorporated into Schiffer Park as well as other places around downtown.

Budget

- Temporary Parking Solutions
 - \$100,000 is still set-aside for assist with The dot project.
 - The DDA pledged \$35,000 to the City to contribute towards services with Chariot.
 - The DDA will be asked for \$5,000 to be set-aside from The dot budget for Lyft services for employee parking alternatives.
- Library Gardens
 - Approximately \$13,000 has been set-aside by the DDA to improve the gardens in front of the Library.
 - The Library will be making a contribution by paying for a pump replacement to get the underground cistern working again. Cost TBD.
- Build Grants
 - The Executive Director is requesting that \$5,000 be set-aside from the Capital Outlay Budget to assist The Oakland with a façade improvement to be paid out of the FY 17-18 budget.
 - A new application has been received for Ferndale Collision. Assuming the funds mentioned above for The Oakland are set-aside in FY 17-18, then there will be no more funds in this fiscal year. Ferndale Collision could be considered after July 1, 2018 and assigned to FY 18-19.
- Event Space – the Chairman worked with an architect to design a rendering that illustrates what an event space in the parking lot between the Library and Foley-Mansfield Building would look like and would like the project considered during the Capital Improvement Planning Process.
- Schiffer Park – City & DDA have almost finalized plans for Schiffer Park and should have cost estimates prepared soon. Funds from the developer are committed and additional funds may be requested from the DDA and City in the future.

Training

- Staff
 - The Executive and Deputy Directors have been attending Main Street America Revitalization Professional Credential training which will continue throughout 2018 and at the 2019 Main Street Now Conference. 5 of 10 online courses have been completed
 - Online courses completed so far include topics of:
 - Advanced Principals of Leadership Development
 - Advanced Principals of Economic Vitality
 - Advanced Principals of Effective Promotion
 - Advanced Principals of Sustainable Organization
 - Advanced Principals of Quality Design
 - Online courses yet to be completed in 2018:
 - Working with Boards
 - Funding Revitalization Programs
 - Comprehensive Downtown Planning
 - Shop Local Campaigns
 - Business Retention
 - In Person Courses yet to be completed:
 - Community Transformation Workshop – Oct. 17-19, 2018 in Chattanooga, TN
 - Leadership Development – March 24-27, 2019 in Seattle, WA
- Businesses
 - “Retail Listening Session” – June 19th from 9am-10:30am (@ Hambo Coney Island) – the DDA & Main Street Oakland County will be hosting a breakfast for retailers to tell us what they need assistance with as we begin crafting more training sessions and programs designed to cater to their needs. Retailers are strongly encouraged to attend!
 - “Retail in the Age of Amazon” – July 9th & 16th in Waterford (Oakland County Executive Office, 2100 Pontiac Lake Rd.) – the DDA is sending 12 lucky participants from local retailers in Downtown Ferndale to attend two training sessions – FREE OF COST! One is led by Zingerman Deli’s ZingTrain team to talk about providing great customer service; the other is lead by Creative Business Consulting Group and will discuss how to embrace changing retail in the internet era.

Fund 248 Downtown Development Authority			
GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
248-000-001.000	Cash - Comerica Checking	0.00	0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec	27,262.37	(36,592.68)
248-000-029.000	Est. Uncollectable DELPP Tax	(27,262.37)	(27,262.37)
248-000-040.000	A/R - Miscellaneous	0.00	0.00
248-000-078.000	A/R - Other Govt Units	0.00	0.00
248-000-084.100	D/F Cash Fund	787,169.23	959,056.61
248-000-084.101	D/F General Fund	(22,942.22)	(22,942.22)
248-000-084.731	D/F EE Retir System	0.00	0.00
248-000-108.000	Accrued Interest Receivable	1,012.17	1,012.17
248-000-132.000	Infrastructure	1,574,005.00	1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure	(1,486,239.00)	(1,486,239.00)
248-000-136.000	Buildings	21,360.00	21,360.00
248-000-137.000	Accum.Deprec.- buildings	(1,708.80)	(1,708.80)
248-000-146.000	Equipment	50,400.00	50,400.00
248-000-147.000	Accum.Deprec.- equipment	(50,400.00)	(50,400.00)
248-000-148.000	Vehicles	23,140.00	23,140.00
248-000-149.000	Accum.Deprec.- vehicles	(23,140.00)	(23,140.00)
Total Assets		872,656.38	980,688.71
*** Liabilities ***			
248-000-202.000	Accounts Payable	8,396.23	0.00
248-000-206.000	Due to Customers	0.00	0.00
248-000-257.000	Wages Payable	6,377.05	10,514.28
248-000-257.100	Accrued Liability - Payroll	0.00	3,786.66
248-000-257.150	Accrued Liabilities - Health Insurance	0.00	0.00
248-000-260.000	Accrued Sick & Vacation	12,378.57	12,378.57
248-000-262.000	Flexible Benefit Plan	0.00	0.00
248-000-286.000	Deferred Revenues	0.00	0.00
Total Liabilities		27,151.85	26,679.51
*** Fund Balance ***			
248-000-390.000	Restricted	670,249.53	670,249.53
248-000-390.977	Invested in capital assets, net	175,255.00	175,255.00
Total Fund Balance		845,504.53	845,504.53
Beginning Fund Balance			845,504.53
Net of Revenues VS Expenditures			108,504.67
Ending Fund Balance			954,009.20
Total Liabilities And Fund Balance			980,688.71

		BALANCE		END BALANCE	
		06/30/2017		06/30/2018	
GL NUMBER	DESCRIPTION	NORMAL	(ABNORMAL)	2017-18 AMENDED BUDGET	NORMAL (ABNORMAL)
Fund 248 - Downtown Development Authority					
Assets					
248-000-001.000	Cash - Comerica Checking		0.00		0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec		27,262.37		(36,592.68)
248-000-029.000	Est. Uncollectable DELPP Tax		(27,262.37)		(27,262.37)
248-000-040.000	A/R - Miscellaneous		0.00		0.00
248-000-078.000	A/R - Other Govt Units		0.00		0.00
248-000-084.100	D/F Cash Fund		787,169.23		959,056.61
248-000-084.101	D/F General Fund		(22,942.22)		(22,942.22)
248-000-084.731	D/F EE Retir System		0.00		0.00
248-000-108.000	Accrued Interest Receivable		1,012.17		1,012.17
248-000-132.000	Infrastructure		1,574,005.00		1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure		(1,486,239.00)		(1,486,239.00)
248-000-136.000	Buildings		21,360.00		21,360.00
248-000-137.000	Accum.Deprec.- buildings		(1,708.80)		(1,708.80)
248-000-146.000	Equipment		50,400.00		50,400.00
248-000-147.000	Accum.Deprec.- equipment		(50,400.00)		(50,400.00)
248-000-148.000	Vehicles		23,140.00		23,140.00
248-000-149.000	Accum.Deprec.- vehicles		(23,140.00)		(23,140.00)
TOTAL ASSETS			872,656.38		980,688.71
Liabilities					
248-000-202.000	Accounts Payable		8,396.23		0.00
248-000-206.000	Due to Customers		0.00		0.00
248-000-257.000	Wages Payable		6,377.05		10,514.28
248-000-257.100	Accrued Liability - Payroll		0.00		3,786.66
248-000-257.150	Accrued Liabilities - Health Insurance		0.00		0.00
248-000-260.000	Accrued Sick & Vacation		12,378.57		12,378.57
248-000-262.000	Flexible Benefit Plan		0.00		0.00
248-000-286.000	Deferred Revenues		0.00		0.00
TOTAL LIABILITIES			27,151.85		26,679.51
Fund Equity					
248-000-390.000	Restricted		622,576.17		670,249.53
248-000-390.977	Invested in capital assets, net		175,255.00		175,255.00
TOTAL FUND EQUITY			797,831.17		845,504.53
Revenues					
248-000-402.000	Property taxes		450,411.46	418,400.00	379,311.17
248-000-402.001	Property Taxes - personal		0.00	0.00	0.00
248-000-402.005	Property Taxes - Loss in Change of PPT		0.00	0.00	0.00
248-000-402.200	Reimbursement for PPT Loss		0.00	0.00	28,765.00
248-000-403.100	Property Tax Chargebacks		9,606.89	0.00	0.00
248-000-404.000	Voted Property taxes		56,208.72	56,000.00	51,762.91
248-000-404.001	Voted Property taxes - personal		0.00	0.00	0.00
248-000-523.000	Federal grant		0.00	0.00	0.00
248-000-545.000	State grant		0.00	3,000.00	0.00
248-000-550.010	State PPT Loss Reimbursement		0.00	0.00	2,060.50
248-000-610.000	Participation fees		0.00	0.00	0.00
248-000-665.000	Interest income		7,620.72	0.00	0.00
248-000-675.000	Contributions		18,359.19	25,000.00	15,790.00
248-000-675.248	Proceeds- DDA Special Events		0.00	0.00	887.00
248-000-675.500	Contributions - DDA - Public Art		4,925.00	1,000.00	222.00
248-000-676.101	General Fund contrb.		0.00	0.00	0.00
248-000-695.000	Miscellaneous income		0.00	0.00	0.00
248-000-698.000	Net unrealized gains		(11,061.45)	0.00	0.00
248-000-699.661	Transfer In from Motor Pool		0.00	0.00	0.00
248-000-699.677	Transfer In from HR Fund		0.00	0.00	0.00
TOTAL REVENUES			536,070.53	503,400.00	478,798.58
Expenditures					
248-000-706.000	Full Time Personnel		132,324.90	151,744.00	145,222.10
248-000-707.000	Part-Time Personnel		0.00	0.00	0.00
248-000-709.000	Overtime		0.00	0.00	0.00
248-000-714.000	Holiday Pay		0.00	0.00	0.00
248-000-714.100	Sick Pay - Annual		0.00	0.00	0.00
248-000-715.000	Social Security		10,003.50	11,608.00	10,900.64
248-000-716.000	Health - premiums		0.00	0.00	0.00
248-000-716.100	Health Insurance		26,818.36	17,624.00	11,431.53
248-000-716.110	Health Insurance - EE Contribution		(1,675.58)	(2,350.00)	(631.38)
248-000-716.115	Health Insurance - Retiree		0.00	0.00	0.00

GL NUMBER	DESCRIPTION	BALANCE		2017-18 AMENDED BUDGET	END BALANCE	
		NORMAL	(ABNORMAL)		NORMAL	(ABNORMAL)
Fund 248 - Downtown Development Authority						
Expenditures						
248-000-716.150	Health Insurance Waiver		0.00	0.00		0.00
248-000-716.736	Health - OPEB Funding		0.00	0.00		0.00
248-000-717.000	Life Insurance - EE		212.61	211.00		291.63
248-000-718.000	Pension- ICMA-RC 401		9,049.95	10,622.00		9,974.36
248-000-719.000	Fringe Benefits	12,378.57		0.00		0.00
248-000-721.000	Longevity		0.00	0.00		0.00
248-000-725.000	Workers Compensation		704.12	850.00		1,120.49
248-000-730.000	Postage, Mail processing		48.00	500.00		13.30
248-000-740.000	Operating Supplies	34,557.67		25,000.00		20,814.93
248-000-740.248	Operating - DDA Special Projects		0.00	0.00		227.31
248-000-747.000	Grant Activity		0.00	3,000.00		0.00
248-000-752.000	Motor Fuel / Lubricants		0.00	1,000.00		0.00
248-000-775.000	Repair & Maintenance		494.75	1,000.00		568.54
248-000-802.000	Audit/Actuarial Fees		1,000.00	1,000.00		1,000.00
248-000-818.000	Contractual Services	26,878.20		28,000.00		4,281.44
248-000-853.000	Phone/Communications		950.70	0.00		491.51
248-000-853.116	Telecom - Cell Phone EE Reimb.		0.00	2,340.00		0.00
248-000-873.000	Training/Education		9,849.01	15,000.00		11,072.90
248-000-885.000	Special programs	20,017.55		30,000.00		20,197.17
248-000-900.000	Printing & Publishing		751.90	10,000.00		3,251.90
248-000-914.000	Liability Insurance		1,795.64	1,800.00		0.00
248-000-920.000	Utilities	10,260.51		7,600.00		6,682.99
248-000-931.000	Facilities Maintenance	137,595.23		144,000.00		115,507.16
248-000-940.200	Equipment Leases - Non-City owned		0.00	0.00		0.00
248-000-942.000	Building Rental		1,773.00	1,800.00		1,292.00
248-000-943.000	Equip Rental Alloc - General Fund		2,739.97	1,800.00		545.96
248-000-956.000	Miscellaneous		428.21	102,800.00		500.85
248-000-958.000	Memberships & Dues		1,148.00	3,500.00		721.58
248-000-961.101	General Fund Admin Allocation		14,422.00	16,852.00		0.00
248-000-968.000	Depreciation Expense		23,050.40	0.00		0.00
248-000-970.000	Bad Debt		0.00	0.00		0.00
248-000-974.000	Public Improvements		10,820.00	18,000.00		4,815.00
248-000-977.000	Capital Outlay		0.00	5,000.00		0.00
248-000-996.000	Interest Expense		0.00	0.00		0.00
TOTAL EXPENDITURES			488,397.17	610,301.00		370,293.91
Total Fund 248 - Downtown Development Authority						
TOTAL ASSETS			872,656.38			980,688.71
BEG. FUND BALANCE			797,831.17			845,504.53
+ NET OF REVENUES & EXPENDITURES			47,673.36	(106,901.00)		108,504.67
= ENDING FUND BALANCE			845,504.53			954,009.20
+ LIABILITIES			27,151.85			26,679.51
= TOTAL LIABILITIES AND FUND BALANCE			872,656.38			980,688.71

GL NUMBER	DESCRIPTION	2017-18		YTD BALANCE	ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL	06/30/2018 (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	NORMAL	BALANCE (ABNORMAL)		
Fund 248 - Downtown Development Authority									
Revenues									
Dept 000 - General									
248-000-402.000	Property taxes	418,400.00		379,311.17		0.00	39,088.83	90.66	
248-000-402.001	Property Taxes - personal	0.00		0.00		0.00	0.00	0.00	
248-000-402.005	Property Taxes - Loss in Change of PPT	0.00		0.00		0.00	0.00	0.00	
248-000-402.200	Reimbursement for PPT Loss	0.00		28,765.00		0.00	(28,765.00)	100.00	
248-000-403.100	Property Tax Chargebacks	0.00		0.00		0.00	0.00	0.00	
248-000-404.000	Voted Property taxes	56,000.00		51,762.91		0.00	4,237.09	92.43	
248-000-404.001	Voted Property taxes - personal	0.00		0.00		0.00	0.00	0.00	
248-000-523.000	Federal grant	0.00		0.00		0.00	0.00	0.00	
248-000-545.000	State grant	3,000.00		0.00		0.00	3,000.00	0.00	
248-000-550.010	State PPT Loss Reimbursement	0.00		2,060.50		0.00	(2,060.50)	100.00	
248-000-610.000	Participation fees	0.00		0.00		0.00	0.00	0.00	
248-000-665.000	Interest income	0.00		0.00		0.00	0.00	0.00	
248-000-675.000	Contributions	25,000.00		15,790.00		125.00	9,210.00	63.16	
248-000-675.248	Proceeds- DDA Special Events	0.00		887.00		0.00	(887.00)	100.00	
248-000-675.500	Contributions - DDA - Public Art	1,000.00		222.00		200.00	778.00	22.20	
248-000-676.101	General Fund contrb.	0.00		0.00		0.00	0.00	0.00	
248-000-695.000	Miscellaneous income	0.00		0.00		0.00	0.00	0.00	
248-000-698.000	Net unrealized gains	0.00		0.00		0.00	0.00	0.00	
248-000-699.661	Transfer In from Motor Pool	0.00		0.00		0.00	0.00	0.00	
248-000-699.677	Transfer In from HR Fund	0.00		0.00		0.00	0.00	0.00	
Total Dept 000 - General		503,400.00		478,798.58		325.00	24,601.42	95.11	
TOTAL REVENUES		503,400.00		478,798.58		325.00	24,601.42	95.11	
Expenditures									
Dept 000 - General									
248-000-706.000	Full Time Personnel	151,744.00		145,222.10		6,095.23	6,521.90	95.70	
248-000-707.000	Part-Time Personnel	0.00		0.00		0.00	0.00	0.00	
248-000-709.000	Overtime	0.00		0.00		0.00	0.00	0.00	
248-000-714.000	Holiday Pay	0.00		0.00		0.00	0.00	0.00	
248-000-714.100	Sick Pay - Annual	0.00		0.00		0.00	0.00	0.00	
248-000-715.000	Social Security	11,608.00		10,900.64		466.28	707.36	93.91	
248-000-716.000	Health - premiums	0.00		0.00		0.00	0.00	0.00	
248-000-716.100	Health Insurance	17,624.00		11,431.53		645.46	6,192.47	64.86	
248-000-716.110	Health Insurance - EE Contribution	(2,350.00)		(631.38)		(62.18)	(1,718.62)	26.87	
248-000-716.115	Health Insurance - Retiree	0.00		0.00		0.00	0.00	0.00	
248-000-716.150	Health Insurance Waiver	0.00		0.00		0.00	0.00	0.00	
248-000-716.736	Health - OPEB Funding	0.00		0.00		0.00	0.00	0.00	
248-000-717.000	Life Insurance - EE	211.00		291.63		26.40	(80.63)	138.21	
248-000-718.000	Pension- ICMA-RC 401	10,622.00		9,974.36		426.66	647.64	93.90	
248-000-719.000	Fringe Benefits	0.00		0.00		0.00	0.00	0.00	
248-000-721.000	Longevity	0.00		0.00		0.00	0.00	0.00	
248-000-725.000	Workers Compensation	850.00		1,120.49		0.00	(270.49)	131.82	
248-000-730.000	Postage, Mail processing	500.00		13.30		0.00	486.70	2.66	
248-000-740.000	Operating Supplies	25,000.00		20,814.93		0.00	4,185.07	83.26	
248-000-740.248	Operating - DDA Special Projects	0.00		227.31		0.00	(227.31)	100.00	
248-000-747.000	Grant Activity	3,000.00		0.00		0.00	3,000.00	0.00	
248-000-752.000	Motor Fuel / Lubricants	1,000.00		0.00		0.00	1,000.00	0.00	
248-000-775.000	Repair & Maintenance	1,000.00		568.54		0.00	431.46	56.85	
248-000-802.000	Audit/Actuarial Fees	1,000.00		1,000.00		1,000.00	0.00	100.00	
248-000-818.000	Contractual Services	28,000.00		4,281.44		121.18	23,718.56	15.29	
248-000-853.000	Phone/Communications	0.00		491.51		0.00	(491.51)	100.00	

User: Bhicks

DB: Ferndale

PERIOD ENDING 06/30/2018

% Fiscal Year Completed: 100.00

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR		AVAILABLE	% BDT
		AMENDED BUDGET	06/30/2018	MONTH	06/30/2018	BALANCE	
			NORMAL (ABNORMAL)	INCREASE	(DECREASE)	NORMAL (ABNORMAL)	USED
Fund 248 - Downtown Development Authority							
Expenditures							
248-000-853.116	Telecom - Cell Phone EE Reimb.	2,340.00	0.00		0.00	2,340.00	0.00
248-000-873.000	Training/Education	15,000.00	11,072.90		815.00	3,927.10	73.82
248-000-885.000	Special programs	30,000.00	20,197.17		102.08	9,802.83	67.32
248-000-900.000	Printing & Publishing	10,000.00	3,251.90		0.00	6,748.10	32.52
248-000-914.000	Liability Insurance	1,800.00	0.00		0.00	1,800.00	0.00
248-000-920.000	Utilities	7,600.00	6,682.99		0.00	917.01	87.93
248-000-931.000	Facilities Maintenance	144,000.00	115,507.16		0.00	28,492.84	80.21
248-000-940.200	Equipment Leases - Non-City owned	0.00	0.00		0.00	0.00	0.00
248-000-942.000	Building Rental	1,800.00	1,292.00		0.00	508.00	71.78
248-000-943.000	Equip Rental Alloc - General Fund	1,800.00	545.96		0.00	1,254.04	30.33
248-000-956.000	Miscellaneous	102,800.00	500.85		0.00	102,299.15	0.49
248-000-958.000	Memberships & Dues	3,500.00	721.58		0.00	2,778.42	20.62
248-000-961.101	General Fund Admin Allocation	16,852.00	0.00		0.00	16,852.00	0.00
248-000-968.000	Depreciation Expense	0.00	0.00		0.00	0.00	0.00
248-000-970.000	Bad Debt	0.00	0.00		0.00	0.00	0.00
248-000-974.000	Public Improvements	18,000.00	4,815.00		0.00	13,185.00	26.75
248-000-977.000	Capital Outlay	5,000.00	0.00		0.00	5,000.00	0.00
248-000-996.000	Interest Expense	0.00	0.00		0.00	0.00	0.00
Total Dept 000 - General		610,301.00	370,293.91		9,636.11	240,007.09	60.67
TOTAL EXPENDITURES		610,301.00	370,293.91		9,636.11	240,007.09	60.67
Fund 248 - Downtown Development Authority:							
TOTAL REVENUES		503,400.00	478,798.58		325.00	24,601.42	95.11
TOTAL EXPENDITURES		610,301.00	370,293.91		9,636.11	240,007.09	60.67
NET OF REVENUES & EXPENDITURES		(106,901.00)	108,504.67		(9,311.11)	(215,405.67)	101.50



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 06/11/2018
Re: **Temporary Parking Solutions – Lyft**

Summary of Temporary Parking Solutions

In 2017, the DDA Board approved a set-aside amount of \$100,000 to be utilized for Temporary Parking Solutions (TPS) and Business Support services during the construction of The dot. At this time, none of these funds have been allocated to a specific service or contract.

The City has been working with the DDA on multiple possible services and solutions to assist businesses to get their customers and staff around Downtown Ferndale while the Troy Lot (Lot #6) is offline during construction. Some of those services target the specific need to get people safely in and out of downtown with minimal inconvenience. The approach will be multi-faceted in order to provide solutions that work for as many businesses as possible. Currently, the City and DDA have investigated (and in some cases invested resources) in:

- Chariot (this request/presentation) – shuttle services around downtown and to nearby destinations.
- Lyft (more coming next month) – door-to-door solutions and shuttling employees offsite to alternative parking locations
- Church Parking Lot – alternative parking locations in parking lots within a few blocks of downtown.

While not every solution will work for every business, it is our commitment to find solutions that work for as many people as possible. The more vehicles we can keep out of the central area that will be most affected, the better.

Lyft

Today you are considering a contract with Lyft. This solution is aimed at removing business employees vehicles from the downtown parking system as much as possible. There are two services being proposed:

1. Door-to-door – Lyft will provide rides to any employee of a downtown business that has a 2 mile or less ride to or from their place of employment. Employees will be dropped

off at predetermined drop off locations in downtown. This will cover a base fair of \$6.90 per ride. Additional fees may be added to the fair (such as surge times/high demand) and will be the responsibility of the rider to pay.

2. Parking Lot Shuttling – employees will be able to ride from an alternative parking location (such as the church lot or Kulick Center) and ride from that parking lot to a predetermined central drop off point downtown. Same base fair is covered as described above.

How it works:

Employers & business owners will be provided with codes from Lyft (to be distributed by the DDA). The codes should be treated as cash. They can be preloaded with funds for however many rides may be necessary (based on availability of funding from the DDA). The code is entered by an individual user in the Lyft app on their mobile device and the rides are loaded to their account. They may choose to use them as needed. A set number of codes will be given to each user. Once those rides are used, the code is no longer valid and will not work. The DDA will assist Lyft with assigning codes to each business based on need.

Funding

Please note that the funding for this request is coming from your “miscellaneous” budget account. The City’s Finance Office is setting up a separate TPS account that the City will use to track where resources are going in order to more accurately report out at the end of the Fiscal Year and during the City’s annual audit.

A \$5,000 not-to-exceed amount is being requested today to seed this project. If successful, additional funds will be requested at a later date.

Recommended Action

To AUTHORIZE the Executive Director execute an agreement with Lyft for a not-to-exceed amount of \$5,000 from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services, subject to minor modification for effectuation.

Exhibit A

Services to be Provided by Lyft

Please check all that apply, make relevant selections from drop down menus (shaded in gray), and complete any blanks as necessary.

☒ **Other Services**

In addition to any of the above services, Lyft will provide the following services to Company:

- Lyft will provide for printing of posters and postcard material
- Lyft will provide artwork for social posts

Exhibit B

Services to be Provided by Ferndale Downtown Development Authority

The following services will be provided by the Ferndale Downtown Development Authority (DDA):

- Printing services to include
 - The Ferndale DDA will print thirty (30) 11" x 17" posters with both Lyft and Ferndale DDA brands promoting the services which can be displayed in businesses around the downtown.
- Marketing services to include:
 - Social Media – the Ferndale DDA will create postings throughout the duration of the contract and place them on our social media channels.
 - Website – the Ferndale DDA will promote the services Lyft will provide through this partnership on their website.
 - Distribution – the Ferndale DDA will mail or hand distribute information to businesses in the immediate vicinity of the project location (businesses located on East Nine Mile Road between Planavon Street to the west and Woodward Avenue to the east) which they can use to hand out to their customers.
- Communication with businesses
 - The Ferndale DDA will contact business owners in their district through their email distribution list to promote services provided by Lyft through this partnership.
 - The Ferndale DDA will provide promotional materials to their volunteers so that they may assist with bringing awareness to the program throughout the community.



Lyft, Inc.
185 Berry Street
Suite 5000
San Francisco, CA 94107

LYFT CODE ORDER FORM

Order

Time and Date Restrictions	Geo-Fence Restrictions	Code Parameters
		Code Quantity (max. number of redemptions):
		Lyft Credit Value per Code:
		<input type="checkbox"/> Lyft Mode Restrictions (check one): <input type="checkbox"/> All Lyft Modes <input type="checkbox"/> Lyft Line Only
		<input type="checkbox"/> Code Naming Preference (max. 11 characters):
		<input type="checkbox"/> Other Restrictions:
		<input type="checkbox"/> Auto-Renewal: This Order Form will auto-renew on a _____ basis until termination by either party.
		<input type="checkbox"/> Recurring Events: By checking this box, Buyer accepts the option of ordering additional Codes through December 31, 2018, subject to the terms herein. Requests for additional Codes must be made in writing (email sufficient) and accepted by an authorized Lyft representative.
Other Comments or Special Instructions:		

Lyft Code Order Form Terms and Conditions

- Definitions.**
 - "Buyer"** means the entity issuing the Order, and any affiliates, subsidiaries, successors or assigns thereof.
 - "Code"** means a Lyft code (i) that is issued and authorized by Lyft for use on the Lyft ridesharing platform; and (ii) which is attributed a certain amount of Lyft Credits as specified in the Order by Buyer.
 - "Lyft"** means Lyft, Inc., the company to whom the Order is addressed.
 - "Lyft App"** is the mobile application operated by Lyft that allows individuals the opportunity to request transport from one location to another.
 - "Lyft Credits"** is defined as credit made available for use on the Lyft platform to be applied towards rides arranged through the Lyft App. Lyft Credits may not be applied towards tips to the driver.
 - "Order"** means the Lyft Code Order Form issued by Buyer.
 - "User"** means an individual that has been distributed a Code from Buyer for use in the User's Lyft App in accordance with Order Form.

- Sale of Codes.** These terms and conditions, together with the Order, constitute an "Offer" by Buyer to purchase Codes from Lyft. This Offer shall become an "Agreement" upon written acceptance by Lyft. Upon acceptance of the Offer by Lyft, (i) Lyft agrees to sell,

transfer and deliver, within five (5) business days, the Codes to Buyer, and (ii) Buyer agrees to pay Lyft for any usage of the Codes, subject to the terms and conditions herein.

- Payment and Reporting.** Each month during the Term, Lyft will invoice Buyer for the full dollar amount of actual Lyft Credit used by Buyer (including Users) for the preceding month. For those Orders in which the Codes are to be used for a single event of Buyer, Buyer agrees to a minimum payment of one hundred dollars (\$100.00) to Lyft, regardless of whether actual usage of Lyft Credit exceeds the minimum. Payment is due within thirty (30) days of invoice date. All late payments shall bear interest at the lesser of one and one half percent (1.5%) per month or the maximum allowed by applicable law. Along with the invoice, Lyft will provide Buyer with a report including: number of Codes redeemed, cost per ride for which a Code was redeemed. Upon delivery of the Codes from Lyft to Buyer, Buyer is responsible for any and all activity relating to the Codes and will indemnify Lyft for any claims related to Buyer's use thereof. Lyft has the right to invoice Buyer for any usage of Lyft Credit by Buyer, even after expiration of the Term. If Buyer has checked the "Recurring Events" option in the Order, Buyer represents and warrants that any future Offers for additional Codes under this Order will be submitted in writing to Lyft by an authorized representative of Buyer. Buyer shall be responsible for payment for the full dollar amount of actual Lyft Credit used by Buyer on Codes ordered through the Recurring Events option.



4. Use of Codes. In order to use the Code, Users must (a) download and install the Lyft App on a compatible mobile device; (b) create and maintain and active Lyft account, including agreeing to Lyft's Terms of Service (<https://www.lyft.com/terms>), as may be updated from time to time; (c) successfully redeem the Code in the User's Lyft App for Lyft Credit; (d) takes a ride via the Lyft App which qualifies for Code redemption under this Agreement; and (e) successfully apply the Lyft Credit at the end of the ride. For rides taken by Users that exceed the amount of Lyft Credits available on a Code, Lyft will charge User's personal payment method on file. Lyft will charge the User's personal payment method for all rides which include any tips.

5. Cancellation of Codes. Buyer can request a refund for Codes by emailing your administrator at least seven (7) days prior to the cancellation request date. Cancellations take approximately three (3) business days to process. Notwithstanding the foregoing, if your Code has been redeemed at any point prior to the successful processing of the cancellation request, Lyft will not be able to fulfill your cancellation request or edit the code in any way.

6. Disclaimers. EXCEPT AS EXPRESSLY SET FORTH HEREIN, LYFT MAKES NO WARRANTIES TO YOU CONCERNING THE LYFT APP, LYFT PLATFORM, LYFT CREDITS, CODES, OR OTHERWISE ("LYFT MATERIALS"). LYFT PROVIDES THE LYFT MATERIALS "AS IS" AND WITHOUT WARRANTY. LYFT DOES NOT WARRANT THAT THE LYFT MATERIALS WILL MEET YOUR REQUIREMENTS OR THAT THE OPERATION OF THE LYFT MATERIALS WILL BE UNINTERRUPTED OR ERROR FREE. TO THE FULLEST EXTENT PERMITTED BY LAW, WE SPECIFICALLY DISCLAIM ALL WARRANTIES IN RESPECT TO THE LYFT MATERIALS, WHETHER EXPRESS OR IMPLIED, ORAL OR WRITTEN, INCLUDING WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE AND ALL WARRANTIES ARISING FROM ANY COURSE OF DEALING, COURSE OF PERFORMANCE OR USAGE OF TRADE. IN THE EVENT THAT A CODE OR LYFT CREDIT IS NONFUNCTIONAL, BUYER'S SOLE REMEDY, AND LYFT'S SOLE LIABILITY, SHALL BE THE REPLACEMENT OF SUCH CODE OR LYFT CREDIT.

By executing below, I represent that I have the requisite authority to bind Buyer to this Lyft Code Order Form and its Terms and Conditions.

Signature

Name:

Title:

Company Name:

Address:

7. Limitation of Liability. IN NO EVENT SHALL LYFT BE LIABLE FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL, INDIRECT, PUNITIVE OR OTHER SIMILAR DAMAGES ARISING UNDER THIS AGREEMENT, WHETHER BY BREACH OF WARRANTY, BREACH OF CONTRACT, NEGLIGENCE, OR ANY OTHER LEGAL THEORY, EVEN IF SUCH PARTY (OR THEIR AGENTS) HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE AGGREGATE AMOUNT OF ANY AND ALL LIABILITY OF ONE PARTY TO THE OTHER FOR ANY CLAIM(S) ARISING FROM OR RELATING TO THE AGREEMENT, SHALL BE LIMITED TO DIRECT PROVABLE DAMAGES AND SHALL NOT EXCEED, IN ANY EVENT, FIFTY DOLLARS (\$50). THIS LIMITATION OF LIABILITY SHALL NOT APPLY TO OUTSTANDING AMOUNTS OWED BY PARTNER FOR CHARGES INCURRED BY USERS.

8. Termination. The term of this Agreement will commence on the date Lyft accepts the Offer and terminate upon ten (10) days written notice of termination to the other party ("Term"). Any Codes and Credits issued hereunder, shall terminate automatically on the effective date of termination.

9. General. The parties shall be independent contractors in their performance under this Agreement. This Agreement constitutes the entire agreement between the parties with regard to the subject matter hereof. The Agreement may only be amended or modified through a writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflicts of laws provisions. Exclusive jurisdiction and venue for any litigation arising under this Agreement is in the federal and state courts located in San Francisco, California, and both parties hereby consent to such jurisdiction and venue for this purpose. This Agreement and the rights and obligations hereunder may not be assigned, in whole or in part, by Company. Lyft may freely assign all or part of this Agreement in the event of a change of control, to an affiliate, or to a successor in interest. Any notice or communication under this Agreement shall be in writing and sent via reputable international express delivery courier or certified or registered mail addressed to such other party at the address specified in the first paragraph of this Agreement.

Acceptance by Authorized Lyft Representative:

Name

Date



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 06/11/2018
Re: **Ferndale Schools Fine Arts Booster**

Please see the letter and info attached to this memo from the Eagles Marching Band. In the past the DDA has contributed \$500 as a donation to the program. The Band has provided entertainment for such events as the Holiday Tree Lighting.

Recommended Action

To AUTHORIZE the Executive Director to donate \$500 on behalf of the Ferndale DDA to the Ferndale Schools Fine Arts Booster sponsorship program from account 248-000-956 (Miscellaneous).

FERNDALE GOLDEN EAGLES MARCHING BAND

Sponsorship



The Ferndale Golden Eagle State Champion Marching Band continues to be an extraordinary bright spot in the Ferndale School District. The program's uncompromising standards and commitment to excellence have resulted in high achievement and an exceptionally enriched educational experience.

- **Michigan State Marching Band Champions! - 10 years!**
- **Ferndale Schools recognized as 2011-14 Top 100 Communities for "Music Education" in the U.S. !**
- **The Ferndale Marching Band has been a life-changing experience for thousands of Ferndale students.**
- **With committed directors, staff, and devoted parent volunteers, our band students learn to excel in life, act as positive role models in our community, and it teaches them the value of working together to achieve success.**

Please help us ensure our community continues to be an attractive option for families seeking public education with top-rated musical arts programs. Due to state cutbacks and increasing operating costs we are asking for tax deductible donations from local businesses and lovers of music to maintain the Ferndale Marching Band's strong performance and musical capabilities. Contributions will be appreciated at any level that meets your budget. Please see attached sponsorship levels.

Please write checks to FSFAB (Ferndale Schools Fine Arts Booster) attn: Marching Band. Tax I.D. number 320093595

Thank you,

Pam Bellaver

The Ferndale Marching Band Vice President

Contact: Pam Bellaver, 248-743-7440

Send checks to: 23210 Manistee, Oak Park, MI 48237

Become a Ferndale Schools Fine Arts Booster (FSFAB) Sponsor

A Registered 501(c) 3 Non-Profit Organization



Donor Levels

Eagle Donor: (\$5,000 or more) receive the following for 1 year:

- Receive all benefits of Gold Donor plus these additional benefits.
- Name & or logo on both sides of the marching band semi-trailer for 2 years, max size of 18" X 18" (donation deadline for semi is June 30th)
- Name listed as major sponsor of season's half time show.

Gold Donor: (\$2,500 to \$4,999) receive the following for 1 year:

- Receive all benefits of Silver Donor plus these additional benefits.
- Name & or logo on both sides of the marching band semi-trailer for 2 years, max size of 18" X 18" (donation deadline for semi is June 30th).

Silver Donor: (\$1,000 to \$2,499) receive the following for 1 year:

- Name & or logo on one side of the marching band semi trailer for 1 years, max size of 18" X 18" (donation deadline is June 30th).
- Name listed as sponsor for season's half time show.
- Name and logo on the FAB website, www.fsfab.org
- Personal Donor Commemorative plaque.
- Name on banner that is displayed at all home football games and many booster events
- Name on Marching Band t-shirt
- Advertisement on FAB website
- 4 complimentary football tickets to every home game for the season

Bronze Donor: (\$500 to \$999) receive the following for 1 year:

- Name on the website, www.fsfab.org
- Framed Certificate
- Name on banner that is displayed for one season
- Name on Marching Band t-shirt
- Advertisement on FAB website
- 4 complimentary football tickets to every home game for the season

Patron Donor: (\$100 to \$499) receive the following for 1 year:

- Name on the website, www.fsfab.org
- Framed Certificate
- 4 complimentary football tickets to every home game for the season

For more information, contact Pam Bellaver at pjbellaver@gmail.com

Please mail checks/money orders made out to "Ferndale Schools Fine Arts Boosters" to Pam Bellaver, 23210 Manistee, Oak Park, MI 48237



881 Pinecrest, Ferndale Michigan 48220
www.fsfab.org

June 6, 2018

Ferndale Downtown Development Authority
300 E. Nine Mile Rd.
Ferndale, Michigan 48220

Re: Ferndale Golden Eagle Marching Band
Donation for 2017 Season

The DDA has agreed to donate \$_____ to the State Champion
Ferndale Golden Eagle Marching Band.

Checks should be made payable to FSFAB – Ferndale Golden
Eagle Marching Band and mailed to:
Pamela Bellaver
23210 Manistee
Oak Park, MI 48237

Thank you for supporting us as we enhance our children's
education!

Pam Bellaver, Sponsorship Chair
Ferndale Golden Eagle Marching Band
Ferndale Schools Fine Arts Boosters

The Ferndale Schools Fine Arts Boosters (FAB) is a 501(c)3 non-profit organization. Your gift is tax deductible to the full extent allowable by law. The FAB acknowledges that no goods or services were exchanged for your gift. Please retain this form for your records and be certain to consult your tax advisor to determine the specific deduction to which you are entitled.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 06/11/2018
Re: **Build Application – The Oakland (201 W Nine Mile)**

Sandy Levine, owner of The Oakland (201 W Nine mile), requested assistance through the DDA's Build Façade Grant Program. The application was reviewed and approved by the Appearance Review Committee on May 23, 2018. The Build Façade Grant Application was reviewed and approved by the DDA Design Committee on June 5, 2018, with some conditions and alternatives.

The Design Committee noted that the owner had only planned on replacing the lower portion of the façade, but not the marquee area above. The lower portion will be replaced with sliding glass doors (see attached) to allow the front to be opened during warm-weather months. The above portion was to remain as-is and would be painted.

After some discussion with the owner during the Design Committee meeting, the owner indicated that they would like to replace the marquee area, but that they were limited on funds and did not think they could do it at this time. The committee asked if they would replace the entire façade if they received a full 20% match from the DDA with a not-to-exceed amount of \$5,000. The owner indicated they would likely be able to do the entire front face if that was the case.

Recommended Action

The Design Committee made the following recommendations to the DDA Board of Directors:

1. To assist the applicant by providing 10% of the requested amount to replace the lower portion of the façade, as presented, for a not-to-exceed amount of \$2,156.
2. AND – that the applicant submit new plans for the marquee/upper portion of the façade for consideration by the Design Committee. If approved, the applicant should be eligible to receive reimbursement for up to 20% of the eligible cost of the improvements made to the entire façade for a not-to-exceed-amount of \$5,000.

It is estimated that the total cost of all eligible improvements will be \$29,160 – 20% is \$5,832.
Reimbursement amounts will be based on receipts from the contractor turned in by the applicant after the work is complete.



BUILD Program Application

Note: This application must be completed and approved prior to project commencement. Read eligibility information attached. I have attached to this application:

- ☒ Official quotes, including the cost breakdowns by major categories (i.e., architectural fees, engineering fees, painting, repair, carpentry, materials, etc.)
- ☒ Current and proposed photos
- ☐ Sample materials (e.g., glass, cornice detail, trim, colors, etc.)
- ☒ A hard copy and an electronic file of signed and sealed building blueprints, building elevation, site plans, product drawings, specifications and installation details
- ☒ A hard copy and an electronic file of photographs of the existing building depicting the areas of proposed improvement.

Applicant's Name SANDY LEVINE
Mailing Address 174 W. MAPLEHURST FERNDALE MI 48220
Phone Number 248 259 2110 Email Address SANDY N LEVINE @ GMAIL . COM

Project Address 201 W. 9 MILE FERNDALE MI 48220
Building Owner PEARLMAN PREMIER PROPERTIES
Mailing Address 195 W. 9 MILE SK 110 FERNDALE MI 48220
Phone Number 248 547-7270 Email Address PEARLMAN PREMIER PROPERTIES @ GMAIL . COM

Architect/Designer LA PRADIE WOODWORKS / BRETT LEE PICKENS, STEPHEN BARCUS
Firm 7 Specialty _____
Phone Number 248 763-2096 Email Address SA BARCUS @ GMAIL . COM

Total Project Cost 37,158⁰⁰
Proposed Start Date JULY 1, 2018 Proposed Completion Date JULY 2018
Project Financing _____ Bank Name _____
Project Scope ☒ Façade ☐ Signage ☐ Roof ☐ Exterior Side ☐ Exterior Rear ☒ Interior Improvements
Other (specify) _____

I, the applicant, have read and understand the BUILD Program Guidelines and hereby submit the application and required attachments to the Ferndale DDA office.

Applicant Signature [Signature] Date 5/23/18

Laprairie Woodworks

233 Laprarie
Ferndale, MI 48220

Brett: (248) 595-5964
Stephen: (248) 763-2096

Proposal

Submitted on: 4/26/2018

Revision #: 1

Contact Info

Sandy Levine
The Oakland

The Oakland: Storefront Renovations

Project #: 18-001

Sq. Footage: n/a

2482592110

201 W. Nine Mile Rd.
Ferndale, MI 48075

Document Type	Document #
Proposal	

Total Proposal Value: \$37,158.00

Description of Project

Phase I: Storefront

- Install Custom Fabricated Wood 4-Fold Storefront w/ Full Glass Light
- Option to include remodel of vestibule with Matching Custom Doors and Jambs
- Option to Finish Storefront Overhead to Match New custom Work
- Necessary Design and Municipal Regulatory Research Included at No Cost

Phase II: Bar

- Framing and finishing of new bar with Custom hardwood (Maple, Oak, etc.) Finished bar top, and Painted frame and panel style face w/ FRP lined interior
- Included demoltion of Existing bar
- Note: New bar base layout may require alteration to existing floor finishes by others.
- Permit costs excluded due to inexact values, and questions about project phasing.

Laprairie Woodworks

233 Laprarie
Ferndale, MI 48220

Brett: (248) 595-5964
Stephen: (248) 763-2096

The Oakland – Storefront Renovations

Project #: 18-XXX
Document Type: Budget
Document #:

Description: Phase I – Storefront	Qty	Unit Cost	Total Cost
Materials for and Fabrication for Custom Painted Wood 4-Fold Doors with full Light Glass	1		\$15,600.00
Installation	1		\$3,200.00
Overhead, Management, and Profits	1		\$2,760.00
Subtotal:			\$21,560.00
Adjustments:			\$0.00
Base Bid:			\$21,560.00

Alternates	Add/Deduct	Cost
Permit Costs: Estimated	Add	\$1,500.00
Substitute Jen-Weld Factory made 4-fold Doors	Deduct	\$600.00
Remodel Vesitbule to match new storefront w/ 2 custom wood doors w/ full glass light and fixed picture windows	Add	\$8,200.00
Remodel Storefront and Marquee overhead to Match new work	Add	\$7,840.00

Description: Phase II – Bar	Qty	Unit Cost	Total Cost
Demolition and Disposal of existing Bar	1		\$1,680.00
Materials, Fabrication, and Installation of new Bar - to be custom Hardwood Top with natural finish to health department specifications, and frame and panel painted wood base with FRP lined interior	1		\$12,500.00

Overhead, Management, and Profits	1	\$1,418.00
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Subtotal:	\$15,598.00
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Adjustments:	\$0.00
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Base Bid: \$15,598.00



