



FERNDALE DDA BOARD OF DIRECTORS MEETING MARCH 8, 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: February 2018
- II. Consent Agenda
 - A. Staff Report
 - B. Financial Statement
- III. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- IV. Easter Basket – due by March 15th
- V. Action Item: FY 17-18 Budget Amendment
- VI. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VII. Main Street Evaluation
- VIII. Adjournment

CALENDAR OF EVENTS

March

1st
Executive Committee 5pm
6th
Design Committee 5:30pm
7th
Biz Dev Committee 5pm
8th
DDA Board Meeting
Main Street Evaluation
12th
City Council 7pm
21st
Promotions 5pm
26th
City Council 7pm
26th-28th
Main Street Now
Conference
DDA Office Closed
30th
DDA Office Closed
Good Friday

April

3rd
Design Committee 5:30pm
4th
Biz Dev Committee 5pm
5st
Executive Committee 5pm
9th
City Council 7pm
10th
**Volunteer Appreciation &
State of the City 5:30pm**
12th
DDA Board Meeting
23rd
City Council 7pm
25th
Promotions 5pm

May

1st
Design Committee 5:30pm
2nd
Biz Dev Committee 5pm
3rd
Executive Committee 5pm
10th
DDA Board Meeting
Main Street Awards
14th
City Council 7pm
17th
Downtown Bike Rodeo
19th
Clean the Ferndale Up
23rd
Promotions 5pm
28th
City Council 7pm

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

MINUTES

I. CALL TO ORDER

A. Roll Call 8:03 a.m.

DDA Board Members Present: Blake Scheer, Mindy Cupples, Jacki Smith, Jerome Raska, PJ Jacokes

DDA Board Members Absent: Chris Johnston, Dean Bach, Nathan Martin

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Matt Zook of Chamber of Commerce, Jenny Marr of Ferndale Public Area District Library, Passport Parking conference call

B. Dismissals: Chris Johnston, Dean Bach, Nathan Martin and Mayor/Council

C. Approval of Agenda

Motion by Director Raska, seconded by Director Scheer to amend the agenda to flip item C "Passport Parking" with item D "Building Design Standards Ordinances" and approve the agenda as amended. All Ayes, motion carries.

D. Approval of Minutes: January 2018

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

II. Consent Agenda

A. DDA/Staff/Consultant Reports

B. Budget Report

C. Strategic Plan

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

III. Call to Audience

Erin Quetell, Sustainability Planner, introduction to the board and her role with the City.

IV. Community Organization Reports

A. Chamber of Commerce

Matt Zook

Matt Zook announced a joint seminar to be held on February 13th with the DDA & MI Works at the Ferndale Public Area District Library. Also mentioned a future event possibility currently being discussed and considered. Search Optics is looking for a new location and Director Zook is assisting in the search efforts. Chamber membership fee structure is under review for a simplified collection of dues, more to come.

B. Ferndale Public Area District Library

Jenny Marr

There was a water leak upstairs Saturday evening, continuing into Sunday. Fortunately, with the library being open on Sundays, the leak was able to be caught and corrected before causing a disastrous situation. Build and Grow begins on the 28th, a collaboration project with the BUILD Institute.

V. Presentations & Action Items

A. Building Design Standards and Ordinances Barry Hicks

The DDA and City have been working with SafeBuilt/LSL Planning to develop a new ordinance for design elements to help maintain the character and quality of development in downtown Ferndale. The goal is to bring clarity to what's within zoning for all parties involved. The new guidelines involve adding site review and removing the appearance review for approval process.

Discussion: Director Cupples has concerns with losing the downtown walkable feel and the height of buildings. Director Cupples also feels that Ferndale is turning into a transient city, having more rentals than owned properties. Director Smith added, West Nine Mile has many buildings with crumbling infrastructure and would like to see the specifics. Director Cupples notes the guidelines assist in closing the gaps to prevent future hindrance with developers unwilling to adhere to Ferndale needs, while empowering the DDA to fulfill the City's model. Kathleen affirmed the building heights are the same as what is currently being allowed on Nine Mile. Also notes, the nature of planning is always changing and the best way to preserve what we have now is to convert into a historic district.

Action by Director Raska, seconded by Director Jacokes to recommend that the planning commission and City Council approve the proposed amendments to the CBD (Central Business District) zoning classification.

Ayes: Directors Scheer, Smith, Raska, Jacokes

Nays: Director Cupples

Abstain: None

Absent: Directors Bach, Johnston, Martin

B. Passport Parking Conference Call

Passport Parking is anticipated to rollout between April - June 2018 and aims to be concurrent with Park Mobile's expiration. Permits will be electronic, offer a reduced cost and payment is captured at the end of parking period, reducing fees associated with upgrading times. Merchants can decide if they'd like to purchase parking passes ahead for their customers to enjoy free or discounted parking with a validation code. Passport Parking has a marketing kit they'll be distributing to assist us in facilitating the software's operation and features. Signs and codes will be distributed as well, however, codes will only work on app and not at the pay stations. Current parking passes can be transferred and can be dumped into the system via CSB file. Director Raska asked if zones/times can be personalized in the event a user would need to switch spaces but stay in the city – no, it cannot.

VI. Call to Committee Chairs & Board Members & Staff

ED Hicks announced the City and DDA are working with the U of M School of Info to obtain engagement of feedback. The next board meeting will include the annual Main Street Oakland County evaluations

Administrative Assistant Torri Buback communicated the initiatives between the DDA Design Committee and the City. The DDA and City are working closely on improving the Ferndale experience to assist in preparing for the upcoming construction months. Also requested to send any interested volunteers to the Design Committee.

OM Willcock reported Faces of Ferndale is generating a positive response amongst the community. Also requested for board and staff members to like and share the videos posted on the Downtown Ferndale website to help increase visibility.

VII. Adjournment

Motion by Director Cupples, seconded by Director Jacokes to adjourn the meeting. All Ayes, meeting adjourned at 9:37 a.m.

March 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

- Faces of Ferndale – The Business Spotlight program is expanding with some help from volunteers to create new content for social media, which began in February. content will continue to be developed on an ongoing basis. This will assist with brand and downtown promotion.
- Indoor Sidewalk Sale – planned and assisted Promotions Committee with promotion and signing business up for the Indoor Sidewalk Sale.
- Discussed top priorities for 2018 prior to Strategic Planning Meeting in January.

Design

- Building Design Standards – reviewed the final draft of the Building Design Standards and made a recommendation to the DDA Board to approve. DDA Board and Planning Commission both approved the new design standards.
- Discussed the possibility of implementing an Adaptive Re-Use Ordinance; Volunteer offered to do more research and present findings.
- Discussed which public improvement projects to focus on including lighting in alleys as well as implementing tactical urbanism projects.

Promotion

- Faces of Ferndale – volunteers worked on creating new Faces of Ferndale videos
- Working on narrowing down list of potential Get Reel movies for this season; surveys should be going out soon.

The Development on Troy (The dot)

To see conceptual designs of The dot, check out this link where you can download the full Planned Unit Development District Application:

<http://www.parkferndale.com/ParkingDeck/SitePlan/tabid/118/Default.aspx>

Don't forget to check out www.ferndaledot.com for the latest news about The dot – share this website with anyone asking questions about the project. Everything we know will be updated on this site.

Wayfinding Package:

A wayfinding and walkability sign package is being completed for the Dot. Design files have been delivered to the project team. City staff has mapped existing parking wayfinding signage in GIS and are preparing a plan to track the installation of new/replacement wayfinding signage. The City Manager's Office, Communications, DPW and DDA met to discuss implementation and roll-out strategies.

Informational Items

Events

Past:

- **Mayor's Small Business Council** – The Mayor hosted a Small Business Awards Ceremony on February 15th and staff assisted/attended. Congrats to Madison Heights Glass (Project of the Year), Farm Field Table (Company of the Year), Dan Riley of Axel Brewing (Executive of the Year), and our very own Jacki Smith of Coventry Creations (Entrepreneur of the Year).
- **Indoor Sidewalk Sale** – The DDA hosted an indoor sidewalk sale from February 23-25 – over 25 businesses participated in weekend-long retail event; coordinated participation & offers, produced updated logo, poster & specials listing, social media event creation & related posting, press release, visited participating businesses to deliver posters (twice) & lists of specials and again on event day; sent follow-up email to gauge event success – to date received 3 responses, plus a few “thank you’s”

Upcoming:

- **Easter Baskets in the Park** – ITEMS DUE BY MARCH 15th – on March 24th, the Parks and Recreation department hosts an Easter Egg hunt “Eggstravaganza.” The event is free to the public and showcases five of Ferndale’s parks throughout the day. Each park provides the opportunity for kids to collect Easter eggs stuffed with goodies, as well as the opportunity to uncover a Golden Egg for a special prize!
- **Main Street Now Conference** – Staff and new Board Members will be attending the National Main Street Now Conference in Kansas City, MO from March 26-28th. Sessions will include information on the new Main Street Refresh approach as well as a variety of other topics.
- **Volunteer Appreciation** – April 10th @ 5:30pm – All DDA Volunteers are invited to join the Mayor and City Council in celebrating you! Our volunteers deserve a round of applause and some free food, music, and entertainment! The Mayor will also present his Annual State of the City Address.

- **Main Street Awards** – May 10th – Join Main Street Oakland County at The Strand in Downtown Pontiac for the Annual Main Street Awards. Celebrate downtowns across Oakland County and the many accomplishments of the Main Street program across all of the communities!
- **Bike Night Rodeo** – Join the DDA, Police, Fire and the Parks and Recreation departments on May 17th in Downtown Ferndale for lessons on bicycle safety and to learn how to use the many bike facilities across the city. There will also be an opportunity to take a ride on your favorite bike around the city!

Grant Application

- The DDA is partnering with the City of Ferndale as well as several adjacent communities (including Detroit, Oak Park, Hazel Park, Royal Oak, Birmingham, and Huntington Woods) to apply for a Transportation Alternatives Program (TAP) Grant through the Southeast Michigan Council of Governments (SEMCOG).
- Applications were submitted March 7th.
- Award amount (if selected) \$35,000.
- The proposal is for support for the creation of a regional [MoGo](#) bike share hub in Northwest Detroit and Southern Oakland County.

Business News & Community Outreach

- New Businesses – Delite Café & Deli (replacing Pranzo's), Bayberry Music, Culantro Peruvian Cuisine (replacing former Southern Belle's Bistro), New Salon 'TBD' (23333 Woodward Ave)
- Closing Businesses – Detroit Comics (lease with new business pending); Pranzo's (lease with new business pending), China Ruby
- Businesses visited – Assaggi, Mejishi, Rosie O'Grady's, M Contemporary Art, AR Workshop, Detroit Comics, The Rocket, Elegance by Design, Detroit City Skateboards, Professional Guitars, Java Hutt, CrossFit HCS, Meagan Mitchell, Rust Belt Market, FreeSpace Décor, Otus Supply, Valentine Distilling, Public House, Como's (former), Anita's Kitchen, Boogie Fever

Administrative

- Staff is working with the City and with students from the Information Technology School at UofM to develop methods of measuring the effectiveness and impact of special events in downtown Ferndale.
- Staff met with City to discuss implementation of potential tactical urbanism projects.
- Staff & City met with potential developer for The dot project to discuss vision and tactics.
- Staff worked internally on liquor licensing policy to aid in future decisions regarding issuing liquor licenses in the downtown
- DDA staff is working with the Office of the City Manger on downtown Facilities Maintenance and Capital Improvements.
- DDA staff is working with the Office of the City Manger on downtown trash collection and recycling.
- 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 is preparing a cost estimate and break-down.

Budget

- The Executive Director has drafted a proposed revision to the FY 2017-18 Budget to accommodate spring cleaning activities and to allow for additional flower/landscaping materials to be planted.
- The DDA Budget recommendation for FY 18-19 and the three year plan will be presented to the DDA Board at their regular April meeting and to the City Council after a recommendation is made.
- \$100,000 is still set-aside for assist with The dot project.
- Approximately \$10-\$15,000 is requested to be set aside in the current fiscal year to begin the process of hiring a consultant to assist with Capital Improvement and Downtown Development Planning.

Training

- Staff is attending Main Street Manager Certification Training which will continue through the end of April
- The Main Street Now Conference is taking place March 26-28th.
- 2.5 days MSOC training – the Connected Downtown: Tech to Trails; webinar – Pop-up to Permanent: Transforming Cities Through Interim Interventions.
- Webinar – Designing Streets for All Ages & Abilities
- Joint DDA/Chamber business training: "Four Key Pieces to a Great Business"
- Main Street Oakland County is offering "Prepare and Adopt a Capital Improvement Program" training in Waterford on March 15th. Cost is \$25; You can learn more about this program and register to attend by going [here](#).

User: Bhicks
DB: Ferndale

PERIOD ENDING 06/30/2018

GL NUMBER	DESCRIPTION	BALANCE		END BALANCE
		NORMAL	(ABNORMAL)	2017-18 06/30/2018 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	25,859.33
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	1,009,333.47
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	1,093,417.58
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	7,211.36
248-000-257.100	Accrued Liability - Payroll		0.00	2,584.27
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	22,174.20
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	375,894.59
248-000-402.001	Property Taxes - personal		0.00	0.00
248-000-402.005	Property Taxes - Loss in Change of PPT		0.00	0.00
248-000-402.200	Reimbursement for PPT Loss		0.00	28,765.00
248-000-403.100	Property Tax Chargebacks		9,606.89	0.00
248-000-404.000	Voted Property taxes		56,208.72	49,814.77
248-000-404.001	Voted Property taxes - personal		0.00	0.00
248-000-523.000	Federal grant		0.00	0.00
248-000-545.000	State grant		0.00	3,000.00
248-000-550.010	State PPT Loss Reimbursement		0.00	2,060.50
248-000-610.000	Participation fees		0.00	0.00
248-000-665.000	Interest income		7,620.72	0.00
248-000-675.000	Contributions		18,359.19	13,865.00
248-000-675.500	Contributions - DDA - Public Art		4,925.00	22.00
248-000-676.101	General Fund contrb.		0.00	0.00
248-000-695.000	Miscellaneous income		0.00	0.00
248-000-698.000	Net unrealized gains		(11,061.45)	0.00
248-000-699.661	Transfer In from Motor Pool		0.00	0.00
248-000-699.677	Transfer In from HR Fund		0.00	0.00
TOTAL REVENUES			536,070.53	470,421.86
Expenditures				
248-000-706.000	Full Time Personnel		132,324.90	100,215.49
248-000-707.000	Part-Time Personnel		0.00	0.00
248-000-709.000	Overtime		0.00	0.00
248-000-714.000	Holiday Pay		0.00	0.00
248-000-714.100	Sick Pay - Annual		0.00	0.00
248-000-715.000	Social Security		10,003.50	7,636.66
248-000-716.000	Health - premiums		0.00	0.00
248-000-716.100	Health Insurance		26,818.36	7,102.01
248-000-716.110	Health Insurance - EE Contribution		(1,675.58)	(243.30)
248-000-716.115	Health Insurance - Retiree		0.00	0.00
248-000-716.150	Health Insurance Waiver		0.00	0.00
248-000-716.736	Health - OPEB Funding		0.00	0.00

User: Bhicks
DB: Ferndale

PERIOD ENDING 06/30/2018

GL NUMBER	DESCRIPTION	BALANCE		2017-18 AMENDED BUDGET	END BALANCE 06/30/2018
		NORMAL	(ABNORMAL)		
Fund 248 - Downtown Development Authority					
Expenditures					
248-000-717.000	Life Insurance - EE		212.61	211.00	186.03
248-000-718.000	Pension- ICMA-RC 401		9,049.95	10,622.00	6,987.74
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	0.00
248-000-740.000	Operating Supplies		34,557.67	25,000.00	4,185.94
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	0.00
248-000-818.000	Contractual Services		26,878.20	28,000.00	330.29
248-000-853.000	Phone/Communications		950.70	0.00	0.00
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	161.11
248-000-885.000	Special programs		20,017.55	30,000.00	18,665.88
248-000-900.000	Printing & Publishing		751.90	10,000.00	2,251.90
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	5,483.83
248-000-931.000	Facilities Maintenance		137,595.23	144,000.00	89,109.44
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	0.00
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	0.00
248-000-958.000	Memberships & Dues		1,148.00	3,500.00	375.00
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	0.00
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	244,683.01
Total Fund 248 - Downtown Development Authority					
TOTAL ASSETS			872,656.38		1,093,417.58
BEG. FUND BALANCE			797,831.17		845,504.53
+ NET OF REVENUES & EXPENDITURES			47,673.36	(106,901.00)	225,738.85
= ENDING FUND BALANCE			845,504.53		1,071,243.38
+ LIABILITIES			27,151.85		22,174.20
= TOTAL LIABILITIES AND FUND BALANCE			872,656.38		1,093,417.58

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	25,859.33
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	1,009,333.47
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	1,093,417.58
*** 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	7,211.36
248-000-257.100	Accrued Liability - Payroll	0.00	2,584.27
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	22,174.20
*** 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			225,738.85
Ending Fund Balance			1,071,243.38
Total Liabilities And Fund Balance			1,093,417.58

User: Bhicks
DB: Ferndale

Fund 248 Downtown Development Authority

PERIOD ENDING 02/28/2018

GL NUMBER	DESCRIPTION	2017-18		YTD BALANCE	ACTIVITY FOR	AVAILABLE		% BDT USED
		AMENDED BUDGET	NORMAL	02/28/2018 (ABNORMAL)	MONTH 02/28/2018 INCREASE (DECREASE)	NORMAL	(ABNORMAL)	
Revenues								
Dept 000 - General								
248-000-402.000	Property taxes	418,400.00		375,894.59	47,402.95		42,505.41	89.84
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		49,814.77	1,773.36		6,185.23	88.95
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		13,865.00	600.00		11,135.00	55.46
248-000-675.500	Contributions - DDA - Public Art	1,000.00		22.00	0.00		978.00	2.20
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		470,421.86	49,776.31		32,978.14	93.45
TOTAL REVENUES		503,400.00		470,421.86	49,776.31		32,978.14	93.45

PERIOD ENDING 02/28/2018

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	02/28/2018 NORMAL (ABNORMAL)	MONTH 02/28/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Expenditures						
Dept 000 - General						
248-000-706.000	Full Time Personnel	151,744.00	100,215.49	11,811.08	51,528.51	66.04
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	7,636.66	903.56	3,971.34	65.79
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	7,102.01	913.52	10,521.99	40.30
248-000-716.110	Health Insurance - EE Contribution	(2,350.00)	(243.30)	(30.00)	(2,106.70)	10.35
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	186.03	26.40	24.97	88.17
248-000-718.000	Pension- ICMA-RC 401	10,622.00	6,987.74	826.76	3,634.26	65.79
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	0.00	0.00	500.00	0.00
248-000-740.000	Operating Supplies	25,000.00	4,185.94	(124.27)	20,814.06	16.74
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	0.00	0.00	1,000.00	0.00
248-000-818.000	Contractual Services	28,000.00	330.29	182.54	27,669.71	1.18
248-000-853.000	Phone/Communications	0.00	0.00	0.00	0.00	0.00
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	161.11	0.00	14,838.89	1.07
248-000-885.000	Special programs	30,000.00	18,665.88	466.00	11,334.12	62.22
248-000-900.000	Printing & Publishing	10,000.00	2,251.90	0.00	7,748.10	22.52
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	5,483.83	894.66	2,116.17	72.16
248-000-931.000	Facilities Maintenance	144,000.00	89,109.44	1,992.96	54,890.56	61.88
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	0.00	0.00	1,800.00	0.00
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	0.00	0.00	102,800.00	0.00
248-000-958.000	Memberships & Dues	3,500.00	375.00	0.00	3,125.00	10.71
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	0.00	0.00	18,000.00	0.00
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	244,683.01	17,863.21	365,617.99	40.09
TOTAL EXPENDITURES		610,301.00	244,683.01	17,863.21	365,617.99	40.09
Fund 248 - Downtown Development Authority:						
TOTAL REVENUES		503,400.00	470,421.86	49,776.31	32,978.14	93.45
TOTAL EXPENDITURES		610,301.00	244,683.01	17,863.21	365,617.99	40.09
NET OF REVENUES & EXPENDITURES		(106,901.00)	225,738.85	31,913.10	(332,639.85)	211.17

Barry Hicks

From: Barry Hicks
Sent: Wednesday, February 28, 2018 3:45 PM
Subject: Asking for your participation - Ferndale Easter Basket Competition

Hello DDA Volunteers,

Want to give to the kids in our community? Provide some positive community exposure? Participate in some friendly competition?

The DDA is putting together an Easter Basket for a child between the ages of 5-12 and we're asking for your help!

Every year the Ferndale Parks & Rec Dept hosts an Easter Egg hunt "Eggstravaganza". This year's event will be held on Saturday, March 24th. The event is free to the public and showcases each of the five parks throughout the day. Each park provides the opportunity for kids to collect Easter eggs stuffed with goodies, as well as the opportunity to uncover a Golden Egg for a special prize.

This year, the Parks & Rec Dept is extending the challenge to all City of Ferndale Departments to build an Easter basket that will be provided as a prize for the Golden Egg. It is their vision that each department organize a basket filled with unique items that reflect your departments specialty & personality and/or provide goodies for the children.

WHY AM I REACHING OUT TO YOU?

If you have any items you would like to donate (including a basket!) or any suggestions for cool ideas we could include in an Easter basket, please let me know – we can collect items from you or you can drop them off at our office!

Easter baskets are due on March 15th.

This is an opportunity to showcase the DDA and our awesome creativity and personalities!!! Don't let the DDA be outshined by other City Departments and let's have some fun - this is all about bragging rights for the year!



Thanks in advance for your generous offers and ideas!

Barry Hicks, AICP

Executive Director

Ferndale Downtown Development Authority

300 E. Nine Mile Rd., Ferndale, MI 48220

O#: 248-546-1632 x 701

F#: 248-591-7034

www.downtownferndale.com

The mission of the Ferndale DDA is to work together to drive, deliver and advance the great Downtown Ferndale experience.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/06/2018
Re: **Budget Amendment Request: Fiscal Year 2017-18**

We are getting into the budget season for Fiscal Year 2018-19 and will be discussing recommendations going forward at your board meetings in the upcoming months. At this time, it is important to look at the current fiscal year, 2017-18, and discuss recommendations for amending the budget to achieve some of our goals and objectives

Safe and Clean Initiative

The DDA and City have received some complaints and concerns from the community regarding the cleanliness of downtown. As you are aware, we have not increased our capacity for maintenance in the past 3 years and decreased upgrades and replacement of certain items such as benches, trash cans, banners, and so on. This was in an effort to save money and create a fund balance in order to be able to address larger scale items in the future.

At this time, it is recommended that we reallocate resources to provide some services this year for power washing of sidewalks, benches, trash cans, and gum removal as well as additional trash pick-up services. The increase in cost can be seen under 'Facilities Maintenance,' account #931.

Aesthetics & Beatification

In addition to a decrease in general maintenance items, the DDA has also reduced the number of flower plantings and flower baskets by approximately 25% in our downtown. This is largely due to the rising cost of flowers the past 3 years. Part of the recommended increase to budget item 'Facilities Maintenance,' account #931, is to purchase more flowers and flower planters as well as to maintain and replace some other plantings in need of attention.

Capital Improvement Planning

The Executive Director has identified the need to take count of DDA assets in our downtown and develop a plan to replace and maintain the many and various fixtures. To complete this task, the DDA will need to hire a consultant with a qualified team of professionals to assist with this process. This entire process is estimated to cost approximately \$80,000 and would include a Downtown Development Plan, a Tax Increment Financing Plan, and a Capital Inventory &

Capital Improvement Plan. It would be advantageous to begin the process during this Fiscal Year so as to wrap-up before summer of 2019 so that the DDA can begin making investments in capital to maintain and improve the downtown facilities. Approximately \$10-\$15,000 would be used from 'Contractual Services,' account number #818, to start this process. This account has been lowed approximately by \$3,000 because flowers and landscaping improvements that traditionally were charged to this account were moved to 'Facilities Maintenance,' account #931.

Important Notes

The dot – The DDA Board of Directors approved allocating \$100,000 to The Development on Troy (The dot) to assist the City with valet services and with some marketing/promotional efforts. This money remains the budget for FY 17-18 as can be seen in the attached spreadsheet under 'Miscellaneous' account #956. Some of the money may be spent this fiscal year, however, it is likely that most or all of it may not be spent until next fiscal year depending on when construction begins.

Trash on the weekends – The Executive Director is working with our current facilities maintenance contractor to reallocate hours from Tuesdays & Wednesdays during the summer to the weekends to help pick up trash and keep the downtown clean during peak hours.

Facilities Maintenance – The Executive Director is working with our current facilities maintenance contractor as well as others in the area to find ways to increase service in a cost effective manner so that more items like graffiti removal, trash pick-up, sidewalk washing, ect. are addressed on a more regular basis.

Library Revenues – The DDA & Library Board recently reached an agreement to allow the DDA to continue to capture the Tax Increment Financing (TIF) revenues from the library millage at the same rate that they historically had been captured. This has not been factored into the attached spreadsheet as we do not know the amount that will be reimbursed to the DDA for FY 2017-18 at this time.

Recommended Action

To APPROVE the proposed budget amendments for Fiscal Year 2017-18 as presented and recommended by the Executive Director.

Attachment: Recommended Current Fiscal Year Budget Amendment

City of Ferndale Fund 248 - Downtown Development Authority

GL NUMBER	DESCRIPTION	FY 2016-17 BUDGET	FY 2016-17 ACTUAL	FY 2017-18 BUDGET	FY 2017-18 FYTD BALANCE	2017-18 PROPOSED
REVENUES						
Dept 000 - General						
248-000-402.000	Property taxes	453,300.00	450,411.46	418,400.00	375,894.59	418,400.00
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	0.00	0.00	28,765.00	0.00
248-000-403.100	Property Tax Chargebacks	(1,000.00)	9,606.89	0.00	0.00	0.00
248-000-404.000	Voted Property taxes	57,000.00	56,208.72	56,000.00	49,814.77	56,000.00
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	0.00	0.00	3,000.00	0.00	3,000.00
248-000-550.010	State PPT Loss Reimbursement	0.00	0.00	0.00	2,060.50	0.00
248-000-610.000	Participation fees	2,500.00	0.00	0.00	0.00	0.00
248-000-665.000	Interest income	1,000.00	7,620.72	0.00	0.00	0.00
248-000-675.000	Contributions	25,000.00	18,359.19	25,000.00	14,065.00	25,000.00
248-000-675.500	Contributions - DDA - Public Art	500.00	4,925.00	1,000.00	22.00	1,000.00
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	(11,061.45)	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 REVENUES		538,300.00	536,070.53	503,400.00	470,621.86	503,400.00
EXPENDITURES						
Dept 000 - General						
248-000-706.000	Full Time Personnel	144,518.00	132,324.90	151,744.00	100,215.49	151,744.00
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	11,056.00	10,003.50	11,608.00	7,636.66	11,608.00
248-000-716.000	Health - premiums	0.00	0.00	0.00	0.00	0.00
248-000-716.100	Health Insurance	16,785.00	26,818.36	17,624.00	7,102.01	17,624.00
248-000-716.110	Health Insurance - EE Contribution	(2,238.00)	(1,675.58)	(2,350.00)	(243.30)	(2,350.00)
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	212.61	211.00	186.03	211.00
248-000-718.000	Pension- ICMA-RC 401	10,116.00	9,049.95	10,622.00	6,987.74	10,622.00
248-000-719.000	Fringe Benefits	0.00	12,378.57	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	704.12	850.00	1,120.49	850.00
248-000-730.000	Postage, Mail processing	500.00	48.00	500.00	0.00	500.00
248-000-740.000	Operating Supplies	24,000.00	34,557.67	25,000.00	4,185.94	15,000.00
248-000-747.000	Grant Activity	0.00	0.00	3,000.00	0.00	3,000.00
248-000-752.000	Motor Fuel / Lubricants	0.00	0.00	1,000.00	0.00	1,000.00
248-000-775.000	Repair & Maintenance	0.00	494.75	1,000.00	568.54	1,000.00
248-000-802.000	Audit/Actuarial Fees	1,000.00	1,000.00	1,000.00	0.00	1,000.00
248-000-818.000	Contractual Services	26,500.00	26,878.20	28,000.00	330.29	25,000.00
248-000-853.000	Phone/Communications	2,200.00	950.70	0.00	0.00	0.00
248-000-853.116	Telecom - Cell Phone EE Reimb.	1,950.00	0.00	2,340.00	0.00	2,340.00
248-000-873.000	Training/Education	10,000.00	9,849.01	15,000.00	161.11	15,000.00
248-000-885.000	Special programs	30,000.00	20,017.55	30,000.00	18,665.88	30,000.00
248-000-900.000	Printing & Publishing	10,000.00	751.90	10,000.00	3,251.90	10,000.00
248-000-914.000	Liability Insurance	1,800.00	1,795.64	1,800.00	0.00	1,800.00
248-000-920.000	Utilities	12,000.00	10,260.51	7,600.00	5,483.83	7,600.00
248-000-931.000	Facilities Maintenance	142,000.00	137,595.23	144,000.00	90,105.92	175,000.00
248-000-940.200	Equipment Leases - Non-City owned	200.00	0.00	0.00	0.00	0.00
248-000-942.000	Building Rental	2,500.00	1,773.00	1,800.00	0.00	1,800.00
248-000-943.000	Equip Rental Alloc - General Fund	1,632.00	2,739.97	1,800.00	545.96	1,800.00
248-000-956.000	Miscellaneous	2,800.00	428.21	102,800.00	0.00	102,800.00
248-000-958.000	Memberships & Dues	3,000.00	1,148.00	3,500.00	375.00	3,500.00
248-000-961.101	General Fund Admin Allocation	14,422.00	14,422.00	16,852.00	0.00	16,852.00
248-000-968.000	Depreciation Expense	0.00	23,050.40	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	10,820.00	10,820.00	18,000.00	0.00	18,000.00
248-000-977.000	Capital Outlay	0.00	0.00	5,000.00	0.00	5,000.00
248-000-996.000	Interest Expense	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		478,622.00	488,397.17	610,301.00	246,679.49	628,301.00
TOTAL REVENUES		538,300.00	536,070.53	503,400.00	470,621.86	503,400.00
TOTAL EXPENDITURES		478,622.00	488,397.17	610,301.00	246,679.49	628,301.00
NET OF REVENUES & EXPENDITURES		59,678.00	47,673.36	(106,901.00)	223,942.37	(124,901.00)