



**FERNDALE DDA
BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 11, 2016
8:00 A.M. Board Meeting**

Ferndale DDA Office
149 W. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Minutes: January 2016
 - D. Consideration of Minutes: Strategic Planning 01/28/16
 - E. Consideration of Minutes: Strategic Planning 02/04/16
 - F. Consideration of Agenda
- II. Consent Agenda
 - A. Committee Reports
 - B. DDA Staff Reports
 - C. Finance Report
 - D. Holiday Hoof Financial Report
 - E. 2016 Event Calendar
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Organization Reports
 - A. Chamber of Commerce
 - B. Woodward Avenue Action Association
 - C. Ferndale Public Schools
- V. Action Items
 - A. Downtown Committee: Parking Recommendation
 - B. BUILD Application – How's Bayou
 - C. Annual Main Street Conference
- VI. Regular Agenda & Info Items
 - A. UPDATE: City Hall Renovations
 - B. Office Hours
 - C. Annual Planning Meetings Reminder
 - D. Annual Main Street Checklist Event – March 10th, 2016
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

February

- February 2**
Design Committee 6:00pm
- February 3**
Executive Board 3pm
Biz Dev 5pm
- February 4**
Annual Planning Meeting
5:30pm – Part 2 of 3
- February 8**
City Council Mtg. 7pm
- February 11**
DDA Board of Directors 8am
- February 15**
*DDA Offices Closed for
President's Day*
- February 16**
Downtown Development
Committee 4:30pm
- February 22**
City Council Mtg. 7pm
- February 24**
Executive Board 3pm
Promotions Committee 5pm
- February 29**
Annual Planning Meeting
5:30pm – Part 3 of 3

March

- March 1**
Design Committee 6:00pm
- March 2**
Executive Board 3pm
Biz Dev 5pm
- March 8**
Main Street Training
5:30pm – Part 3 of 3
- March 10**
DDA Board of Directors 8am
Main Street Check-in
- March 14**
City Council Mtg. 7pm
- March 23**
Promotions Committee 5pm
- March 25**
*DDA Offices Closed for
President's Day*
- March 28**
City Council Mtg. 7pm

The mission of the Ferndale DDA is to support and empower a vibrant Downtown Ferndale and its community of businesses to be a destination to live, shop, work and play.



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

BOARD OF DIRECTORS MEETING

THURSDAY, JANUARY 14 at 9:00 A.M.

FERNDALE DDA OFFICE

149 W. 9 MILE

FERNDALE, MI 48220

I. CALL TO ORDER

A. Roll Call 9:02 a.m.

DDA Board Members Present: Jay McMillan, Mindy Cupples, Jacki Smith, Jerome Raska, Michael Hennes, Chris Johnston (9:03) and Dean Bach (9:04)

DDA Board Members Absent: Ed Lane, Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock

Guests: April Lynch (Ferndale City Manager), Carol Jackson (Ferndale Area Chamber of Commerce), Rebeca Parker (resident)

B. Dismissals: Ed Lane (work), Dave Coulter/Dan Martin

C. Approval of Minutes December 2015

Motion by Director Raska, seconded by Director Hennes to approve the December 2015 minutes as presented. All Ayes, motion carries.

D. Approval of Agenda

Motion by Director Raska, seconded by Director McMillan to move VI. Regular Agenda (B) Update: Part-Time Temporary Position to V. Action Items (C). All Ayes, motion carries.

Motion by Director Raska, seconded by Director Hennes approve agenda as amended. All Ayes, motion carries.

E. Acceptance of Financial Report

Motion by Director Smith, seconded by Director Raska to accept the financial report as presented. All Ayes, motion carries.

II. CONSENT AGENDA

Motion by Director Smith, seconded by Director Johnston to accept the consent agenda as presented.

Discussion: Director Smith noted that items contained in the report regarding outreach and property development seem to be the same as previous months. ED Hicks will look into this.

All Ayes, motion carries.

III. CALL TO AUDIENCE

Director Smith introduced resident Rebecca Parker, who is interested in becoming more involved.

IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

Interim ED Jackson noted that the Chamber is also hunting for new Executive Director. They are currently in event and sponsorship mode, having sent out

sponsorship and event opportunity packages. The Rainbow Run is coming up, as well as the Artist in You, a project the DDA was involved last year, although she understands there won't be any involvement this year. They have established a Go Fund Me account and are collaborating with schools and the Ferndale Arts & Cultural Commission. She noted that anything the DDA can do to help out is appreciated. ED Hicks asked her to forward information and said the DDA will help get word out.

- B. Woodward Avenue Action Association (WA3) (No report provided)
The WA3 is working through a major transformation and are currently considering an interim director.
- C. Ferndale Public Schools (No report provided)

V. ACTION ITEMS

A. Annual Planning Meeting Consultant

To satisfy the Board's desire to simply goals and objectives for the DDA, three organizations were contacted regarding facilitating the process. Although Main Street Oakland County offered the most affordable (\$4,500) option, it didn't provide any follow up and would stick mainly to the Main Street initiative. Capricorn Leadership's proposal included everything required, but was cost prohibitive (\$12,000). Therefore, ED Hicks is recommending AdvCoach at a cost of \$6,500 which includes two planning sessions/meetings as well as monthly phone calls and quarterly meetings with the Board. Dates for the initial planning session as well as the plan presentation session have been set for 5:30 pm January 28th at the Kulick Center and February 4th at the Ferndale Area District Library. It was also noted that Main Street Oakland County may allow the DDA to apply for a grant to receive \$4,500 that can be applied towards the cost. Discussion was had regarding the benefits of going through the planning process without the focus being on the Main Street approach to determine if it is a model the DDA uses going forward.

Motion by Director Smith, seconded by Director Cupples to authorize the Executive Director to sign the proposal from AdvCoach dated December 30, 2015, to provide consulting services to assist the DDA with the Strategic Planning Process and to allow the Executive Director to make minor modifications to effectuate the proposal.

Discussion was had regarding this approach not shutting out the Main Street program. AdvCoach is a total outside entity that doesn't work with the Main Street program and will only be aware of information that the Executive Director shares with them. Concern was expressed about not having enough volunteers to continue the Main Street approach and what the best use of DDA resources is. It was noted that the planning meeting, like all DDA Board meetings, is an open meeting and all are welcome.

All Ayes, motion carries.

B. Downtown Committee: Parking Recommendation

The Downtown Committee, formed at the request of Mayor Coulter and DDA Chair Bach has been meeting since late summer to discuss parking and development related to parking in the downtown. Although their final report has

not yet been finalized, they came to an agreement that additional parking, whether stand-alone decks or mixed use developments, needs to occur on both the east and west side of Woodward. The committee is recommending beginning on the east side, but has yet to finalize location between Falvey and City Hall lots. Lot selection will determine whether the project will be a stand-alone deck or possibly have a liner building to create some mixed use/office space. Final determination will be based on a number of variables including construction costs, bonding capacity, number of spaces/floors, etc. Final recommendation from the committee should be presented to both the DDA Board and City Council in the next month. No action required at this time.

C. UPDATE: Part-Time Temporary Position

With the recent resignation of part-time project manager/customer service representative Sommer Realy, the DDA has a need for additional help. Pending the outcome of the Annual Planning Meeting, it has been determined that a temporary, part-time administrative position should be created at a rate of \$15/hour for 25 hours/week. Over fifteen resumes were received by staff in response to the job posting, with four candidates interviewed. Staff is recommending Michelle Delacourt for the position, as she was the most capable, has the desired skill set and is friendly and customer service oriented. Discussion was had regarding why an at-will employment agreement was required and the need to review/revise the DDA bylaws to address this, as well as other, matters that have recently come up.

Motion by Director Smith, seconded by Director McMillan to authorize the Chairman and Executive Director to sign the agreement to employ an at-will, part-time administrative assistant and to allow the Executive Director to make minor modifications to effectuate the agreement. All Ayes, motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

A. UPDATE: Resolution Regarding Liquor Licenses

City Council took action to adopt the resolution that the DDA Board passed in December and won't be considering any additional liquor licenses in the central business district (cbd) until they consider the zoning ordinance regarding off-street parking requirements.

B. UPDATE: City Hall Renovations

Construction has begun on the space at City Hall and it sounds like it should be done mid to late February. The goal is to be out of the current DDA location by April.

C. Board Meeting Time Change

At the last Executive Board meeting, discussion was had regarding work commitments causing both the Mayor and Councilman Martin being unable to attend 9:00am Board meetings. Until a permanent solution can be made, the Mayor will have a city staff member attend DDA Board meetings as a non-voting member on his behalf and in the event there is a critical issue being discussed requiring his presence he will make arrangements to attend. Discussion was had regarding moving the meeting time, either earlier or later and it was determined that DDA Board meetings will now be held at 8:00am on the second Thursday of each month.

D. Board Member Recruitment

The DDA Board is currently made up of 9 members, including the Mayor/his designee. The Board must be comprised of no less than 9 and no more than 12 members. Discussion was had on how to recruit additional directors and Chair Bach asked each Board member to reach out to candidates.

E. January 20th Planning Commission Meeting Reminder

The Planning Commission meets on Wednesday, January 20th at 7pm in Council Chambers and the parking in lieu item is on the agenda. Board members were encouraged to attend if possible.

F. Bench Dedication

DDA staff received a telephone call from someone wishing to purchase/dedicate a bench in the downtown in memory of her father. This item is to be referred to the Design Committee who will review the existing city policy and make any revisions/suggestions. Director Raska recommended forwarding the information to area funeral homes once it is established.

G. Annual Planning Meetings Reminder

The DDA Annual Planning meetings will be held on January 28th and February 4th at 5:30pm. Additional information will be sent via email.

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Director Cupples inquired as to the status of her request that the buckled sidewalk caused by tree roots in front of Sneaker's had been addressed. ED Hicks indicated he thought he sent a request to DPW and City Manager Lynch said she would follow up on this.

Director Smith inquired whether ED Hicks had gotten with Assistant City Manager Gacioch regarding ParkMobile and other parking items and he indicated he had reached out but not gotten anything back yet.

City Manager Lynch noted that the City is overhauling their land use plan. Since it has been 6 years since the last review and update, this will be a complete 100% overhaul. They are seeking public input via the Ferndale Exchange and are also hosting an all-day open house event on February 6th from 8am-5pm at the Rust Belt Market.

Director Johnston requested looking into replacing dead/missing street trees with something else green and perhaps a structure that bikes could also park at with something living growing on it. This item will be referred to the Design Committee for further

Chair Bach indicated he noticed a trash compactor going in behind Como's

Director Hennes stressed the importance of businesses, particularly corner businesses, being responsible and shoveling their snow. He also urged everyone to sign up for the Ferndale Exchange at www.ferndaleexchange.org

VIII. ADJOURNMENT

Motion by Director Raska, seconded by Director Hennes to adjourn meeting. All Ayes, meeting adjourned at 10:21 a.m.

FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS ANNUAL PLANNING MEETING (part 1 of 2)
THURSDAY, JANUARY 28, 2016
5:30-8:00 P.M.
KULICK COMMUNITY CENTER
FERNDALE, MI 48220

MINUTES

I. Call to Order

A. Roll Call 5:34 p.m.

DDA Board Members Present: Dean Bach, Ed Lane, Jacki Smith, Jay McMillan, Chris Johnston, Mindy Cupples and Mayor Coulter

DDA Board Members Absent: Jerome Raska

Staff Present: Barry Hicks, Cindy Willcock and Michelle Delacourt

Guests: Kathryn Baker, AdviCoach, Gary Spondike and Nellie Smydra, Pitch Black Media

B. Dismissals

Jerome Raska

C. Consideration of Agenda

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

II. Call to Audience (no more than 3 minutes per person – 20 min. total allowed)
None

III. Presentation: Pitch Black Media 2015 Marketing Recap and 2016 Strategy
Gary Spondike, Business Development Director, introduced Pitch Black and Nellie Smydra, who provided a recap of 2015, including statistics on increased number of fans on social media sites, best times/days for post interaction, best types of posts as well as information regarding ENews since changing over to MailChimp and revising the format. Strategy for 2016 includes enews and social posts to highlight the Mission Statement pieces of shop, live, work and play.

IV. Annual Planning Meeting (Part 1 of 2)

ED Hicks explained that past DDA planning sessions had focused on the external – what is in downtown, but this year would be focusing on addressing organizationally what the goals, missions, values and gaps are and what the organization can achieve. He introduced Kathryn Baker of AdviCoach who will be leading the process.

Dr. Baker introduced herself and reviewed her background and credentials. She then went through a presentation identifying how the planning process would be conducted. Objectives included understanding the one page strategic plan process, review of vision and mission statements, core values and old goals and objectives, performing a SWOT analysis and creation of 3-5 strategic priorities for three planning horizons – 3 year, 1 year and quarter.

Also discussed were 5 points identified by City Council that they would like the DDA to focus on: taking a look at Vester Street future design, 9 Mile and Woodward redesign with BRT, public kiosk showing where things are, a culture change on a walkable downtown and coming up with a strategic plan on the impact of the state fairgrounds development on downtown.

Discussion on the mission statement focused on believing that it is too broad and lacks some clarity. Dr. Baker will work with the Executive Board to re-work and wordsmith the statement based on this feedback.

The Board was given a homework assignment to identify 4-5 core values to be further discussed at the next meeting.

Discussion of the SWOT analysis included items that could be added including strengths of funding/fiscal responsibility, whether the growing partnership with the City is a strength or an opportunity and including staff to item noting ED with tremendous skill set. Opportunities include growing partnerships with the City, Chamber and other organizations and flowers/appearance of the downtown (also a strength) and letting people know the DDA provides this essential service.

The Board discussed things they felt have to happen within the next three years, including being more transparent, fiscally responsible, engagement with businesses and the community, defining and sharpening goals, stronger communication and engagement, streamlining operations and procedures, enhancing the pedestrian experience and doing a better job with marketing and branding.

The next meeting will be held at 5:30 on Thursday February 4th at the library.

V. Adjournment

Motion by Director Lane, seconded by Director McMillan to adjourn meeting. All ayes, meeting adjourned at 7:59pm

**FERNDALD DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS ANNUAL PLANNING MEETING (part 2 of 2)
THURSDAY, FEBRUARY 4, 2016
5:30-8:00 P.M.
FERNDALD AREA DISTRICT LIBRARY
FERNDALD, MI 48220**

MINUTES

I. Call to Order

A. Roll Call 5:38pm

DDA Board Members Present: Mindy Cupples, Dean Bach, Jay McMillan, Chris Johnston, Ed Lane, Jacki Smith and Mayor Dave Coulter

DDA Board Members Absent: Michael Hennes

Staff Present: Barry Hicks, Cindy Willcock and Michelle Delacourt

Guests: Kathryn Baker, AdvCoach

B. Dismissals

Michael Hennes (sick)

C. Consideration of Agenda.

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

II. Call to Audience (no more than 3 minutes per person – 20 min. total allowed)

*Audience allowed to comment at various times during the meeting

III. Annual Planning Meeting (Part 2 of 2*)

Dr. Baker summarized the Strategic Opportunities discussed during the last session and reviewed the 2015 Goals & Objectives and summarized them into 5 strategic priorities that have been reviewed by the Executive Board.

Discussion was had regarding DDA branding and branding in general and the feeling that the DDA logo is disconnected from the City. It was noted that everyone has a brand, whether you want one or not and a logo is just a piece that supports it.

The Board homework assignment of identifying things the DDA as an organization needs to start doing, stop doing or do more of was reviewed. Items identified as needing to start included: developing a more robust communication plan, creating a robust how-to guide for incoming businesses, creating a how-to grow or single point lessons, setting more achievable goals, empowering the ED and staff to out out and attain those goals, bringing in businesses, bringing in volunteers to build our base, start a business and volunteer directory, gather and use metrics (i.e. event measurable), informing and communicating, a welcome wagon for businesses, infrastructure and aesthetics and appearance, focus on business attraction/retention on retail and office uses, build relationships with larger, non-retail/restaurant businesses like Credit Union One and Allied Printing, marketing the value of the DDA to the businesses, celebrating our members, measuring success on events and plans and providing historic data.

Stop doing:

Events that don't have the people and/or resources to properly execute, missing deadlines (process improvements needed), leaving projects unfinished and procrastinating, hanging our hat on the fact that we are responsible for flowers (be known for other things too), examine whether the Main Street program is the

proper fit for the organization, planning (start doing!), taking on too much, so many meetings, waiting to communicate, micro-managing

Keep doing:

Advocating for downtown parking, having timely meetings, consistent office hours, promoting businesses, keeping up aesthetics/appearances, events (change how we do them), flowers, being focused and realistic, changing, redefining and reorganizing, having rational discussions to achieve solutions in an efficient manner

Further discussion was had regarding whether the Main Street program is the right fit for Downtown Ferndale.

Core Values were discussed and some suggestions were: progressive, leaders, focused, committed (to businesses, residents, community), diverse & inclusive, clarity, transparency, accountable, positive, authentic.

The next meeting will be held at 5:30 on Monday February 29th, location to be determined. The Executive Board will meet at 3:00pm on Wednesday, February 24th at the DDA office.

IV. Adjournment

Motion by Director Lane, seconded by Director Raska to adjourn meeting. All ayes, meeting adjourned at 7:53pm



MEETING NOTES

Present: J. Raska, M. Gordon, B. Hicks, M. Hennes, M. Delacourt

February 2nd, 2016 @ 6:00PM

I. Development

α. Schiffer Park

i. New Plans coordinated with Loft/Office Development:

Very brief discussion of development; possible coordination of park designs with developer. TBD.

ii. Bike Stations (*see below*)

b. Plantings

Combined discussion with bike stations, item α, ii: Await more finalized Woodward redesign info before exploring other options (combo planter/bike racks) for streetscape additions in lieu of trees. Committee would like to see actual Woodward redesign plans at some point, as well as explore funding (grant? MDot?). Would also need to consider placement to avoid conflict with seasonal patios along sidewalks.

II. Operations

α. Recruitment

Need to recruit volunteers, possible committee members; need α chairperson. Possible call for volunteers via DDA social media outreach.

III. Other discussion items

α. Bench dedications: explore option of offering paid sponsorship/memorial opportunities (plaques) to add to existing city benches; poss. tie in with existing city bench dedication program. Find out from City Council who owns benches & can we do this?

b. Sign ordinance: find out if there is any regulation on "chaser" or flashing light ropes/strips added to windows (ie: Rainbow Liquor, Juice Bar), also see if changing lighted billboards are allowed in Ferndale and if so, how does that get regulated or stopped.

c. Ideas to add "design" to vacant downtown store fronts; eliminate dirty, shredded, ugly brown paper taped inside of windows. Possibly create single banner or wrap-style insert for vacant windows (with property owner OK). This "dresses up" the downtown and provides consistent info/advertising directly on windows regarding doing business in downtown, as well as looks nice. Would need volunteer crew to assist.

d. Michael Hennes: requesting BUILD fund reimbursement for Howe's signage updated in 2015. Total \$4865. Design Committee to approve and make recommendation for reimbursement to DDA Board, with caveat that although this was done backwards, allocate funds (somehow) and reinforce rules for future applications. No budget for 2015/16, possible funds in future?

February 2016

Consent Agenda

Sample Motions:

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

INFORMATIONAL ITEMS

Outreach

- Business visits: Magic Bag, Maurice London, Easy Like Sundae, Blumz, Danny's Irish Pub, Ferndale House, Elegance by Design, Detroit Comics, GreenSpace, Go Comedy!, Dennis Barbat
- Partner Meetings: City of Ferndale, Ferndale Chamber of Commerce, Oakland County

Property & Business Development

- Former Rent-A-Center – Grenadier moving forward with renovations; working to get additional parking on site and improvement to alley
- Former Buffalo Wild Wings & Twisted Shamrock- under construction; The Daily Dinette is open and Pop's for Italian plans on opening in March
- Former Rainy Day Hobbies – Southern Belle's Bistro has signed lease but targeted has been delayed, but work is now moving forward
- Former Pizza Hut –construction of a multi-tenant building is ongoing
- Former Hodges Subaru – currently being renovated and will be an Art Van Pure Sleep early spring 2016 opening date
- Church site – to be a mixed-use development by Northstar Properties
- Save-A-Lot site – Site plan approved by Planning Commission for a 90 unit residential building that includes a small amount of retail/office space and parking for tenants. There may be some alterations to the plans going forward as the developer has acquired three (3) more properties which will allow for additional square footage and parking.
- Working with a new restaurant that is considering downtown Ferndale
- Working with former retailer that is considering coming back to Downtown Ferndale

New Businesses/Expansions/Retention

- Otus Supply Co. – under construction; \$3.5million investment
- Former Lisa D's and Dangerous Curves is going to be a Barber Shop and a Vap Shop
- Prospect looking for 2,000-2,500 sq. ft. in downtown by Spring 2016

- Old House next to Hungry Howie's is slated for demolition and will become a new mixed use development.
- Retail Pharmacy turned in a ZDR to go in a space on the west end

Planning & Policies

- The Downtown Development Committee has formed a recommendation for City Council on how to proceed with developer parking decks. The proposal is before the DDA Board of Directors for review at this month's meeting and is expecting to go before City Council for consideration on February 22nd.
- The Business Development Committee reviewed the Downtown Committee's report and recommendation for City Council. There were several concerns about how the construction of the parking structures will effect business downtown. The Committee members wanted to communicate to the DDA Board that they will help promote businesses during construction.

Communication & Marketing

- Pitch Black has been doing monthly Business Spotlight on the DDA website. Depending on the success of this program, multiple Business Spotlights may be shared each month.
- Website Redesign – staff met with the developer in January to discuss launching the website. A date has not been set. The developer is ready to hand the final product over to the DDA.
- Web & Social Media updates – continuous updates; social media impressions improving; posting more business promotions under calendar on web; utilizing CoSchedule management system
- Twice monthly eblasts to consumers as well as twice monthly eblasts.

Design Projects

- Bike Brochure – final revisions being made; scheduled to go to printer by Spring 2016. The Executive Director will be meeting with the City Manager in February regarding this matter.
- The Design Committee has discussed the idea of creating a banner than can be moved from one vacant store front to another as-needed that would promote Downtown Ferndale. This would fill empty storefronts with something visually appealing until they are leased.

Administrative

- Staff is working with the City to develop a Customer Relationship Management (CRM) system to obtain and retain pertinent information about businesses.
- Efforts are continued to collect and enter data about downtown businesses to be integrated into the new CRM system.
- Staff will begin migrating data from Quickbooks to BS&A financial systems to track spending. In the next few months a FY 2015-16 budget amendment will be recommended to accommodate spending once all financials are up-to-date.

		BALANCE		2015-16	END BALANCE
		01/31/2015		AMENDED	01/31/2016
FUND ACCOUNT	DESCRIPTION	NORMAL	(ABNORMAL)	BUDGET	NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY					
Assets					
248 026.000	Delq.Pers.Prop.Tax/Rec		22,771.62		38,126.85
248 029.000	Est. Uncollectable DELPP Tax		(33,274.46)		(39,279.69)
248 040.000	A/R - Miscellaneous		0.00		0.00
248 078.000	A/R - Other Govt Units		0.00		0.00
248 084.100	D/F Cash Fund	497,323.24			793,237.64
248 084.101	D/F General Fund	(2,423.03)			(5,538.90)
248 084.731	D/F EE Retir System		0.00		0.00
248 108.000	ACCRUED INTEREST RECEIVABLE		1,085.86		1,535.27
248 132.000	Infrastructure		0.00		1,574,005.00
248 133.000	Accum.Deprec.- infrastructure		0.00		(1,441,402.00)
248 146.000	Equipment		0.00		50,400.00
248 147.000	Accum.Deprec.- equipment		0.00		(50,400.00)
248 148.000	Vehicles		0.00		23,140.00
248 149.000	Accum.Deprec.- vehicles		0.00		(23,140.00)
TOTAL Assets			485,483.23		920,684.17
Liabilities					
248 202.000	Accounts Payable		0.00		0.00
248 206.000	DUE TO CUSTOMERS		0.00		0.00
248 257.000	Wages Payable		0.00		429.14
248 257.100	Accrued Liability - Payroll		0.00		2,531.95
248 257.150	Accrued Liabilities - Health Insurance		0.00		257.46
248 262.000	Flexible Benefit Plan		0.00		0.00
248 286.000	Deferred Revenues		0.00		0.00
TOTAL Liabilities			0.00		3,218.55
Fund Equity					
248 390.000	Restricted		389,070.60		477,057.15
248 390.977	Invested in capital assets, net		0.00		175,255.00
TOTAL Fund Equity			389,070.60		652,312.15
Revenues					
248 402.000	Property taxes	237,766.94		460,250.00	0.00
248 402.001	Property Taxes - personal	0.00		0.00	0.00
248 402.005	Property Taxes - Loss in Change of PPT	0.00		0.00	0.00
248 402.200	Reimbursement for PPT Loss	0.00		0.00	0.00
248 403.100	Property Tax Chargebacks	(4,436.08)		(10,000.00)	0.00
248 404.000	Voted Property taxes	48,119.73		53,365.00	465,788.73
248 404.001	Voted Property taxes - personal	0.00		0.00	0.00
248 523.000	Federal grant	0.00		0.00	0.00
248 545.000	State grant	0.00		0.00	0.00
248 550.010	State PPT Loss Reimbursement	30,618.39		0.00	0.00
248 610.000	Participation fees	200.00		2,500.00	0.00
248 665.000	Interest income	4,177.09		1,000.00	0.00
248 675.000	Contributions	48,640.24		73,265.00	37,383.93
248 676.101	General Fund contrb.	0.00		0.00	0.00
248 695.000	Miscellaneous income	0.00		0.00	0.00
248 698.000	Net unrealized gains	7,892.59		(10,000.00)	0.00
248 699.661	Transfer In from Motor Pool	0.00		0.00	0.00
248 699.677	Transfer In from HR Fund	0.00		0.00	0.00
TOTAL Revenues		372,978.90		570,380.00	503,172.66
Expenditures					
248 706.000	Full Time Personnel	57,230.28		147,090.00	44,549.44
248 707.000	Part-Time Personnel	0.00		23,400.00	8,437.49
248 709.000	Overtime	0.00		0.00	0.00
248 714.000	Holiday Pay	0.00		0.00	0.00
248 714.100	Sick Pay - Annual	0.00		0.00	0.00
248 715.000	Social Security	4,200.71		12,830.00	4,053.50
248 716.000	Health - premiums	0.00		0.00	0.00
248 716.100	Health Insurance	9,792.37		33,250.00	3,773.39
248 716.110	Health Insurance - EE Contribution	0.00		(2,800.00)	0.00
248 716.115	Health Insurance - Retiree	0.00		0.00	0.00
248 716.150	Health Insurance Waiver	0.00		0.00	0.00
248 716.736	Health - OPEB Funding	0.00		0.00	0.00
248 717.000	Life Insurance - EE	61.60		215.00	35.20
248 718.000	Pension- ICMA-RC 401	2,539.68		6,725.00	1,262.66
248 719.000	Fringe Benefits	0.00		0.00	0.00
248 721.000	Longevity	0.00		0.00	0.00
248 725.000	Workers Compensation	650.62		850.00	588.79

EVENT Holiday Hoof
EVENT DATE November 21, 2015

DRAFT BUDGET

INCOME	DETAIL	2015 BUDGET	2015 ACTUAL	
Registrations				*275 @ \$35 (approx. 20% increase)
	5K (new)	\$ 9,625.00	\$ 5,620.00	*RunsSignup, day of (includes merchandise)
Apparel				
	T-Shirt	\$ -	\$ -	T-shirts to be included in 2015
	Hat	\$ 500.00	\$ 60.00	
Sponsorships		\$ 8,450.00	\$ 4,250.00	Increase sponsorships approx 10%
TOTAL INCOME		\$ 18,575.00	\$ 9,930.00	

EXPENSE ITEM	DETAIL	Budget	Actual	
Print Material & Signage		\$ 1,425.00	\$ 600.00	Reduce by 20% (cut 1 brochure order) Incl brochure
	Step & Repeat		\$ 228.00	
Advertising/Marketing		\$ 1,500.00	\$ 429.60	
Logistics	City - DPW & Police	\$ 1,100.00	\$ 455.54	
	Resident Mailing	\$ 160.00	\$ 138.23	
	Square Charges	\$ 47.00	\$ 13.60	
	Rental Trucks/trailer		\$ -	N/A
	Volunteer Refreshment	\$ 50.00	\$ 94.17	coffee/donuts
	Wristbands		\$ 13.70	
	Miscellaneous	\$ 50.00		
	Tents		\$ -	
	Tables		\$ -	
	Chairs		\$ -	
	Port-a-Johns	\$ 650.00	\$ -	
Apparel	Hats	\$ 400.00	\$ 362.50	50 hats
	Runner T-Shirts	\$ 2,500.00	\$ 1,567.50	500 shirts @ \$5
	Volunteer T-Shirts	\$ 530.00	\$ -	Donation of 50 shirts
Giveaways	Medals		\$ -	
	Ribbons		\$ -	
	Awards	\$ 150.00	\$ -	used existing stock
	Arm bands	\$ -	\$ -	used from last year
	Sunglasses		\$ 283.00	
	Beer/Food Tokens	\$ 962.50	\$ 375.00	150 @ \$2.75/budget 275 @ \$3.5
	Bags	\$ 50.00	\$ -	used in stock/other event
Insurance - Event		\$ 486.00	\$ 379.00	
Race Mgmt	Everal Event Mgmt	\$ 1,850.00	\$ 1,230.09	
TOTAL EXPENSES		\$ 11,910.50	\$ 6,169.93	

TOTAL PROFIT (LOSS) **\$6,664.50** **\$3,760.08** 132 paid/103 finished
27 vols + staff, Rotary,

2016 Downtown Ferndale Calendar of Events

BLUE INDICATES FERNDAL DDA ORGANIZED EVENTS

JANUARY – MUSIC TO TAKE AWAY YOUR WINTER BLUES

1/29 - 2/6: Ferndale Blues Festival

FEBRUARY – LOVE DOWNTOWN

MARCH

Sun/3/1-5/19 Ferndale Reads, a promotion of the Ferndale Public Library Details TBD

APRIL

Mon/4/18-24: [Downtown Ferndale Restaurant Week](#)

MAY

Thur/5/19: [Bike Night/Bike Rodeo – Schiffer Park/Planavon](#)

Mon/5/30: Memorial Day Parade.

JUNE

Sat/6/4: Ferndale Pride

Sun/6/5: Rainbow Run

Thurs/6/18: [ART TOWN](#) – The Art of the Cocktail, fundraiser for public art Downtown.

JULY

Sat/7/15-17: Pig & Whiskey. .

Thur/7/21: [Get Reel – Outdoor Movies on Vester Street.](#)

Fri/7/29: Ferndale Pub Crawl.

AUGUST

Sat/8/13: Green Cruise

Thur/8/18: [Get Reel – Outdoor Movies on Vester Street.](#)

Thurs/8/18-20 Ferndale Dream Cruise Weekend.

SEPTEMBER

Thur/9/15: [Get Reel – Outdoor Movies on Vester Street.](#)

Fri/9/16-18: DIY Street Fair

Fri/9/23-25: Funky Ferndale Art Fair

OCTOBER

Thur/10/20: [Third Thursday – Fido Does Ferndale](#)

Sat/10/29: [Downtown Ferndale Trick or Treat Night.](#)

NOVEMBER

Sat/11/19: [Holiday Hoof.](#)
FestivAle

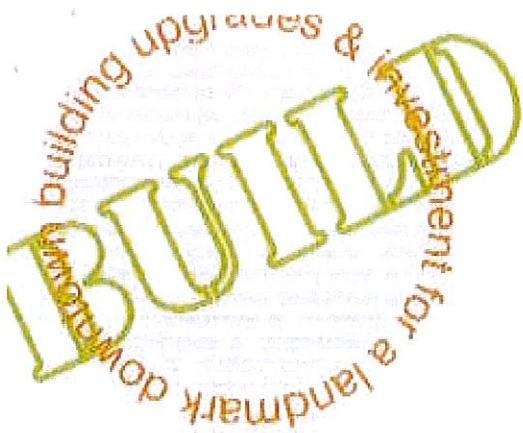
Sat/11/26: [Small Biz Saturday and Tree Lighting](#)

DECEMBER – Holidays Downtown

Sat/12/3: End of Prohibition Party.

Sat/12/10: [Holiday Ice Festival](#) – Annual Holiday Celebration. Street Closures.

Thur/12/15: [Third Thursday – Merry Moonlight Madness](#)



BUILD Program Application

Ferndale Downtown Development Authority :: DDA

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.)
- ☐ 1 hard copy and an electronic file of signed and sealed building blueprints, building elevation, site plans, product drawings, specifications and installation details
- ☐ 1 hard copy and an electronic file of photographs of the existing building depicting the areas of proposed improvement.

1 Applicant's Name Festers on dba Howe's Bay
Mailing Address 22848 Woodward ave Ferndale Mi 48220
Phone Number 248-691-7145 Email Address howesbayw@sbglobal.net

2 Project Address 22848 Woodward ave Ferndale Mi 48220
Building Owner 22848 Woodward LLC
Mailing Address Samu
Phone Number 248-376-6000 Email Address mhennessy57@gmail.com

3 Architect/Designer Michael Hennessy
Firm _____ Specialty _____
Phone Number 248-376-6000 Email Address _____

4 Total Project Cost 24,155.11
Proposed Start Date _____ Proposed Completion Date _____
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 7/2/16

Page Two Ferndale DDA BUILD Application

Submit application with attachments to:

Executive Director
Ferndale DDA
149 W. Nine Mile Rd.
Ferndale, MI 48220

Please direct any questions to Cristina Sheppard-Decius at 248-546-1632 x 201.

Suggestions:

- Obtain three quotes to compare prices and quality of work
- As you seek quotes, hire a vendor who will provide the information required for this application

Office Use Only

Received by _____ Date Received _____

Eligible BUILD Cost _____ 20% Reimbursement Potential _____

Approved by _____ Approval Date _____

BUILD Program Guidelines

Building Upgrades and Investment for a Landmark Downtown

Ferndale Downtown Development Authority :: DDA

The BUILD program provides partial reimbursement for eligible façade improvements, signage, interior rehabilitation for historical buildings or buildings characterized by the community as historical (50 years or older), sustainable improvements, and new construction to property owners and new or expanding downtown business tenants.

The property owner or business merchant may obtain financing from any source. Except as otherwise noted in these guidelines, a maximum reimbursement of \$10,000 per building may be paid by the DDA. This ceiling of \$10,000 will be reviewed annually and may be adjusted according to funds available for BUILD. The DDA may pay \$1 toward labor and material costs per each \$5 of total rehabilitation costs to the exterior of the building (approximately 20% of construction costs) completed in conjunction with a façade improvement or new construction project.

All design plans shall be reviewed and approved by the DDA. Site plans are subject to Plan Commission approval.

The intent of BUILD is to strengthen the economic viability of Downtown Ferndale by providing financial incentives for improving the exterior of existing buildings and constructing new commercial buildings. BUILD provides an opportunity to preserve the architectural heritage and enhance the unique atmosphere of Downtown Ferndale. The best approach to encouraging compatible downtown building design is through preservation of a building's original architectural features whenever possible. The BUILD program promotes this intent by focusing on this reimbursement program as a primary business recruitment and retention tool.

Providing a meaningful title for what appears to be an acronym, BUILD will assist in keeping this mission in the forefront. Therefore, the reauthorized program is known as Building Upgrades and Investment for a Landmark Downtown (BUILD) and consists of a 20% reimbursement for eligible projects.

The minimum project cost for BUILD eligibility is \$1,500, except for applications of signage only, which the minimum is \$500. The maximum reimbursement amount per project is \$15,000, except in applications in which the applicant is pursuing "sustainable development". Funds for BUILD may be allocated each budget year by the DDA as funding permits. The budgeted amount will be determined after

allocating sufficient revenue to capital outlays, DDA operations and other budget line items.

If a commercial building under one ownership is a multi-tenant building, each separate unit with an individual storefront façade and an independent ground floor entry shall be eligible to receive BUILD funds. However, BUILD funds shall not exceed \$10,000 per unit and \$30,000 for the entire building. If the owner or tenant of a building, which occupies more than sixty (60) feet of storefront, applies for BUILD funding, the DDA Board may award additional funds at its discretion. Total BUILD funds shall not exceed \$15,000 for any one project, except in applications in which the applicant is pursuing "sustainable development".

Sustainable development projects, as defined later in these guidelines, are eligible for an additional 25% on the sustainable item costs up to an additional \$5,000 maximum on top of traditional BUILD funding maximums.

Applicants receive disbursement of BUILD funds after completion of project, approval of work by a final City inspection, and submittal of copies of paid invoices for approved expenses to the DDA Executive Director. To receive reimbursement, the property owner must sign an agreement to maintain the improvements funded for the building as rehabilitated for a period of at least 3 years for a BUILD fund reimbursement total of \$1 - \$4,999, and at least 5

years for a BUILD fund reimbursement total over \$5,000. This agreement shall provide for a lien against the property in an amount equal to the reimbursement amount. For reimbursements totaling over \$5,000, twenty (20) percent of said lien for improvements shall be forgiven annually on the anniversary date of the Certificate of Completion. For reimbursements totaling \$4,999 or below will have thirty-three and one-third percent (33.3%) of the lien forgiven annually on the anniversary date of the Certificate of Completion. Should the property be sold or refinanced prior to the full forgiveness of the lien, the remaining amount of the lien shall be paid to the DDA upon sale, or closing of the refinancing loan. The agreement shall be filed with Oakland County Register of Deeds and transferred upon sale of the property.



Eligible Applicants

- Owners and/or tenants of structures located within the Ferndale Downtown Development Authority TIF district may apply for BUILD funds.
- Priority will be given to new or expanding retail businesses.
- If funds become available from sources other than TIF, then new or expanding businesses within the DDA—but outside of the TIF boundaries—will be eligible for non-TIF BUILD funds.

Eligible Buildings

Any existing or proposed commercial building located within the TIF district, which is owned or leased by an eligible applicant, is eligible for BUILD funds. Because BUILD is a business recruitment and retention tool, new building construction and building additions—for new or expanding businesses—will be given priority.

Projects approved for BUILD funds must comply with all applicable City of Ferndale codes and ordinances. All projects require a building permit and may require site plan approval by the Ferndale Plan Commission.

Eligible Exterior/Façade Improvements

Materials, labor, architectural, engineering and design services for improvements to the front, rear or sides of buildings are eligible:

1. Carpentry and/or painting;
2. Masonry cleaning;
3. Removal/demolition;
4. Window replacement or restoration;
5. Storefront construction;
6. Doors and/or entryways;
7. Roof replacement when done in conjunction with a

comprehensive exterior improvement project or when the roof is a distinctive element of the façade and is visible from the street;

8. Awnings and/or lighting when in conjunction with a comprehensive exterior improvement project or if the improvement is a distinctive element of the façade;
9. Exterior signs in compliance with the downtown Ferndale Design Guidelines and project cost over \$500.

Eligible Site Improvements

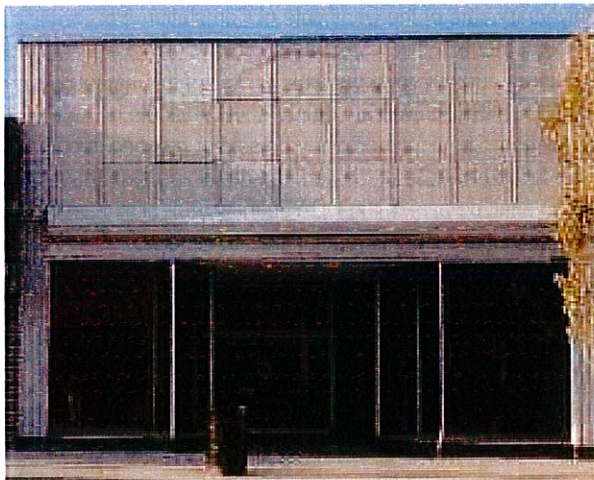
Site improvements are eligible when completed in conjunction with exterior or façade improvements to existing structures and new buildings.

1. Landscaping;
2. Lighting;
3. Parking lot development;
4. Construction of sidewalk/pedestrian access amenities to private property;
5. Interior rehabilitation of historical or historically characterized buildings in conjunction with the "Secretary of the Interior's Standards for Rehabilitation".

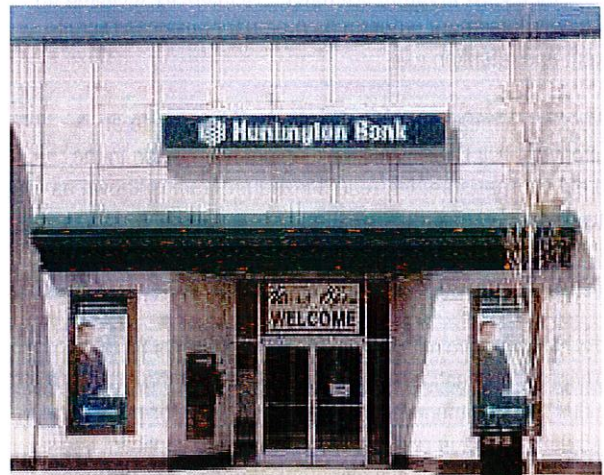
Sustainable Development Eligible Expenses

Tasks not specifically stated as eligible expense are:

1. Reusing existing materials--75% of existing facade square foot of materials, cleaned or restored to near original condition. Materials must meet Design Guidelines or be historic and/or original quality materials;
2. Recycled or salvaged materials must be 50% or more (by weight) of the total materials removed from the facade. Provide pictures of materials while on building site and receipts from recycling center or salvage yard must be provided;
3. Solar powered lighting system;



306 W. Nine Mile BUILD Project - **Before**



306 W. Nine Mile BUILD Project - **After**

4. Locally manufactured products;
5. Use of recycled or reclaimed products for new materials;
6. 'Green' roofing - white/light surfaces or vegetated;
7. Incorporation of permanent planters;
8. Bike racks within private property in-ground mounted;
9. Low emitting paints, solvents, mixes for exterior;
10. Awnings;
11. Collection and reuse of water from roof;
12. Light sensors for their store both interior and exterior;
13. LED lighting fixtures versus Fluorescent or incandescent both interior and exterior;
14. The use of non-toxic paint stripping and adhesive supplies;
15. Upgrade R value of insulation, incrementally above code;
16. Energy efficient windows and doors; triple pane glass; low E; and non-mirrored, clear reflective films.

Ineligible Expenses

Tasks not specifically stated as eligible expense are:

1. Interior improvements as a sole project;
2. Property acquisition;
3. Loan fees, mortgage/land contract refinance;
4. Appraiser, attorney, interior decorator or designer fees;
5. Ferndale site plan, building or sign permit fees;
6. Expenses incurred prior to DDA approval;
7. Personal property (furnishings, trade fixtures);
8. Any expenses paid in goods or services;
9. Site improvements in conjunction with a City Special Assessment District;
10. Wages to applicant or relatives in record line of consanguinity unless licensed to do such work.

Timetable

Approved applicants shall additionally sign an "Agreement to Comply with the Commencement and Completion Timetable" as a condition of approval for any BUILD Program funding and shall be subject to all BUILD program guidelines and all amendments thereto. The commencement and completion dates will be "best guess" estimates that are mutually acceptable to the applicant and DDA. In the event that actual physical construction on a project has not commenced within 60 days of the DDA funding commitment date, or if a project has not been completed and has not been granted a Certificate of Completion within one year (365 days) of the DDA funding commitment date, the DDA will evaluate the status of that project. At its discretion, the DDA reserves the right to cancel or extend the commitment.

Other Program Guidelines

1. Construction work and disbursement of the BUILD funds may be phased;
2.
 - a. Within a 5 (five)-year period, a property address may not apply for BUILD funds more than twice for the same store unit unless a change in business ownership occurs;
 - b. The total amount awarded to a property and tenant for the same store unit address, during a 5 (five)-year period, may not exceed \$10,000;
 - c. Whenever the property ownership changes, the new owner is eligible for BUILD funds. When a change of ownership occurs, the DDA may consider factors such as prior improvements and further eligibility shall be at the sole discretion of the DDA Board. A new 5 (five) year timetable and \$10,000 maximum would apply to the new owner without concern for the application of guidelines to the former owner, and provided all other BUILD guidelines are adhered to;
 - d. Whenever the business tenant changes, a new tenant becomes eligible for BUILD funds. A new 5 (five) year timetable and a maximum of \$10,000 would apply to the new tenant without concern for the application of guidelines on the previous tenant and provided all other BUILD guidelines are adhered to.
4. At the DDA's discretion, an exception to any BUILD guideline may be granted in the event of special conditions or situations;
5. All BUILD projects are subject to audit by the City of Ferndale;
6. All BUILD projects must adhere to the DDA Design Guidelines.

Application

1. Contact Ferndale DDA (149 W. 9 Mile Road) for BUILD guidelines and application;
2. Submit application with appropriate attachments to DDA office;
3. Review proposed improvement design with the Ferndale DDA Design Committee at a designated monthly meeting;
4. The DDA approves application if applicant follows appropriate recommendations and when funds are available.

Submission

Submit the following to DDA in electronic format and one hard copy:

1. Completed application;
2. Signed and sealed building plans, building elevation, site plans, product drawings, specifications and installation details as required by the Design Committee or DDA Board;
3. Official cost estimates from contractors, vendors or architects.

For consideration at regular monthly DDA Design Committee, the deadline for submittal of BUILD applications with all required information is the third Thursday of each month.

Review | Approval

1. The DDA Design Committee reviews the application. Applications shall be on file for review by the DDA board. The DDA Design Committee prepares a written report for the DDA board with recommendation for approval, modification or rejection for consideration based on the criteria established in the Ferndale DDA Design Guidelines. For a copy of the design guidelines, please contact the DDA office;
2. Applicant must attend the Design Committee meeting to make a presentation and review the application with the committee;
3. The DDA Design Committee will submit its recommendation to the DDA Board of Directors on the second Thursday of the following month. The applicant must also attend the DDA Board of Directors meeting.
4. Project details that necessitate a building permit or Appearance Review are finalized with the DDA director and the CDS director. If site plan review is required, the applicant must submit its plan to the City of Ferndale Building Department to be placed on the Plan Commission agenda for approval. Modifications to the site plan or approved application must be referred back to the DDA;
5. Construction may begin upon DDA approval of the BUILD application and issuance of the building and appearance review permits needed;
6. During construction, the DDA director must authorize any changes to the approved scope of work or the DDA may rescind the funding commitment.

Payment Procedure

1. Applicants receive BUILD disbursement after project completion, approval of final city inspection, and submittal of copies of paid invoices for approved work to DDA executive director;
2. The DDA executive director reviews and tallies the submitted invoices and prepares a check request up to 20% of the approved work up to the maximum amount stated in the DDA motion for approval. The check request is submitted by the DDA executive director to the City of Ferndale's accounts payable department by their bi-weekly deadline;
3. DDA executive director prepares the "Agreement to Maintain the Property" and lien documents;
4. DDA executive director notifies applicant when check is issued and applicant meets with the executive director to execute the agreement and receive check. Applicant will not receive a check until the agreement is executed;
5. DDA executive director files executed agreement with Oakland County Register of Deeds for recording.



Direct any questions to

Cristina Sheppard-Decius, CMSM
Ferndale DDA Executive Director
248.546.1632

cristina@downtownferndale.com
www.downtownferndale.com

Build Application Project Details for
Howe's Bayou 22848 Woodward ave Ferndale
Front Exterior and Sign replacement.

Goal; to refurbish and preserve the historic look of this 1920's store front while making the building more energy efficient, comfortable and inviting.

The exterior of the our building sustained considerable damage over the hard winters in 2014 and 2015. The Decorative wood railing that framed the top of the building became unstable and had to be removed for safety over the summer. In November 2014 the our sign started to come loose in a windstorm and had to be taken down too.

Project details.

Grind cement to remove water damaged material above existing windows and framing the entrance. Tuck point to finish repairs.

Powerwash, stain kill and paint cement.

Replace upper divided light windows

Replace 5 lower divided light windows With 2 opening, tri- fold panels, and one single light panel.
Install solar shades on the interior to protect quests from afternoon sun.

Remove existing Wood trim and plywood covering lower portion of front wall .

install ½" MDO plywood over existing masonry wall. provide anchoring where necessary.

Paint to match existing colors.

Remove and replace trim around existing five lower windows and the two divided light windows over the supporting header. Paint to match existing colors.

Replace temporary sign with 30" x 120"Dimensional Exterior sign.

Install 2 LED Carriage Lights to Frame Sign

Replace top railing with 30" wrought Iron railing capped with Fleur de lis

Requesting 20% reimbursement for Facade and lighting improvements.
Consider the 5% addition For the LED lighting component.

Thank you
Michael Hennes

component costs	
temporary Sign	\$295.74
cement Repairs	\$700.00
Window 2 Direct set 2 tri fold w/ installation	\$14,729.66
Solar Shades	\$1150.00
Replacing base and trim	\$953.53
Paint and seal	\$900.00
Sign including installation	\$2040.50
2 Essex LED carriage Lamps	\$920.00
Electrician	\$1135.40
Railing including installation	\$1300.40
Total	\$ 24125.23

BUILD Program Application

Ferndale Downtown Development Authority :: DDA

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.)
- ☐ 1 hard copy and an electronic file of signed and sealed building blueprints, building elevation, site plans, product drawings, specifications and installation details
- ☐ 1 hard copy and an electronic file of photographs of the existing building depicting the areas of proposed improvement.

1 Applicant's Name Festers on dba Howe's Bay
 Mailing Address 22848 Woodward Ave Ferndale MI 48220
 Phone Number 248-691-7145 Email Address howesbayw@sbglobal.net

2 Project Address 22848 Woodward Ave Ferndale MI 48220
 Building Owner 22848 Woodward LLC
 Mailing Address Sam
 Phone Number 248-376-6000 Email Address mhennessy57@gmail.com

3 Architect/Designer Michael Hennessy
 Firm _____ Specialty _____
 Phone Number 248-376-6000 Email Address _____

4 Total Project Cost 24,155.11
 Proposed Start Date _____ Proposed Completion Date _____
 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 2/2/16

30"x 120' Dimensional Exterior Sign

Digital Print on 13mm Black Sintara Mounted to 13mm White Backer



Digital Print on 13mm on 13mm White Backer

Digital Print on 13mm White Sintara Backer

HOWE'S BAYOU

13 mm Black Sintara Letters Mounted to 13mm White Backer

13mm White Sintara Backer Will Be Routed to Outline of Logo and Spacer Mounted to Facade of Building





Invoice

Phone 248-442-9080
Fax 248-442-8536

24333 Indoplex
Farmington Hills MI 48335

Date	Invoice #
12/31/2014	80410

PAID
02/26/2015

Bill To	Ship To
HOWES BAYOU	

P.O. No.	Terms	Due Date	Rep	Ship Date	Ship Via	FOB	
MICHAEL HENNES	Due on receipt	12/31/2014	TW	12/19/2014	DELIVER	07942	
Description			Qty	Rate	Amount		
DIGITAL PRINT MOUNTED TO ALUBOND			1	279.00	279.00T		
				Subtotal			\$279.00
				Sales Tax (6.0%)			\$16.74
				Total			\$295.74
				Payments/Credits			-\$295.74
				Balance Due			\$0.00

662622

Mark Periard
11343 Eagle Rd.
Davisburg, MI 48350
Lic# 2101000500

O R D E R S L I P	customer's order no.	phone	date 5-13-15	
	name Howes Bayou			
	address			
	city, state, zip			
	sold by		cash <input type="checkbox"/> charge <input type="checkbox"/> check <input type="checkbox"/> shipping information cc. <input type="checkbox"/> on acct. <input type="checkbox"/> #	
quantity	description		price	amount
1	Grind and tuck			
2	Point Building Front			
3	limestone			
4				
5	Chuck # 17191		1.00	700.00
6				
7				
8	(Grind and tuck Point			
9	Building Front limestone)			
10				
11				
12				
13				
14				

EAST DETROIT GLASS CO., INC.

(586) 778-1220 • FAX (586) 778-4251 • 22137 GRATIOT AVENUE • EASTPOINTE, MICHIGAN 48021

*Residential and Commercial Glazing – Store Fronts
Mirrors – Furniture Tops & Thermopane
Insurance Replacements*

Nº 37010

TO: HOWE'S BAYOU

DATE 9/3/15

		AMOUNT
FURNISHED AND INSTALLED		
1- CAFE BI-FOLDING WINDOW		
2 x 4 1/2 STORE FRONT FRAMING ABOVE WINDOW		
2 x 4 1/2 STORE FRONT FRAME NEXT TO WINDOW		
ALL 1" INSULATED UNITS FOR ABOVE		
<div># 17529</div>		
TOYAL		\$ 14,729.66
CUSTOMER'S MATERIAL PROCESSED AT CUSTOMER'S RISK		
ALL MATERIALS REMAIN THE PROPERTY OF EAST DETROIT GLASS COMPANY TILL FULLY PAID FOR		
"We hereby certify that these goods were produced in compliance with all applicable requirements of Sections 6, 7, and 12 of the Fair Labor Standards Act, as amended and of regulations and orders of the United States Department of Labor issued under Section 14 thereof."		
		Thank You



24777 Telegraph Road

Southfield, Michigan 48034

Phone: 1-800-425-4637

Fax: 1-248-809-9976

Sold to: <u>Howe Bayou</u>		Home Pnt: <u>21376.6000</u>		Date: <u>8-19-15</u>		Order No: <u>25209</u>	
Address:		Cell:		Lead Source: <u>Ref</u>			
City / State / Zip <u>Pennala</u>		Estimated Delivery: <u>7-100Days</u>		Designer <u>R</u>		Page # <u>1</u> of <u>1</u>	
Email:						REMEASURE	
Special Instructions:						INSTALL PICKUP SHIP DIRECT	
						CUSTOMER OWN MEASURE	

[illegible]

ESTIMATE

FOR:

Michael Hennes
2159 Klingensmith Rd.
Bloomfield Hills, MI 48302
248-376-6000

Date: 5-6-15
Quote: 2218-01
Page # 1 of 1



330 EAST MARSHALL FERNDAL MI 48220

DESCRIPTION

Exterior Improvements for Howes Bayou, Ferndale, MI

- Remove existing wood trim and plywood covering lower portion of front wall.
- Install 1/2" MDO plywood over existing masonry wall. Provide anchoring material if necessary.
- Install Azek or comparable composite trim. Glue all joints.
- Fill/caulk all screw holes and seams.

\$953.58

NOTES:

- 1) Painting is not included in this estimate.
- 2) Estimated time to complete: two days.
- 3) Payment due upon completion.

City Wide Painting Inc.
1001 Orchard Lake Rd.
Pontiac MI 48341

Howe's Bayou
Michael Hennes
22848 Woodward Ave.
Ferndale MI 48220

August 20, 2015

Exterior only

Painting Proposal: Interior/Exterior

Exterior: Power wash front of building. Prime and paint. Materials, 2 gallons off white, 1 gallon black satin. Labor and materials \$900.00

Interior: Prepare and paint purple walls. Gel stain all wood, water borne poly gloss all wood. Materials, 3 gallons egg shell, 2 gallons gel stain and 3 gallons poly gloss. Labor and materials \$2,800.00 * Possible 1/2 in trade

We propose hereby to furnish material and labor complete in accordance with the above specifications.

Respectfully Submitted *Steve Baur* Date: *8/20/15*

Respectfully Accepted _____ Date: _____

Robert McNally

516316

Statement		DATE	TERMS
TO		10-31-15	
HOWES Bayou			
IN ACCOUNT WITH			
ATTN: Mike			
		Power Wash & Painting of	
		FRONT FACE	
		EXTERIOR	900.00
		PAID IN	
		FULL	
		10-31-15	
		TOTAL	900.00
CURRENT	OVER 30 DAYS	OVER 60 DAYS	TOTAL AMOUNT
			900.00



Invoice

Phone 248-442-9080
Fax 248-442-8536

24333 Indoplex
Farmington Hills, MI 48335

Date	Invoice #
10/16/2015	82098

Bill To
HOWES BAYOU

Ship To

P.O. No.	Terms	Due Date	Rep	Ship Date	Ship Via	FOB
MICHAEL HENNES	Due on receipt	10/16/2015	TW	10/16/2015	DELIVER	09276
Description			Qty	Rate	Amount	
38.3" X 103.5" ROUTED SINTRA WITH DIGITALLY PRINTED JESTER			1	1,925.00	1,925.00T	
					Subtotal	\$1,925.00
					Sales Tax (6.0%)	\$115.50
					Total	\$2,040.50
					Payments/Credits	\$0.00
					Balance Due	\$2,040.50

101 Hoeveler Street
Springdale, Pa 15144
724-274-7131 Phone
724-274-7009 Fax



AMERICAN GAS LAMP WORKS

Order Acknowledgement

Date	S.O. No.
10/8/2015	S15-1408

Name / Address
HOWE'S BAYOU ATTN: MICHAEL HENNES 22848 WOODWARD AVENUE FERNDAL, MI 48220

Ship To
HOWE'S BAYOU ATTN: MICHAEL HENNES 22848 WOODWARD AVENUE FERNDAL, MI 48220 PHONE: 248-376-6000

P.O. No.		Terms	Rep	Estimated To Ship On or Before:	
LA-MICHAEL		PREPAY	IN	11/12/2015	
Qty.	Item	Description	Price Each	Amount	
2	1900H-E	ESSEX LAMP HEAD **TO BE WALL MOUNTED USING WM1: UNIVERSAL WALL BRACKET** - ELECTRIC **ARCHITECTURAL BRONZE**	320.00	640.00	
2	BWM1	UNIVERSAL WALL MOUNT WITH NOTCHED STUD - NO INTERNAL **ARCHITECTURAL BRONZE**			
2	BF09	CAST ACORN FINIAL **ARCHITECTURAL BRONZE**	10.00	20.00	
2	GGD7-R4	GasGlow® LED DUAL INVERTED ASSEMBLY (R4-AMT) WITH 7" VENTURI - INCLUDES DRIVER AND BRACKET	130.00	260.00	
2	BG3T	SET OF #300 GLASS (4 PANES PER SET)			
2	AB	ARCHITECTURAL BRONZE			
<div># 17617</div>					
1	FS	(FREE SHIPPING)	0.00	0.00	
This Total does not include Shipping & Handling unless noted.			Total	\$920.00	
THIS IS NOT AN INVOICE					

MCCHESNEY ELECTRIC, INC
22036 WOODWARD AVE
FERNDAL, MI 48220
(248) 541-5900

INVOICE

INVOICE NO

19780

CUST HOWES BAYOU
22848 WOODWARD
FERNDAL, MI 48220

SITE HOWES BAYOU
22848 WOODWARD
FERNDAL, MI 48220

ACCOUNT NO	INVOICE DATE	TERMS	DUE DATE	WORK ORDER#	JOB#-PO#	PAGE
HOW200	1/12/2016	Net 30	2/11/2016	15-1148		1

RESOLUTION: BILLING FOR ELECTRICAL WORK PERFORMED AT ABOVE CAPTIONED
LOCATION AS FOLLOWS:

11/16/15: UPON ARRIVAL TO SITE INSTALLED DIMMER AND INVESTIGATE
HOW TO GET POWER TO FRONT OF BUILDING FOR LIGHT FIXTURES AND
HOW CEILING FAN CAN BE DISMANTLED.

11/24/15: RETURN TO SITE AND INSTALLED ROPE LIGHTING ON FRONT SIGN.

11/30/15: RETURN TO SITE AND INSTALL ALL WIRING FOR (2) LIGHTS NEXT TO
SIGN. HAD TO CUT A BOX IN CEILING IN 3/4' TO ROOF GFCI TO PICK UP
FIXTURES ON SAME FEED. HUNG FIXTURES, CAULKED AROUND FLANGE
AND INSTALLED PHOTO CELL FOR FIXTURE ON GFCI BOX AND PUT ALL
TOGETHER - TEST AND ALL WORKING.

12/21/15: RETURN TO SITE AND SWAP OUT LED SOCKETS FROM TWO STEM
TO THREE STEM.

HAD TO REMOVE AND RE-INSTALL CEILING.

QUANTITY	DESCRIPTION	UNIT PRICE	EXTENDED
1.00	LABOR-SL ON 11/16/15	75.00	75.00
1.00	LABOR-RD ON 11/24/15 (NO CHARGE)	0.00	0.00
7.00	LABOR-SL ON 11/30/15	75.00	525.00
7.00	LABOR-BR ON 11/30/15	65.00	455.00
1	LED TOGGLE PRESET DIMMER	30.00	30.00
1	4 SQUARE DEEP BOX	1.50	1.50
1	4" SQUARE BLANK	0.65	0.65
2	3/4" EMT STEEL SS CONNECTOR	0.40	0.80
30	12/2 MC CABLE	0.75	22.50

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ACCOUNT NO	INVOICE DATE	TERMS	DUE DATE	WORK ORDER#	JOB#-PO#	PAGE
HOW200	1/12/2016	Net 30	2/11/2016	15-1148		2

QUANTITY	DESCRIPTION	UNIT PRICE	EXTENDED
2	MC CABLE STRAIGHT CONNECTOR	0.95	1.90
4	ANTI SHORT BUSHING	0.10	0.40
4	MC CABLE STRAPS	0.15	0.60
6	1-1/4" DRYWALL SCREWS	0.10	0.60
18	TAN WIRENUTS	0.20	3.60
8	1/4"-20 LEAD ANCHOR	0.20	1.60
8	#6-32 X 1-1/2 FHMS	0.10	0.80
8	1/4" LOCKWASHER	0.10	0.80
8	1/4" FLAT WASHER	0.10	0.80
1.00	LABOR-SL ON 12/21/15	75.00	75.00
1.00	LABOR-BS ON 12/21/15	65.00	65.00
1	10% PROFESSIONAL DISCOUNT	-126.15	-126.15

TOTAL AMOUNT 1,135.40

A Rustic Garden
 American Iron Fence
 854 975 N Ave
 Mt Sterling Il 62353
 Toll Free 866-514-2733
 Website: www.arusticgarden.com
 Email: info@arusticgarden.com

Sales Receipt

Date	Sale No.
10/9/2015	5234

Sold To
Howes Bayou Michael Hennes 22848 Woodward Ave Ferndale MI 48220

Ship To
Howes Bayou Michael Hennes 22848 Woodward Ave Ferndale, MI 48220

Payment Method	Ship Via	Project

Description	Qty	Rate	Amount
3' Interlocking Fence	4	69.95	279.80
3' Ornate Gate	1	169.00	169.00
3" Post with shoes	4	80.00	320.00
Wrought Iron 3' Stake	2	5.50	11.00
Weld/Cut Fee Changing Finials		102.00	102.00
Angle Brackets	1	10.00	10.00
Freight Shipping		108.43	108.43

Please Continue to check our website
www.arusticgarden.com for our latest
 Garden and Antique Treasures!

PAID

Subtotal	\$1,000.23
Sales Tax	\$0.00
Total	\$1,000.23



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 02/09/16
Re: 2016 National Main Street Conference

This year's annual Main Street Conference is scheduled for May 23rd – 25th and will be held in Milwaukee, Wisconsin. The cost breakdown is estimated as follows:

• Registration	\$395
• Hotel	\$565
• Mileage	\$415
• Meals	\$160
 TOTAL	 \$1,535

This estimate is approximate and likely low as additional special events that may be attended are not included in this total and the hotel tax was estimated. Additionally, the hotel room rate is based on the recommended accommodations, which is billed at a lower rate for conference attendees. If one of these rooms is unavailable, the cost of the hotel line item would likely increase.

More information is available online at:

<http://www.preservationnation.org/main-street/training/conference/2016>

Recommended Action

To AUTHORIZE the Executive Director attend the National Main Street 2016 Conference and to approve the proposed budget allowing for minor modifications.

Attached: none