



FERNDALE DDA BOARD OF DIRECTORS MEETING June 13, 2019

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: June 2019 Regular Meeting,
June 17, 2019 Special Meeting and June 26, 2019 Special Meeting
- II. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- III. Consent Agenda
 - A. Financial Statements
 - B. DPW Downtown Maintenance Reports and Summary Brief
 - C. DDA Staff and Committee Reports
- IV. Call to Audience
- V. Presentation
 - A. A. Victoria Mae
- VI. DDA PU Updates
- VII. Action Items
 - A. AVM Business Retention Services
 - B. MSOC Tech Grant Allocation
 - C. MSOC In Your Town Training
- VIII. Information Items
 - A. Board Vacancies and Current Terms
 - B. Downtown Projects: Schiffer Park, Affirmations Bench
- IX. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- X. Adjournment

CALENDAR OF EVENTS

July

2nd
Design Committee 5:30pm
8th
Executive Committee 5pm
8th
City Council 7pm
10th
Biz Dev Committee 5pm
11th
DDA Board Meeting 8am
12th
MSOC Summer Rounds Visit 9am
18^h
Get Reel Outdoor Movies
19th – 21st
Pig & Whiskey
22nd
City Council 7pm
23rd
Promotions 5pm
31st MDOT Training Wheels V2.0

August

1st
Executive Committee 5pm
5th
City Council 7pm
6th
Design Committee 5:30pm
7th
Biz Dev Committee 5:30pm
8th
DDA Board Meeting 8am
15th
Get Reel Outdoor Movies
15th – 17th
Ferndale Woodward Dream Cruise
26th
City Council 7pm
27th
Promotions 5pm

September

2nd
LABOR DAY – Office Closed
3rd
Design Committee 5:30pm
4th
Biz Dev Committee 5pm
5th
Executive Committee 5pm
6th
HOLD for MEDC/FerndaleHaus
9th
City Council 7pm
12th
DDA Board Meeting 8am
19^h
Get Reel Outdoor Movies
20-22nd
Funky Ferndale & DIY Street Fairs
23rd
City Council 7pm
24th
Promotions 5pm
City Council 7pm

**FERNDALD DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**

Thursday, June 13, 2019 8:00 A.M.

FERNDALD CITY HALL

300 E. 9 MILE

FERNDALD, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 8:05 a.m.

DDA Board Members Present: Blake Scheer, Jacki Smith, Greg Pawlica, Nathan Martin, PJ Jacokes, Heather Cutlip, Chris Johnston

DDA Board Members Absent: Janice Semma, Mindy Cupples, Jerome Raska

Staff Present: Cindy Willcock, Torri Buback

Guests: John Bry, Annaka Norris, Main Street Oakland County

B. Dismissals: Janice Semma, Mindy Cupples, Jerome Raska

C. Approval of Agenda

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

D. Approval of Minutes: May 2019

Motion by Director Scheer, seconded by Director Jacokes to approve the minutes for June 2019 as presented. All ayes, motion carries.

II. Consent Agenda

A. Financial Statements

B. DPW Downtown Maintenance Reports and Summary Brief

C. DDA Staff and Committee Reports

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

III. Community Reports

A. FADL

Jenny Marr

The library has a full event schedule for the summer with book clubs and reading for the whole family. The summer concert series kicks off next week with Joe Hertler on 6/18/19.

B. Chamber of Commerce

It was noted the next Chamber Coffee Connection will be held on June 20th at City Hall. The State Chamber Director will be there as well as breakfast

IV. Presentation

A. Main Street Oakland County

John Bry

John Bry presented viable options for gaining assistance through grants the county offers. Downtown Ferndale pre-qualifies for the following five grants, they are: **Tech Visit Money** - in the amount of \$10,000 – this grant can be used on one thing or multiple things. **Travel Scholarships** – 2 paid scholarships to the National Main Street Conference. New this year, an additional \$1,000 travel scholarship to assist with travel expenses – Ferndale took advantage of all travel scholarships this year! **Flagstar Façade and Placemaking Grant** – MSOC has partnered with Flagstar Bank to provide a Placemaking and Façade Grant Program with a maximum award amount of \$2500 and a minimum dollar for dollar match from the applicant.

Genisys Spirit of Main Street Micro Business Startup Grant Program – The maximum grant award is \$2500, with a minimum dollar for dollar match to be provided by the applicant. Lastly and new this year, **In Your Town**. This grant is available to assist in providing support and funding for training that would benefit the organization and and/or stakeholders. Summer rounds will be happening with MSOC to have an informal conversation, tentatively scheduled for July 12th. Downtown Ferndale is being recognized as a nationally accredited Main Street and will be presented with the award at the June 24th City Council meeting. John Bry reiterated that Main Street is the organizational aspect to implement into the organization, DDA is the vehicle body and Main Street is the wheels. The county has technical assistance available to help us with our needs. Ron Campbell is another resource we can use to help us with design standards. Main Street is always on call for us and there is never a charge.

V. DDA PU Updates

A. DDA Status

Joe Gacioch

Gacioch, City Manager, updated us on the status of the DDA. The City's communications team met with the DDA staff and discussed a communications plan for moving forward. Kara Sokol, City Communications Director reported the outcome of the communications meeting and the status of the plan. The City has been working with Ashleigh Labs of A. Victoria Mae as the consultant who will be working with and communicating with our businesses. Ashleigh's pitch was the best fit for the needs of our downtown. The communications plan is broken into 3 categories: Lyft – person to person business visits and email marketing communications. DDA staff is currently working on timelines and work plans for completion.

VI. Action Items

A. Ferndale Marching Band Sponsorship

Deputy Director Willcock

In past years, the DDA has contributed \$500 as a donation to the program. The band has provided entertainment for such events as the Holiday Tree Lighting.

Motion by Director Johnston seconded by Director Scheer to authorize the Deputy Director to donate \$500 on behalf of the Ferndale DDA to the Ferndale Schools Fine Arts Booster sponsorship program from account 248-000-956 (miscellaneous). **All ayes, motion carries.**

B. Wayfinding Sign Repair

Deputy Director Willcock

Some of the Downtown Ferndale wayfinding signs have been damaged and need to be replaced or repaired. Also need to start thinking about updating the entire quantity throughout the downtown and may need to be worked into our CIP plan.

Motion by Director Jacokes, seconded by Director Scheer to approve \$486 to repair the broken wayfinding sign. **All ayes, motion carries.**

VII. Information Items

A. Rainbow Crosswalk

The rainbow crosswalk installation is still being worked out with Deputy Director Willcock and the contracting company. Once we're able to identify a Monday without rain the installation will be a go.

VIII. Call to Committee Chairs & Board Members & Staff

Deputy Director Willcock announced bids on Schiffer Park are going out and there is a contingency plan B. Promotions Committee had an idea to work with the restaurants in offering the construction company deals for lunch. Art of the Cocktail is one week away. Accepting donations and volunteers.

VIII. Adjournment

Motion by Director Pawlica, seconded by Director Scheer to adjourn the meeting at 9:40 A.M. **All ayes, motion carries.**

DRAFT

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**

Monday, June 17, 2019

8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 8:05 a.m.

DDA Board Members Present: Blake Scheer, Jacki Smith, Greg Pawlica, Nathan Martin, PJ Jacokes, Heather Cutlip, Chris Johnston, Janice Semma, Mindy Cupples

DDA Board Members Absent: Jerome Raska

Staff Present: Cindy Willcock, Torri Buback

Guests: Dan Jacey, City Human Resources Director

B. Dismissals: Jerome Raska

C. Approval of Agenda

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

8:07 A.M. Director Martin arrives

III. Executive Profile Workshop

Executive Profile Workshop facilitated by Dan Jacey

A. 8:00 A.M.

Welcome and Introductions

B. 8:10 A.M.

Introduction to culture and How it Fits in the DDA

C. 8:20 A.M.

Workshop to incorporate the Mission, Vision, Principles, and values into the DDA
Identify key characteristics of the Executive Director

D. 9:45 A.M. – 10:00

Close and Summary

IV. Call to Committee Chairs, Board Members & Staff

VI. Adjournment

Motion by Director Cupples, seconded by Director Scheer to adjourn the meeting at 9:44 A.M.

All ayes, motion carries.

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**

Wednesday, June 26, 2019

8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 8:02 a.m.

DDA Board Members Present: Jacki Smith, PJ Jacokes, Nathan Martin, Blake Scheer, Dave Coulter

DDA Board Members Absent: Heather Cutlip, Chris Johnston, Mindy Cupples

Staff Present: Cindy Willcock, Torri Buback

Guests:

B. Dismissals: Heather Cutlip, Chris Johnston, Mindy Cupples

C. Approval of Agenda

Motion by Director Raska, seconded by Director Scheer to approve the agenda as presented.

All Ayes, motion carries.

II. Approval to fill the DDA Executive Director Position and selection of recruitment firm

The city believes the use of an outside recruitment firm would best facilitate a fair and unbiased search process that will deliver a short list of the most qualified candidates. The City has previous experience with GovHR and the City Manager search. This search involved an internal candidate and fulfilling a strategic executive level position.

Motion by Director Raska, seconded by Director Scheer to approve filling the vacant position of DDA Executive Director and retain GovHR to facilitate the search not to exceed \$12,500 and authorize the City Manager to execute the agreement. **All ayes, motion passes.**

V. Call to Committee Chairs & Board Members & Staff

VI. Adjournment

Motion by Director Raska, seconded by director Scheer to adjourn the meeting at 8:16 A.M. All ayes, Motion carries.

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 | 16,828.06 | 12,653.29 |
| 248-000-029.000 | Est. Uncollectable DELPP Tax | (16,828.06) | (16,828.06) |
| 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 | 859,444.16 | 1,037,625.40 |
| 248-000-084.101 | D/F General Fund | 0.00 | 0.00 |
| 248-000-084.731 | D/F EE Retir System | 0.00 | 0.00 |
| 248-000-108.000 | Accrued Interest Receivable | 1,552.15 | 1,552.15 |
| 248-000-132.000 | Infrastructure | 1,574,005.00 | 1,574,005.00 |
| 248-000-133.000 | Accum.Deprec.- infrastructure | (1,508,298.00) | (1,508,298.00) |
| 248-000-136.000 | Buildings | 21,360.00 | 21,360.00 |
| 248-000-137.000 | Accum.Deprec.- buildings | (2,563.20) | (2,563.20) |
| 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 | | 945,500.11 | 1,119,506.58 |
| *** Liabilities *** | | | |
| 248-000-202.000 | Accounts Payable | 21,584.66 | 0.00 |
| 248-000-206.000 | Due to Customers | 0.00 | 0.00 |
| 248-000-257.000 | Wages Payable | 7,418.23 | 17,654.85 |
| 248-000-257.100 | Accrued Liability - Payroll | 0.00 | 1,260.66 |
| 248-000-257.150 | Accrued Liabilities - Health Insurance | 0.00 | 0.00 |
| 248-000-260.000 | Accrued Sick & Vacation | 9,404.17 | 9,404.17 |
| 248-000-262.000 | Flexible Benefit Plan | 0.00 | 0.00 |
| 248-000-283.100 | Misc. Deposits Held | 0.00 | 1,500.00 |
| 248-000-286.000 | Deferred Revenues | 0.00 | 0.00 |
| Total Liabilities | | 38,407.06 | 29,819.68 |
| *** Fund Balance *** | | | |
| 248-000-390.000 | Restricted | 731,838.05 | 731,838.05 |
| 248-000-390.977 | Invested in capital assets, net | 175,255.00 | 175,255.00 |
| Total Fund Balance | | 907,093.05 | 907,093.05 |
| Beginning Fund Balance | | | 907,093.05 |
| Net of Revenues VS Expenditures | | | 182,593.85 |
| Ending Fund Balance | | | 1,089,686.90 |
| Total Liabilities And Fund Balance | | | 1,119,506.58 |

PERIOD ENDING 06/30/2019

| CL NUMBER | DESCRIPTION | 2018-19 | | YTD BALANCE | | ACTIVITY FOR | | AVAILABLE | % BDGT |
|--------------------------|----------------------------------------|----------------|--------|-------------|------------|------------------|---------------------|-------------------|--------|
| | | AMENDED BUDGET | NORMAL | 06/30/2019 | (ABNORMAL) | MONTH 06/30/2019 | INCREASE (DECREASE) | BALANCE | USED |
| | | | | | | | | NORMAL (ABNORMAL) | |
| Revenues | | | | | | | | | |
| Dept 000 - General | | | | | | | | | |
| 248-000-402.000 | Property taxes | 454,090.00 | | 416,739.75 | | 0.00 | | 37,350.25 | 91.77 |
| 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 | | 0.00 | 0.00 |
| 248-000-403.100 | Property Tax Chargebacks | 0.00 | | 49,856.87 | | 0.00 | | (49,856.87) | 100.00 |
| 248-000-404.000 | Voted Property taxes | 60,864.00 | | 54,411.22 | | 0.00 | | 6,452.78 | 89.40 |
| 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 | | 10,000.00 | | 0.00 | | (10,000.00) | 100.00 |
| 248-000-545.000 | State grant | 0.00 | | 2,500.00 | | 0.00 | | (2,500.00) | 100.00 |
| 248-000-550.010 | State PPT Loss Reimbursement | 0.00 | | 36,772.69 | | 0.00 | | (36,772.69) | 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 | | 17,860.08 | | 0.00 | | 7,139.92 | 71.44 |
| 248-000-675.248 | Proceeds- DDA Special Events | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 |
| 248-000-675.500 | Contributions - DDA - Public Art | 3,000.00 | | 11,603.54 | | 1,179.00 | | (8,603.54) | 386.78 |
| 248-000-676.101 | General Fund contrib. | 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 | | 542,954.00 | | 599,744.15 | | 1,179.00 | | (56,790.15) | 110.46 |
| TOTAL REVENUES | | 542,954.00 | | 599,744.15 | | 1,179.00 | | (56,790.15) | 110.46 |

| GL NUMBER | DESCRIPTION | 2018-19 | | YTD BALANCE | | ACTIVITY FOR | | AVAILABLE | | % BDDT USE |
|--------------------------------------------|------------------------------------|----------------|--------|-------------|------------|------------------|--------------------|-------------|-----------------------|---------------|
| | | AMENDED BUDGET | NORMAL | 06/30/2019 | (ABNORMAL) | MONTH 06/30/2019 | INCREASE (DECREASE | NORMAL | BALANCE (ABNORMAL) | |
| Expenditures | | | | | | | | | | |
| Dept 000 - General | | | | | | | | | | |
| 248-000-706.000 | Full Time Personnel | 156,297.00 | | 148,176.04 | | 8,934.30 | | 8,120.96 | | 94.80 |
| 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 | 11,957.00 | | 11,130.06 | | 499.88 | | 826.94 | | 93.08 |
| 248-000-716.000 | Health - premiums | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| 248-000-716.100 | Health Insurance | 18,506.00 | | 16,952.00 | | 1,043.20 | | 1,554.00 | | 91.60 |
| 248-000-716.110 | Health Insurance - EE Contribution | (2,467.00) | | (990.00) | | (60.00) | | (1,477.00) | | 40.13 |
| 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 | | 272.80 | | 17.60 | | (61.80) | | 129.29 |
| 248-000-718.000 | Pension- ICMA-RC 401 | 10,941.00 | | 9,905.70 | | 461.60 | | 1,035.30 | | 90.54 |
| 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 | 854.00 | | 0.00 | | 0.00 | | 854.00 | | 0.00 |
| 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 | | 24,264.13 | | 13,189.56 | | 735.87 | | 97.06 |
| 248-000-740.248 | Operating - DDA Special Projects | 0.00 | | 245.20 | | 0.00 | | (245.20) | | 100.00 |
| 248-000-747.000 | Grant Activity | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| 248-000-752.000 | Motor Fuel / Lubricants | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| 248-000-775.000 | Repair & Maintenance | 1,000.00 | | 473.07 | | 0.00 | | 526.93 | | 47.31 |
| 248-000-802.000 | Audit/Actuarial Fees | 1,010.00 | | 102.50 | | 0.00 | | 907.50 | | 10.15 |
| 248-000-818.000 | Contractual Services | 80,000.00 | | 55,691.20 | | 2,322.00 | | 24,308.80 | | 69.61 |
| 248-000-853.000 | Phone/Communications | 0.00 | | 321.79 | | 0.00 | | (321.79) | | 100.00 |
| 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 | 12,000.00 | | 6,651.44 | | 0.00 | | 5,348.56 | | 55.43 |
| 248-000-885.000 | Special Programs | 25,000.00 | | 19,942.32 | | 50.00 | | 5,057.68 | | 79.77 |
| 248-000-885.500 | Special Programs- Public Art | 7,000.00 | | 8,259.00 | | 0.00 | | 0.00 | | 0.00 |
| 248-000-900.000 | Printing & Publishing | 1,800.00 | | 0.00 | | 0.00 | | 1,800.00 | | 0.00 |
| 248-000-914.000 | Liability Insurance | 7,600.00 | | 13,983.86 | | 4,325.66 | | (6,383.86) | | 184.00 |
| 248-000-920.000 | Utilities | 144,000.00 | | 78,055.00 | | 0.00 | | 65,945.00 | | 54.20 |
| 248-000-931.000 | Facilities Maintenance | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| 248-000-940.200 | Equipment Leases - Non-City owned | 1,800.00 | | 1,068.00 | | 0.00 | | 732.00 | | 59.33 |
| 248-000-942.000 | Building Rental | 2,800.00 | | 147.00 | | 0.00 | | 2,653.00 | | 5.25 |
| 248-000-943.000 | Equip Rental Alloc - General Fund | 52,800.00 | | 3,396.19 | | 0.00 | | 49,403.81 | | 6.43 |
| 248-000-956.000 | Miscellaneous | 3,500.00 | | 1,818.00 | | 0.00 | | 1,682.00 | | 51.94 |
| 248-000-958.000 | Memberships & Dues | 16,508.00 | | 0.00 | | 0.00 | | 16,508.00 | | 0.00 |
| 248-000-961.101 | General Fund Admin Allocation | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 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 | 15,000.00 | | 12,500.00 | | 0.00 | | 2,500.00 | | 83.33 |
| 248-000-977.000 | Capital Outlay | 5,000.00 | | 4,785.00 | | 0.00 | | 215.00 | | 95.70 |
| 248-000-996.000 | Interest Expense | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| Total Dept 000 - General | | 600,957.00 | | 417,150.30 | | 30,783.80 | | 183,806.70 | | 69.41 |
| TOTAL EXPENDITURES | | | | | | | | | | |
| | | 600,957.00 | | 417,150.30 | | 30,783.80 | | 183,806.70 | | 69.41 |
| Fund 248 - Downtown Development Authority: | | | | | | | | | | |
| TOTAL REVENUES | | | | | | | | | | |
| | | 542,954.00 | | 599,744.15 | | 1,179.00 | | (56,790.15) | | 110.46 |
| TOTAL EXPENDITURES | | 600,957.00 | | 417,150.30 | | 30,783.80 | | 183,806.70 | | 69.41 |

| GL NUMBER | DESCRIPTION | 2018-19 | | YTD BALANCE | | ACTIVITY FOR | | AVAILABLE | | % BDGT USED |
|--------------------------------|-------------|----------------|--------|-------------|------------|------------------|--------------------|--------------|-------------------|-------------|
| | | AMENDED BUDGET | NORMAL | 06/30/2019 | (ABNORMAL) | MONTH 06/30/2019 | INCREASE (DECREASE | BALANCE | NORMAL (ABNORMAL) | |
| NET OF REVENUES & EXPENDITURES | | | | | | | | | | |
| | | (58,003.00) | | 182,593.85 | | (29,604.80) | | (240,596.85) | | 314.80 |



DPW June Status Report

Submitted by: Dan Antosik, DPW Administrative Manager

Attached is the DDA hours report for the month of June.

As you can see we spent a lot of time in the flower beds the beginning of the month. We also began the transition into watering season. The weather has been helpful and we haven't needed to spend a ton of time watering flowers. The main plan for July is to tackle the large bed that runs between Withington and the parking lot. In addition, we plan on getting the power washer out a bit more and getting the sidewalks cleaned off. We've been doing our best to try and maximize the most out of the time we spend in the DDA. Our goal is to not use up all of our hours each month and keep your costs down as much as possible.

[illegible]

[illegible]

DDA Hours Report
Jun-19

| | | Totals |
|------------------------|-------------|--------|
| Landscaping | | |
| Tree Planting | | 0 |
| Tree Trimming | | 4 |
| Flower Bed Maintenance | | 195.5 |
| Hanging Baskets | | 12 |
| Mulch | | 5.5 |
| Watering | | 129 |
| Trash | | |
| Sidewalks & ROW | | 0 |
| Parking Lots | | 0 |
| Street Litter Cans | | 0 |
| All Sites | | 127 |
| Fixed Assets | | |
| Graffiti Removal | | 5.5 |
| Potholes | | 0 |
| Curbs | | 0 |
| Brick Pavers | | 0 |
| General Repairs | | 0 |
| Other | | |
| Powerwashing | | 0 |
| Spring Cleaning | | 0 |
| Banner Installs | | 2 |
| Leaves | | 0 |
| Special Events (DDA) | | 0 |
| Other | | 0 |
| Material Usage | | |
| Notes | | |
| | 112 | 480.5 |
| | \$ 3,354.40 | |
| Total Cost | | |
| Total Hours | | |

Deputy Director Report

Outreach

- Businesses visited include Downtown Ferndale Bike Shop, Library Bookstore, Reid Salon, Public House, Toast, Java Hutt, Clean Plates, Rust Belt Market, Modern Natural Baby, 3Winks, Dino's/M-Brew, Valentine, Crossfit HCS, Assaggi, J's Penalty Box, The Broock, Hook & Eye, M-Contemporary Gallery, Toast, Elaine B Jewelry, EnSoul Yoga, Ferndale Elks, Rosie O'Grady's, Hambo,

Property & Business Development, New Businesses/Expansions/Retention

- Brooks Brewing (22925 Woodward) opened June 26th
- The Style Studio @ Bags & Beads opened at 22754 Woodward (former Metro PCS in Ferndale Center Building)
- The Rocket is relocating to 200 W. 9 Mile (former Get Your Game On space)
- ZDR submitted for a retail shop that sells vape products at 22919 Woodward (current long-vacant space next to Boogie Fever)
- ZDR submitted for clothing store at 195 W. 9 Mile, Ste. 211 (recently vacated Little Lotus space in Ferndale Arts Building)
- Renovations are almost complete on façade and interior for the Magic Bag (22920 Woodward)

Capital Improvements

- The dot – Communication Plan developed that will include weekly enews/emails, text messaging systems and project updates as they are provided.
- Schiffer Park – City Council approved funding for temporary activation of park pending awarding of bid. Depending on proposal amounts, work to begin after the Dream Cruise or in April 2020.
- Rainbow Crosswalk was finally installed! The material is considered to be strong and durable and is projected to last as long as the road, according to the contractor

Planning & Policies

- CIP Plan –Hamilton Anderson continues to work towards an August meeting
- MoGo Bike Share – installation of 7 citywide stations, including 2 in the downtown. Further update will be given by the City Planner at the August Board meeting

Communication & Marketing

- Continued to work with AVM and City Communications Department on a Comm Plan for The dot and also on revising/solidifying DDA communications and social media policies

- Web & Social Media updates – continuous updates; social media impressions improving; posting more business promotions under calendar on web
- Twice monthly eblasts one to consumers and one to businesses, continue to be done by Administrative Assistant
- Emails to businesses regarding street closures, events, etc.
- Event graphics (posters, social media headers, etc.) created by Deputy Director and volunteer Tim K. include Discover Dtown 3rd quarter update, FB event graphics for Wednesday Walks, posters and other event collateral for Get Reel

Design Projects

- Pedestrian Alleyways – during “Clean the Ferndale Up” staff and volunteers painted the seatwall Foley Mansfield alley (cleaning performed day prior by staff) with paint donated by Benjamin Moore Paint Stop; bistro tables/chairs, picnic table, plantings and overhead installation executed in W. 9 Mile/Troy pedestrian alley. Further alley enhancements, including lighting and art for W. 9/Withington lot alley, are being discussed and planned by the Design Committee
- Spring/Summer Physical Improvements—scheduling bike rack painting with DPW

Other

- Pride Window Contest had 20 participants and winners, sponsored by Level One Bank, will be announced soon
- Secured event sponsorship for Get Reel totaling \$4,625 to date, pre-show entertainment with Axis Music Academy and Ferndale Community Concert Band
- Awarded grant through MSOC/Flagstar Bank for Placemaking in the amount of \$2,500 for the Affirmations bench/wall to help offset projected costs
- Submitted grant for Affirmations bench/wall to Ferndale Community Foundation and are awaiting official notification of whether we were awarded up to \$2,000
- Projects for the next round of Flagstar grant being reviewed and composed, as they are due 8/1.
- Events: Wednesday Walks are growing in participation and continuing to be a great way to engage the public; Art of the Cocktail final numbers are still being calculated, but projections show an approximate 20% increase in profit from last year; Get Reel Outdoor movies sponsorships sold to cover expenses related to screen/projection rental and licensing rights. Additional advertising opportunities on the big screen will fund additional event advertising and promotion.
- Events, etc.: attended Chamber Coffee Connections
- Meetings: City Manager, Communications Staff; City leadership team, special events committee, DDA Committees, SE MSOC Managers, MSOC, City Council
- Dumpster issues continue to happen weekly, sometimes daily. Working with businesses and DPW
- SMART Shuttle will run for Pig & Whiskey to help alleviate parking congestion
- MSOC is working on a countywide tourism website to feature select level communities and we are working on providing information on requested features on our page, content development, photos/videos, etc.
- Grubstake, a local investing tool, will be hosting an informational meeting about local investing in September and we will continue to work with them and the CED Department on promotion, logistics, etc.

Upcoming Events

- July 18th – Get Reel Outdoor Movies on Vester: Spider-Man: Into the Spider-Verse
- July 19-21 – Pig & Whiskey

Administrative Assistant Report

June 1 – Attended Pride, took photos.

June 4 – Attended Design Committee.

June 5 – Biz Dev meeting - discussed options for providing support to our businesses.

June 17 – Kickball with the City.

June 19 – Attended Main Street training in Pontiac.

June 20 – Led Wednesday Walks.

June 20 – Attended Chamber Coffee Connection at City Hall.

June 20 – Attended Art of the Cocktail, took photos.

June 24 – Attended council for photos of MS accreditation, then kickball with the city.

June 25 – Attended promotions meeting.

June 28 – Visited Mr. Eyeglass Man, advised me on how to fix my sunglasses and offered to let me wear a pair around town taking photos.

COMMITTEE UPDATES

Promotions

Discover Dtown

June - Art

Art of the Cocktail was once again a success! 9 bartenders competed with Guy Krowl from Ferndale Elks winning for his cocktail “Leaving on a jet plane”. 120 tickets were sold, as the threat of heavy rain led to an early cut-off of ticket sales due to capacity concerns. Pending final calculations, the event was the most profitable yet, and grows each year.

Ferndale Pride window decorating contest, sponsored by Level One had 20 participants. Judges chose \$100 winners for “Most Creative”, “Most Prideful” and “Most Ferndale” and a people’s choice winner of \$200, based on online & in-business votes will also be awarded shortly.

Get Reel Outdoor Movies on Vester

Line-up has been set! July: The Incredibles II vs. Spiderman: Into the Spider Verse , August: Goonies and September: Beetlejuice were selected via Facebook voting. Sponsors to date include Cregger Plumbing, Robertson Brothers, Candle Wick Shoppe, Credit Union One and Ferndale Collision with Jim Shaffer signing on for advertising at all 3. Advertising opportunities are still available. Axis Music Academy will once again provide **free** pre-movie entertainment and the Ferndale Community Concert Band has also inquired about playing pre-show.

Street Pole Banners – Ferndale Schools are interested in purchasing more banners for downtown. We also continued the discussion on updated street pole banners for the downtown. The City is working with Q+M, a marketing firm, on an “Open in Ferndale” campaign that will include various pieces of collateral that can be utilized - and personalized - by different areas of the City. Once we have seen these, and how they fit into what we want, we will re-launch our banner program, where businesses can sponsor banners and have their name listed on a “drop-down” banner attached to the larger, branded ones. Everyone was in agreement that this program should be opened not only to businesses outside the DDA, but to anyone wishing to sponsor/support the downtown (fees for downtown businesses would probably be a little lower than other parties). Either business or family/sponsor names could go on the drop-downs or we’ll supply some stock sayings. Committee to forward any ideas and I will look into requirements/restrictions size/character-length, etc. Heather was super on top of things, and has already sent in some ideas. I’ll save those to add others to and then we can discuss them at the next meeting.

Other – ideas include pop-up activities for alleyways/Schiffer Park, and some other fun activities to encourage walkability and engagement with our downtown and businesses. Stay tuned!

Design

Discussion focused on Affirmations bench/wall/planter logistics and funding, DPW is continuing to work with us on the design and installation. Also discussed were pedestrian alley enhancements, public art ideas for E. 9 Mile & Paxton and grant opportunities.

Business Development

Discussed results of recent survey of businesses regarding training opportunities and input from businesses. Recommendation is to re-vamp FernNet programming as a way to begin offering networking and educational opportunities to businesses

DDA The dot Business Campaign Overview Update

As of 6/25/2019

Business Visits

We have visited 38 businesses to date. These businesses fall within the following criteria:

- One of the original 37 businesses that codes were distributed to
 - those who had codes sent to them and have used them
 - those who had codes sent to them and had not used them
 - one who was open and we popped into, and they were interested in marketing opportunities through the DDA

We have connected with 18 businesses to date.

- 14 Via in-person meeting (drop in)
- 1 Via in-person meeting (scheduled appointment)
- 1 Via phone
- 7 Via email
- 5 Via voicemail

Overall response themes from those businesses we have connected with:

Super welcoming of us stopping by

Very excited about codes

Eager to receive more codes

Want to be heard and have outlet

Excited that there is an email exclusively for them

Merchant validation program has interest

Looking forward to us reaching out about how their code usage is going and follow up

Interested in marketing opportunities through DDA – ad, email marketing, and social highlights

Those who were emailed codes but had not used them did not know they even received codes; thought program wasn't happening/cancelled

Many businesses are down in activity and attribute to construction

Support The dot and are looking forward to great announcements around the "opening" of it;

would really like to see promotional campaigns encouraging people to come to Ferndale to

support businesses included in the "opening" of The dot

There is a lot of optimism and opportunity with the businesses even if they have some things to complain about

Email Marketing

Email 1 - Beta Test for Campaign

Pride 2019: Make Employee Parking Easy by Using Your Lyft Codes

5/31/2019

Sent to 37 contacts who were the original code distribution group

57.1% Open Rate

0% Click through rate – linked to email call-to-action

Email 2 – launch email

Construction Update from The dot

6/11/2019

Sent to updated business contact list of 641 contacts

34.2% Open Rate

4.4% Click through rate – multiple linked call-to-actions

Benchmarks: DDA Average email marketing beginning from August 2015

Open rate 22.63%

Click through rate 2.15%

Project List Status

Completed (refer to spreadsheet for details)

Set up specific business email address for the campaign and monitored by A. Victoria MAE
Set up specific business phone number for the campaign and monitored by A. Victoria MAE
First two email marketing campaigns in editorial calendar

In progress (refer to spreadsheet for details)

Printing of business cards specific to business program for The dot
Printing of promo cards with unique Lyft codes
Design and Printing of postcards instructional for Lyft code use and program
Finalized editorial calendar for email marketing campaign through end of year 2019
Website content updating for streamlined messaging between The dot, DDA, and Park Ferndale sites
Finalizing updated business contact email list
Developing integration for business highlights into email marketing campaigns
Creating integration for social business highlights in social media
Created marketing/PR opportunity by way of introduction to business and construction team for increased exposure of business and team showing positivity – coordinating date and time



FERNDALE

PARKING

DDAPU June Update

From: City Manager, Joseph Gacioch

Date: 7/320/4

/11/2019

Recap

The Board directed the City Manager's office and the DDAPU to focus priorities during their May DDA Board meeting. Those priorities include: (1) lead the executive recruitment process, (2) implement the dot Communications plan and recruit a temporary business retention specialist, and (3) test the demand for additional valet hours on Thursday evenings and Saturday mornings for a budget not to exceed \$4,000.

construction, and building capacity through posting the temporary business liaison position.

Communications Agency

Summary – a report from AVM is below:

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As of July 8, 2019



FERNDALE

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- Want to be heard and have outlet
- Excited that there is an email exclusively for them
- Merchant validation program has interest
- Looking forward to us reaching out about how their code usage is going and follow up
- Interested in marketing opportunities through DDA – ad, email marketing, and social highlights
- Those who were emailed codes but had not used them did not know they even received codes; thought program wasn't happening/cancelled
- Many businesses are down in activity and attribute to construction
- Support The dot and are looking forward to great announcements around the "opening" of it; would really like to see promotional campaigns encouraging people to come to Ferndale to support businesses included in the "opening" of the dot

There is a lot of optimism and opportunity with the businesses even if they have some things to complain about.

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Business Liaison

Summary

The City Manager's office has drafted a request to reallocate the \$25,000 assigned to retain a temporary business retention specialist toward expanding the scope of services with AVM to include business retention.

- The call to action and proposal are included in the DDA Board packet.

Cindy committed to providing an initial draft framework for a retention visit schedule. This schedule would be helpful in providing a structured plan for AVM to target.

Human Resources

Summary of Executive Recruitment

During a special session in June, the Board unanimously approved to move forward with the executive recruitment process using an 3rd party firm, GovHR. It was agreed that a 3rd party recruiter supports a competitive and unbiased process. A copy of the job posting is attached. The job will be posted by end of day, Wednesday July 10th. A direct link will be provided to internal candidates.

Expanded valet: Star Trax

- Star Trax tested valet hours on Thursday evenings from 5-10 p.m. and Saturday mornings from 1-5 p.m. Thursday evenings are overwhelmingly more impactful than Saturday morning usage.
 - Thursday, June 13th – 40 vehicles were parked with valet. This represents the high watermark for usage on Thursdays.
 - Saturday morning, June 8th – 8 vehicles were parked with valet. This represents the high watermark for day usage on Saturdays.
- **Recommendation** – support an allocation of \$1,600 per month to support extended valet hours on Thursday evening through December 31st, 2019. Total investment: \$9,600
 - City Manager and DDAPU to present a performance update monthly. The DDA Board can decide whether to extend the program through May pending performance.

AGENDA NO:

**CITY OF FERNDALE REQUEST
FOR DDA Board ACTION**

FROM: Joseph Gacioch

SUBJECT: AVM Business Retention Services

SUMMARY AND BACKGROUND:

During the May 2019 DDA Board meeting, the Board approved a motion for the City Manager to recruit a six to 12-month temporary business retention specialist. The DDAPU team interviewed a shortlist of five candidates who responded to the posting. The team was unable to move forward with a successful candidate recommendation to the Board.

Meanwhile, A. Victoria MAE (AVM) was also secured to implement The dot Communication plan on behalf of the DDA. A critical component of this plan includes face-to-face retention visits specific to construction. AVM's experiences that have been reported demonstrate the value of building relationships via face-to-face retention visits. Their reports also exhibit their abilities to drive results and advocate for the DDA brand.

Through the recruitment process, it is important for the DDA to continue to demonstrate progress with constituent relationship building through a well-defined business retention program. AVM has submitted a proposal that would expand their current scope of work beyond construction communications to include execution of the business retention program.

Proposal Basics:

- Initial Budget: \$25,000 – (the allocation is the remainder of the former director's total compensation for FYE 2019).
- Proposed hours: 200 hours at the current hourly contract rate of \$125/hour.
- Proposed initial timeline: August – December 2019.
- Minimum # of businesses targeted: 200 of the 320 located within the DDA.
 - Includes detailed monthly performance reports.

ATTACHMENTS: A. Victoria MAE Proposal

DDA AGENDA DATE: July 8, 2019

FINANCE DIRECTOR REVIEW: July 8, 2019

CITY MANAGER REVIEW: July 8, 2019

RECOMMENDED ACTION:

Moved by, seconded by, to approve

the A. Victoria MAE proposal for business retention services in the amount of \$25,000 to be paid for from 248-000-818-000 and to authorize the City Manager to execute the agreement.

July 9, 2019

To: Joseph Gacioch, City of Ferndale and Ferndale DDA (referred to as "Client")

From: Ashleigh Laabs, A. Victoria MAE

Services

Execution of business retention campaign program

- Develop a process for retention visits (based on frequency, list, and quadrants)
- Define measurables for ROI as part of plan process
- Business visits
- Create messaging for visits as well as potential digital marketing opportunities
- Detailed monthly reporting based on defined metrics

Timeline

- August to December 2019
- Minimum # of businesses targeted: 200 of the 320 located within the DDA.

Budget

- Proposed budget: 200 hours at the current hourly contract rate of \$125/hour.
- Minimum # of businesses targeted: 200 of the 320 located within the DDA.

Business Services Agreement

This services agreement is made and entered into by and between, **A. Victoria MAE dba of Victoria Public Relations LLC** located at 2535 Rochester Rd. Royal Oak, MI 48073 and **City of Ferndale & Ferndale DDA** (Client) located at

Engagement of Services. A. Victoria MAE's responsibilities include but are not limited to:

- Business Retention Visit Program

Compensation. Client will pay A. Victoria MAE \$125 per hour for the project based on the outlined and agreed upon services starting upon signature of this agreement. Upon signature of this agreement, a 50% payment of the project/first month's estimate of hours will be invoiced at the time of signing this agreement. The remaining balance will be billed at the conclusion of the project or at the end of each month. Payment is due 10 days from invoice date. If an invoice becomes past due, until the invoice balance has been paid, A. Victoria MAE reserves the right to put all work on hold for the Client account and not resume work until payment is received. Should any agreement payment not be received by the due date on the invoice, a \$150 fee will be added (per 30-day cycle) that the payment is not received.

Agreement Termination. Either party may terminate this agreement upon 14 days written notice to the other party. A. Victoria MAE will submit final invoices no later than 30 days after the termination of this Agreement.

Confidentiality. Each party shall retain in strict confidence the terms and conditions of this Agreement and all information relating to the other party's business, development plans, programs, documentation, techniques, trade secrets, and systems. Neither party shall, unless otherwise required by law, disclose such information to any third party without the prior written consent of the other party.

Relationship. The parties intend that A. Victoria MAE's relationship with the Client in providing services shall be that of a business service agreement. Nothing in this agreement, or any performance associated with it, is intended or shall be construed to create a partnership, joint venture, or relationship of agency or employment between the Client and A. Victoria MAE, its employees, or subcontractors. The Client will regularly report amounts paid to A. Victoria MAE by filing a Form 1099-MISC with the Internal Revenue Service as required by law. A. Victoria MAE may perform the services required by this Agreement at any place or location and at such times as A. Victoria MAE shall determine.

Distribution. Client provides written authorization that A. Victoria MAE is authorized to distribute public relations and marketing items to media and other necessary parties on behalf of Client.

Subcontracting and Employees. A. Victoria MAE reserves the right to introduce qualified subcontractor(s) and/or employees into a project at its discretion. Subcontractor(s) and/or employees may perform specific task(s) as directed as part of the overall project. A. Victoria MAE will be responsible for the quality and completeness of work of all subcontractor(s). All project work will be completed by A. Victoria MAE employee(s) and/or subcontractor(s) as deemed necessary to meet project deliverables and to mitigate tasks.

Content Property Rights. A. Victoria MAE will not use any copyrighted content in development without the content owner's written permission. If Client provides copyrighted material for use in development, Client assumes all responsibility for the use of such content.

Ownership of Property. A. Victoria MAE acknowledges and agrees that all intellectual and actual property produced by A. Victoria MAE, is the property of the Client, and A. Victoria MAE shall retain no ownership, interest, or rights therein.

Disclaimers. A. Victoria MAE will not be liable to Client for any litigation that may be brought against the Client by any third party for any reason regardless of its nature. Client agrees that it shall hold A. Victoria MAE, harmless, for any claims brought against A. Victoria MAE by third parties relating to our development of the project contracted for by the Client. A. Victoria MAE reserves the right to withdraw any quote after 30 days of issuing the quote for approval.

Expenses. Actual expenses will be charged by A. Victoria MAE to the Client for all reasonable out-of-pocket expenses, including, but not limited to meals, travel, lodging and mileage at the maximum rate published by the IRS. Out-of-pocket expenses will be billed in addition to any agreed fees outlined in this document.

Governing Law. This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Michigan. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Michigan, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Michigan, such personal jurisdiction shall be nonexclusive.

Severability. If any provision of this Agreement is held by a court of law to be illegal, invalid or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

Injunctive Relief for Breach. A. Victoria MAE agrees that obligations under this Agreement are of a unique character that gives them particular value; A. Victoria MAE 's breach of any of such obligations will result in irreparable and continuing damage to Client, for which there will be no adequate remedy at law; and, in the event of such breach, Client will be entitled to injunctive relief and/or a decree for specific performance, and such other and further relief as may be proper (including monetary damages if appropriate).

Items not contained in this document are not considered to be within the scope of the project. Note that the approximations of third-party vendors/tools are subject to change based on scope of work, if work with a third-party vendor is applicable to project.

If the above information is understood and agreed upon, please place signature below.

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Signature: _____</p> <p>Date: _____</p> <p>Ashleigh V. Laabs A. Victoria MAE dba Victoria Public Relations LLC ashleigh@avictoriamae.com 989-780-4090 cell (call or text)</p> | <p>Signature: _____</p> <p>Date: _____</p> <p>I am authorized to sign this agreement on behalf of: Client _____</p> <p>Print Name _____</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Ferndale DDA Deputy Director
CC: none
Date: 7/9/19
Re: MSOC Technical Assistance Grant

As a select level community with Main Street Oakland County, Ferndale is eligible for a technical assistance grant of \$10,000. This can be utilized in any number of ways, including downtown projects, training and planning. In the past the Ferndale DDA has utilized these funds for a communication strategy for The dot and the CIP plan. Due to the county fiscal year beginning September first, paperwork needs to be submitted to MSOC by this month. Possible use includes:

- CIP Plan
- Schiffer Park
- Rainbow Crosswalk
- Business Support/Training

A motion from the Board is required in order to have this funding released.

Recommended Action

To REQUEST to Main Street Oakland County that the Ferndale DDA use the FY2020 Technical Assistance funding for



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Ferndale DDA Deputy Director
CC: none
Date: 7/9/19
Re: MSOC In Your Town Training Grant

As a select level community with Main Street Oakland County, Ferndale is eligible for a business educational seminars of \$1,500. This can be utilized in any number of ways, including the previously discussed *Phil's Forum* and *ZingTrain* opportunities.

The DDA Business Development Committee conducted a survey of businesses, both electronically and in-person to determine types of opportunities that garnered the most interest. Although they were only able to gather a few responses, overwhelmingly the desire was for short (1-hour) and/or on-line training. To that end, *Phil's Forum* seemed to fit within that scope. He offers 1-hour classes for \$1,000 or \$750/class in a package of 4.

The Business Development Committee further discussed opportunities and will make a recommendation prior to the July Board meeting for consideration by the Board.

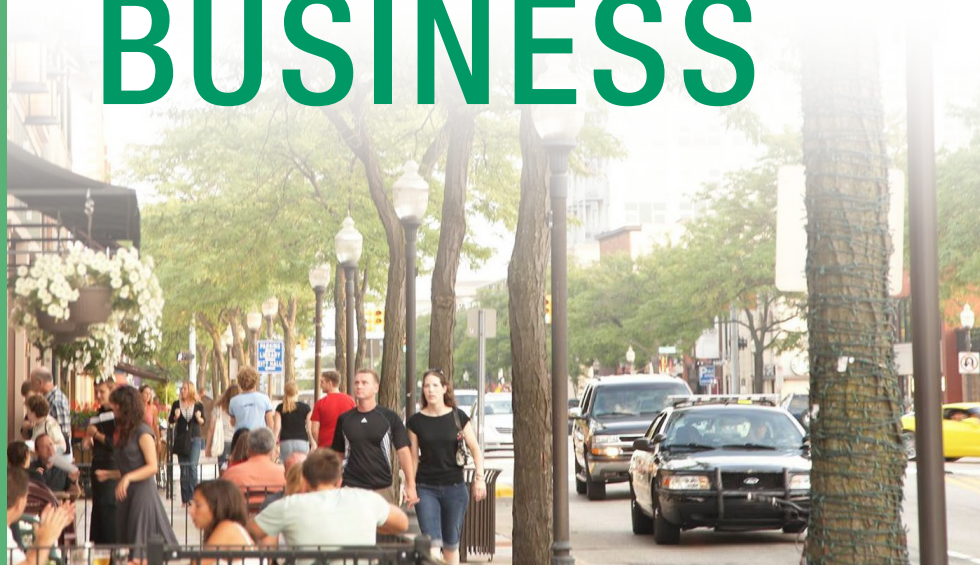
Additionally, it should be noted that Ferndale businesses, staff and volunteers can also attend *In Your Town* trainings offered in other MSOC communities



IN YOUR TOWN —TRAINING—

Downtown Royal Oak

Increase Your Sales & Profits as a DESTINATION BUSINESS



WED 24 JUL

— Hyatt Place Hotel —

422 N. Main Street | Downtown Royal Oak

Morning Session

8 - 11:15 a.m. (Open to All)

Afternoon Session

12:30 - 2 p.m. (For Royal Oak Businesses Only)

Register for Free at JonSchallertRoyalOak.Eventbrite.com

ABOUT THE WORKSHOP

Following a 14-step strategy, you can learn how to be a Destination Business that attracts more customer traffic and sales from both inside and outside your current market – even when your location is far from perfect. No matter what business you are in, you will learn how to:

- Avoid major marketing mistakes
- Target and attract your most profitable customers
- Make your customer love your business in the first seven seconds after they enter your space
- Increase customer loyalty while maintaining profit margins (even if competitors are using price discounting)
- Create free publicity for your business in newspapers, magazines, television and online websites

After lunch a 60-minute “Marketing Roundtable” is open to Royal Oak businesses only. You will breakdown your business’ components, strengths and weaknesses and compare them with the Destination Businesses discussed in the morning.

PRESENTER



Jon Schallert, *The Schallert Group, Inc., Longmont, Colorado*

Schallert is a destination expert. He developed his 14-step “Destination Business” strategy during 30+ years of consulting with small business owners in more than 500 communities

across North America. He shares his trademarked approaches with thousands of entrepreneurs every year — transforming their businesses to be more profitable. He is passionate about helping independent business owners be more successful. His approach produces results. Even the largest consulting firm in the world hired Schallert to improve their underperforming corporate store. *The Wall Street Journal*, *The Washington Post* and *Entrepreneur* magazine have recognized the value of Schallert’s insights.

QUESTIONS? CONTACT:

Sean K. Kammer, Downtown Manager, Royal Oak DDA
o: (248) 246-3286 | c: (248) 914-4589
sean.kammer@romi.gov





IN YOUR TOWN —TRAINING—

Downtown Rochester ZING TRAIN

The Art
of Giving
Great
Service



WED **24** JUL
— 5:30 - 9:00 p.m. —

The Meeting House
301 Main Street | Rochester, MI

ABOUT THE WORKSHOP

Zingerman's of Ann Arbor shares their approaches to customer service, including tools and techniques and how to get past roadblocks and implement in-house customer service improvement initiatives. Topics covered:

- 3 steps to giving great service
- 5 steps to handling customer complaints
- Recognition of service success



PRESENTER

Joanie Hales, Trainer, ZingTrain

Zingerman's has set the standard for great customer service in the specialty foods industry. This success has come from combining an innovative service philosophy with practical working systems, all of which ZingTrain will share in this workshop. Zingerman's approach has been successfully applied in a wide variety of businesses and non-profits that are committed to improving the quality of their customer service, including specialty food and other retailers, universities, banks, insurance agencies, health care providers, IT professionals, museums, schools and libraries.

TO REGISTER FOR FREE, CONTACT:

Kristi Trevarrow, *Executive Director, Rochester DDA*
(248) 656-0060 | kristi@downtownrochestermi.com





Downtown Oxford MARKETING & ADVERTISING BOOT CAMP



IN YOUR
TOWN
—TRAINING—

Village Community Room | 22 Burdick, Oxford | 8 - 9 a.m.

MON **22** JUL
Boosting Your Brand to
Attract the Right Business

MON **29** JUL
Marketing Your Business on
a Shoestring Budget

MON **05** AUG
Making Your Ads More
Effective

MON **19** AUG
Generating Word-of-Mouth
Advertising

SUCCESS FOR SMALL BUSINESSES LIKE YOURS

You know there is no silver bullet that will slay the mass market giants you face, but it isn't just about working harder. The field is slanted against you. It takes the right tools to slant that field back in your favor.

These 60-minute workshops feature a catered breakfast, networking and a 45-50 minute presentation that will give you the right tools to improve your marketing and advertising.

This is a free educational opportunity. Space is limited to 25 people, so sign up to reserve your place today.

ABOUT THE PRESENTER



Phil Wrzesinski, *Phil's Forum Jackson, Michigan*

Phil is an entrepreneur—just like you. He began his career in 1973 at the age of seven, working for his grandfather for 10 cents an hour placing price

tags on boxes. Between 1993 and 2016, he honed his entrepreneurial skills running the largest independent toy store in America (ToyHouseOnline.com), while also starting a weekly radio show, monthly magazine and successful speaking career. Now, he fights for you, sharing the lessons he learned from decades of running several small businesses.

TO RSVP, OR FOR MORE
INFORMATION, CONTACT:
DDA@TheVillageOfOxford.org
or (248) 770-8587





Sessions

BOOSTING YOUR BRAND TO ATTRACT THE RIGHT BUSINESS

July 22, 2019 | 8 - 9 a.m.

A quick lesson in branding to show you how a well-crafted brand makes a huge difference in attracting the right types of customers and business. You'll learn how to uncover the true value in your brand and make your brand stand out in the crowd.

MARKETING YOUR BUSINESS ON A SHOESTRING BUDGET

July 29, 2019 | 8 - 9 a.m.

Seven different ways you can get the word out about your business and draw traffic in without spending a fortune. You'll learn how to leverage your talents and time to attract more customers to your business right away.

MAKING YOUR ADS MORE EFFECTIVE

August 5, 2019 | 8 - 9 a.m.

We hate ads — not because there are too many — but because most ads are awful. This presentation will show you the six principles that make the difference between your ad being remembered and acted upon or being simply ignored. You'll learn techniques even the most highly paid professionals sometimes get wrong, and how you can apply them to your own advertising.

GENERATING WORD-OF-MOUTH ADVERTISING

August 19, 2019 | 8 - 9 a.m.

We all know word-of-mouth advertising is far more effective than traditional advertising, but do you know what it takes to actually get your customers to talk about you? This presentation shows you four proven ways you can generate word-of-mouth advertising. You'll walk away with tips and techniques that get people talking the very next day.



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Ferndale DDA Deputy Director
CC: none
Date: 7/9/19
Re: DDA Board Vacancies and Terms

The DDA is controlled by City of Ferndale Ordinance No. 703 and the State of Michigan Act 57 of 2018 (which replaced the former Downtown Development Authority Act 197, Public Acts of Michigan of 1975), and as such, members are appointed by Chief Executive Officer of the City (Mayor), and consists of 8 to 12 members.

Currently, the Ferndale DDA Board of Directors has two vacancies and three terms that are expiring at the end of this year, including Mindy Cupples, Jerome Raska and Pj Jacokes. Jerome and Pj are both completing their first terms and Mindy has been serving on the DDA Board since 2012.

| Name | Term | Expiration | Appointed | Renewal | Renewal | Renewal |
|----------------|-------------------|------------|------------|------------|---------|---------|
| Janice Semma | 4 years | 12/31/2022 | | | | |
| Jacki Smith | 4 years | 12/31/2020 | 10/27/2014 | 12/31/2016 | | |
| Mindy Cupples | 4 years | 12/31/2019 | 4/23/2012 | 1/11/2016 | | |
| Chris Johnston | 4 years | 12/31/2020 | 3/11/2013 | 12/31/2016 | | |
| Heather Cutlip | 4 years | 12/31/2021 | 6/11/2018 | | | |
| Blake Scheer | 4 years | 12/31/2020 | 12/19/2016 | | | |
| Jerome Raska | 4 years | 12/31/2019 | 10/27/2014 | | | |
| VACANT | 4 years | 12/31/2021 | | | | |
| PJ Jacokes | 4 years | 12/31/2019 | 2/22/2016 | | | |
| Nathan Martin | 4 years | 12/31/2022 | 8/28/2017 | | | |
| VACANT | 4 years | 12/31/2022 | | | | |
| David Coulter | Virtue of Office | | | | | |
| Greg Pawlica | Mayor's Alternate | | | | | |

According to the Bylaws, the Chief Executive Office of the City of Ferndale may ask for the assistance or advice of the Ferndale DDA Board of Directors on selecting voting Board Members for appointment. The Ferndale DDA Board of Directors may then assist the Chief Executive Officer of the City of Ferndale in determining the best candidates for positions on the Ferndale DDA Board of Directors through a thorough recruitment selection process that considers the needs of the Ferndale DDA Board of Directors, needs of the Ferndale DDA and review of applicants. A person so appointed by the Chief Executive Officer of the City of Ferndale shall be declared a voting member of the Ferndale DDA Board of Directors upon taking the oath of office.

Currently, there are xx applications on file. Previously, the attached matrix was provided to the DDA Board by (former) Councilperson Melanie Piana to assist with building well rounded Board.

| Ferndale Downtown Development Authority | | # | % |
|-----------------------------------------|---------------------|---|---|
| | Jacki Smith | | |
| | Blake Scheer | | |
| | Mindy Cupples | | |
| | Pj Jacokes | | |
| | Jerome Raska | | |
| | Chris Johnston | | |
| | Heather Cutlip | | |
| | Janice Semma | | |
| | Nathan Martin | | |
| | Mayor David Coulter | | |
| | Vacant | | |
| | Vacant | | |
| | | | |

| | |
|-------------------------|----|
| Service/Tenure on Board | 10 |
|-------------------------|----|

[illegible]

100%

Gender

| | | | | | | | | | | | | | | | |
|--------|---|-----|---|---|---|---|---|---|---|---|---|---|--|--|--|
| Male | 4 | 40% | x | | x | | | | x | x | | | | | |
| Female | 6 | 60% | | x | | x | x | x | | | x | x | | | |

100%

Age

[illegible]

0%

Race/Ethnic Profile

[illegible]

100%

| Property Interest | | | | | | | | | | | | | | | |
|---------------------------------------------|---|-----|---|---|---|---|---|---|--|---|---|--|--|--|--|
| <i>Resident Representative (2 only)</i> | 1 | 10% | | | x | | | | | | | | | | |
| <i>Lives in Ferndale</i> | 2 | 20% | x | | | | x | | | | | | | | |
| <i>Works in Ferndale</i> | 7 | 70% | x | x | | x | x | x | | x | x | | | | |
| <i>Owens Business in Downtown</i> | 6 | 60% | x | | | x | x | x | | x | x | | | | |
| <i>Owens Commerical Prop.in Downtown</i> | 1 | 10% | | | | x | x | | | | | | | | |
| <i>merical Prop.in Outside DDA Boundary</i> | 1 | 10% | x | | | | | | | | | | | | |

[illegible]

| Ferndale Downtown Development Authority | | | Jacki Smith | Blake Scheer | Mindy Cupples | Pj Jacokes | Jerome Raska | Chris Johnston | Heather Cutlip | Janice Semma | Nathan Martin | Mayor David Coulter | Vacant | Vacant | |
|-----------------------------------------|---|-----|-------------|--------------|---------------|------------|--------------|----------------|----------------|--------------|---------------|---------------------|--------|--------|--|
| | # | % | | | | | | | | | | | | | |
| Volunteer Management | 0 | 0% | | | | | | | | | | | | | |
| Small Business | 0 | 0% | | | | | | | | | | | | | |
| Corporate | 0 | 0% | | | | | | | | | | | | | |
| Law / Legal | 0 | 0% | | | | | | | | | | | | | |
| Public Relations/Marketing | 0 | 0% | | | | | | | | | | | | | |
| Design & Planning | 0 | 0% | | | | | | | | | | | | | |
| Real-Estate/Development | 0 | 0% | | | | | | | | | | | | | |
| Construction | 0 | 0% | | | | | | | | | | | | | |
| Community Development | 0 | 0% | | | | | | | | | | | | | |
| Safety | 0 | 0% | | | | | | | | | | | | | |
| Education | 0 | 0% | | | | | | | | | | | | | |
| Public Policy | 0 | 0% | | | | | | | | | | | | | |
| Housing | 0 | 0% | | | | | | | | | | | | | |
| Transportation | 0 | 0% | | | | | | | | | | | | | |
| Government | 1 | 25% | | | | | | | | | | x | | | |
| City of Ferndale | 1 | 10% | | | | | | | | | | x | | | |

Affiliations (Boards & Networks)

| | | | | | | | | | | | | | | | |
|-------------------------------------|---|----|--|--|--|--|--|--|--|--|--|--|--|--|--|
| <i>Ferndale Chamber</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Ferndale Library</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Ferndale School Districition</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Small Business</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Banks</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Educational Institutions</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Foundations</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Non-Profit Sector</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Public Utilities</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Community Organizations</i> | 0 | 0% | | | | | | | | | | | | | |
| <i>Government</i> | 0 | 0% | | | | | | | | | | | | | |

Bylaws Board Composition:

| | |
|-------------------|----|
| Total Board Seats | 12 |
| Total Current | 10 |
| Total Vacancies | -2 |