

Approved & Accepted:

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

Thursday, July 11, 2019 8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 8:04 a.m.

DDA Board Members Present: Greg Pawlica, Jacki Smith, Blake Scheer, Janice Semma, Nathan Martin, Pj Jacokes, Chris Johnston, Jerome Raska

DDA Board Members Absent: Mindy Cupples, Heather Cutlip*

Staff Present: Cindy Willcock, Torri Buback

Guests: A.Victoria Mae – Ashleigh Laabs and Cassie Malhado

B. Dismissals: Mindy Cupples, Heather Cutlip

C. Approval of Agenda

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

D. Approval of Minutes:

Motion by Director Scheer, seconded by Director Jacokes to approve the minutes for June 2019 regular meeting, June 17, 2019 special meeting and June 26, 2019 special meeting. All ayes, motion carries.

II. Community Reports

A. Ferndale Area Chamber of Commerce

No report available; for updated information visit their website

B. Ferndale Area District Library

Director Marr was unable to attend, but provided a July activity calendar.

III. Consent Agenda

A. Financial Statements

B. DPW Downtown Maintenance Report and Summary Brief

C. DDA Staff and Committee Reports

The Board requested that a list of businesses leaving be included in future staff reports and further noted that a retail attraction program needs to be created. Director Scheer requested information on the DPW services budget. The Board requested a financial overview item be placed on the August agenda.

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

IV. Call to Audience

None

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V. Presentation

A. A. Victoria Mae

Ashleigh Laabs

Ashleigh Laabs presented an overview of The dot communication program and business visits to date, including the status of the Lyft code program. Directors Johnston and Semma noted that they had not received Lyft codes, and AVM provided them some. Director Martin inquired about an exit strategy. AVM noted that some businesses are working to better market themselves and seeking help in doing so. AVM also talked to businesses about training opportunities and determined that most would like webinars that are available to them, as they don't have time to attend in-person meetings. Discussion was had regarding reinstating a text messaging system to better communicate to businesses.

VI. DDA PU Update

Joe Gacioch

An update report was included in the Board packet. Highlights include an update on the temporary business liaison position. The only viable candidate cannot obtain a work visa for a 1099 position. Gacioch made a recommendation to reallocate the \$25,000 amount budgeted for the position to a contract with AVM for this service. Gacioch also noted that the executive director position had been posted and the consultant would be meeting with Board members on Monday.

VII. Action Items

A. AVM Business Retention Services

AVM has been implementing The dot communication plan on behalf of the DDA and their experiences have been reported to demonstrate the value of building face-to-face relationships via retention visits. AVM submitted a proposal to expand their current scope beyond The dot communications to include execution of business retention programming. The scope includes an initial budget of \$25,000 for a proposed 200 hours of work at a rate of \$125/hour and would run from August to December of 2019, during which time a minimum of 200 businesses will be targeted.

Motion by Director Martin, seconded by Director Scheer to approve the A. Victoria MAE proposal for business retention services, with the condition that the contract can be terminated with 30 days notice and a retention plan and scope of work be provided to the Board, in the amount of \$25,000 to be paid for from 248-000-18-00 and to authorize the City Manager to execute the agreement.

Discussion: Councilman Pawlica asked for clarification on phrasing of payment. Further discussion was had on terms identified in the agreement.

Friendly Amendment by Director Martin, seconded by Director Scheer to remove the condition in the motion.

Friendly Amendment: All ayes, amendment carries.

Motion: All ayes, motion carries.

B. MSOC Tech Grant Allocation

As a select level community with Main Street Oakland County, Ferndale is eligible for a technical assistance grant of \$10,000. Paperwork for this grant is due by the end of the month and requires a motion or memorandum from the Board.

Motion by Councilman Pawlica, seconded by Director Jackes to request to Main Street Oakland County that the Ferndale DDA use the FY2020 Technical Assistance funding for Schiffer Park construction. All ayes, motion carries.

C. MSOC In Your Town Training

Approved & Accepted:

As a select level community with MSOC, Ferndale is also eligible for a grant for business educational seminars. The Business Development Committee and staff conducted a survey of businesses to determine types of opportunities desired and available. Opportunities through MSOC include ZingTrain and Phil's Forum.

Motion by Director xx, seconded by Director xx to allocate an amount not to exceed \$3,000 from account 248-000-873-00 Training and Education to be used for business workshops for owners. All Ayes, motion carries

VIII. Information Items

A. Downtown Valet Services

City Manager noted that the pilot extension of Saturday hours had not been very successful, however an extension to add Thursday evening had and recommended the continuation of those hours.

Motion by Chair Smith, seconded by Director Raska to extend free downtown valet services to include Thursday from 5-10pm through December 31st at a cost of \$1,600 per month from account #248-000-956-00 Miscellaneous.

Friendly amendment by Chair Smith, seconded by Director Raska to amend the cost to \$400 per week.

Friendly Amendment: All ayes, amendment carries.

Motion: All ayes, motion carries.

B. Board Vacancies and Current Terms

At the request of the executive board, information on Board terms was provided. Currently the Board has two vacancies. Chair Smith that Director Cutlip has indicated she will be resigning and 3 terms expire at the end of the year – Directors Cupples, Raska and Jacokes. Raska and Jacokes are completing their first terms and Cupples has been serving since 2012. A matrix was included to show current make up of the Board and identify gaps.

The Board requested adding a category for business type to the matrix and Chair Smith requested that current Board members send a statement about serving on the Board to herself and the Deputy Director to be used in recruiting potential new Directors.

C. Downtown Projects Updates: Schiffer Park, Affirmations Bench

Bids are being opened for Schiffer Park today, with an option to re-bid the project in the winter for spring work if bids are more than 20% higher than the amount budgeted.

Staff is working with DPW on a timeline for installation of the Affirmations bench/wall. Grant funding has been received via Flagstar Bank/MSOC in the amount of \$2,500 and an additional \$2,000 has been applied for through the Ferndale Community Foundation. Additionally, the Deputy Director has discussed the concept plans from the Design Committee with the DPW Director and he has indicated the cost should be considerably lower than the original \$20,000 concept previously quoted.

IX. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)

Deputy Director provided update on events

X. Adjournment

Motion to adjourn the meeting at 10:07 a.m. All ayes, motion carries.