



## **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: May 2019 Regular 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. Main Street Oakland County
- VI. DDA PU Updates
- VII. Action Items
  - A. Ferndale Marching Band Sponsorship
  - B. Wayfinding Sign Repair
- VIII. Information Items
  - A. Rainbow Crosswalk
- IX. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- X. Adjournment

#### **CALENDAR OF EVENTS**

##### **June**

**1<sup>st</sup>**  
Ferndale Pride/ Rainbow Run  
**4<sup>th</sup>**  
Design Committee 5:30pm  
**5<sup>th</sup>**  
Biz Dev Committee 5pm  
**6<sup>th</sup>**  
Executive Committee 5pm  
**10<sup>th</sup>**  
City Council 7pm  
**13<sup>th</sup>**  
DDA Board Meeting 8am  
**17<sup>th</sup>**  
DDA Special Board Meeting 8am  
**19<sup>th</sup>**  
MSOC Training (in Pontiac) 8:30am  
**20<sup>th</sup>**  
Art of the Cocktail  
**22<sup>nd</sup>**  
The Front Porch – All Day  
**24<sup>th</sup>**  
City Council 7pm  
**25<sup>th</sup>**  
Promotions 5pm  
City Council 7pm

##### **July**

**2<sup>nd</sup>**  
Design Committee 5:30pm  
**3<sup>rd</sup>**  
Biz Dev Committee 5pm  
**4<sup>th</sup>**  
Executive Committee 5pm  
**8<sup>th</sup>**  
City Council 7pm  
**11<sup>th</sup>**  
DDA Board Meeting 8am  
**18<sup>h</sup>**  
Get Reel Outdoor Movies  
**19<sup>th</sup> – 21<sup>st</sup>**  
Pig & Whiskey  
**22<sup>nd</sup>**  
City Council 7pm  
**23<sup>rd</sup>**  
Promotions 5pm

##### **August**

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

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

Thursday, May 9, 2019

8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:03 a.m.

**DDA Board Members Present:** Jacki Smith, PJ Jacokes, Nathan Martin, Blake Scheer, Mindy Cupples, Dave Coulter, Heather Cutlip, Chris Johnston

**DDA Board Members Absent:** Janice Semma, Jerome Raska, Greg Pawlica

**Staff Present:** Cindy Willcock, Torri Buback

**Guests:** Dan Antosik, Administration Manager (DPW)

B. Dismissals: Janice Semma, Jerome Raska, Greg Pawlica

C. Approval of Agenda

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

D. Approval of Minutes: April 2019

Motion by Director Cupples, seconded by Director Scheer to approve the minutes for April 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 Cupples seconded by Director Jacokes to accept the Consent Agenda as presented. All Ayes, motion carries.

**III. Community Reports**

A. Chamber of Commerce

Blake Scheer

Director Scheer updated everyone on the Chamber, the Artist in You is coming up next week. If you'd like to sign up for Rainbow Run, contact Joy Wells.

B. Ferndale Area District Library

Jenny Marr

Director Jenny Marr handed out a full calendar of events for the month of May. Newly added is the Drag Queen story hour, scheduled for May 18<sup>th</sup>, the same day as Clean the Ferndale Up. There will be summer reading in June and July.

Director Cutlip arrives at 8:07 am.

Director Johnston arrives at 8:11 am.

#### IV.. Presentations

- A. Hamilton Anderson Meghan Sharp  
Meghan updated us on where we are in the CIP planning process. As of now, Hamilton Anderson is requesting a working group to figure out the next steps. The focus group would be to identify strategy and timing of specified projects, meeting would not need to be public. Jordan Twardy, Community & Economic Development Director and Justin Lyons, CED Planning Manager both offered to be a part of the group. Directors Smith, Jacokes, Johnston and Martin are all willing to be part of the group as well. Director Scheer requested to have the DDA PU handle the organization. Gacioch, Assistant City Manager believes we should be able to figure out the details in one meeting and will start negotiating the date with involved parties.

#### V. DDA PU Updates (items other than those listed below)

- A. Executive Support Joe Gacioch  
Completed the meeting and broke it into 3 categories. Valet has been successful suggests the numbers given by Star Trax. Cindy is looking into what it would look like to adopt a sidewalk improvement plan based on what other DDA's are doing. Hoping to get the rainbow crosswalk installed and ready for testing in time for Pride.
- B. Communications Support  
The Communications team will support the DDA with keeping consistent communications pertaining to The dot and all communication pieces both entities are endorsing.
- C. CED Support

Discussion: Director Jacokes asked how the crosswalk would be tested. Director Cupples is asking about the communications. Deputy Director Willcock answered, the crosswalk is being tested on a portion of the street that sees a lower amount of traffic and would not be exposed to tires turning. We're aiming for May 20<sup>th</sup> to have the crosswalk installed. We're also putting the word out through Affirmations and to help encourage the community to come out and support the installation. Director Cupples asked if the communications are all set, Deputy Director Willcock answered, yes. Director Scheer asked if the communications for The dot are progressing. Director Willcock announced the plans being a 90-minute general audience conversation, a newsletter being created by the communications graphic designer and should roll out soon. We're also talking about doing a re-education program with the business owners and Lyft. Director Smith wanted to confirm everything is all set with the crosswalk communications piece, Deputy Director Willcock answered, yes. Director Martin asked about the merchant transaction fee and if there are better options. Gacioch answered, they are looking into other options. Director Cupples is suggesting to not charge for anyone parked 30 minutes or less. Gacioch is concerned with the dynamics it would take to implement and if it would make sense. Mayor Coulter wanted to announce that Joe Gacioch stood out among his competition for City Manager. Welcome Joe officially, and the reason there is so much turnover is because of the strength in the management team. Director Smith also wanted to congratulate Gacioch and say he adds to making work easy as many of the individuals Director Smith has worked with as of recently.

#### VI.. Action Items

- A. DDA SAD Plan/Hazardous Sidewalk Repairs  
Sidewalk repair is currently a concern in the downtown and we need to develop a long-term replacement program as well as a plan for short term repairs, as there are some sidewalks in need of immediate attention. Costs are included in this month's board packet. Director Johnston mentioned he has a hazardous sidewalk in front of WAB. Dan Antosik, DPW Administration Supervisor, stated that right now, they are only looking for trip hazards while understanding the budget is limited and the needs for prioritization. We're too late in the year to try and organize a sidewalk repair plan now, as it's a 4 month plus process. Dan presented the

short-term plan; we would still need to address the long-term issue. As of right now, options are still being researched while weighing the best way to move forward. In the future, we'll have a plan in place for both repair and replacement. Director Cupples declared, she believes it's unfair to make the DDA pay for the sidewalks. Gacioch offered clarification, stating that we are only looking into the options for best practices and the best way to move forward. A visual understanding is needed to bring in the proper meaning/actions.

Motion by Director Jacokes, seconded by Director Martin to APPROVE the attached list of repairs in an amount not to exceed \$10,500. **Motion carries.**

## B. Visioning Session

To be mindful of the quality, culture, titles and how we want to bring it all together, it's time to jump in and start moving forward. The idea is to move away from the government and be freer flowing. Director Smith has reached out to a few professionals and they're all in the 4k range. We also have the option of Dan Jacey leading us in the proper direction from an HR perspective and that would be free. Director Johnston is for pursuing the option utilizing our own resources to save on costs and time. Directors Martin, Smith and Scheer are all for Jacey leading us in the visioning. Director Smith is requesting help with dates and running the ship, we need to move forward with a decision. Director Smith also stated that we do have a gap with what can be done. Smith would also like to know if there's someone Deputy Director Willcock has identified for a temporary fill in. The easiest would be to get administrative support and yes, there is someone Willcock has in mind – Sommer, who previously helped with part time DDA administration. Director Scheer wants to be sure we're allocating our resources properly. Director Smith said there are some things that can go into the admin role – we don't have the clarity for what work plans are and Smith still doesn't have the information from Deputy Director Willcock that she's been requesting. We have a lot of confusion and Smith is not comfortable bringing someone in under these circumstances. Director Martin added that he was not in the meeting Directors Smith and Scheer attended, however, we do need direction that is set in stone. At what point do we bring someone in to help? Gacioch added the communications plan is a playbook that one could run with - brand communications and construction is a high priority and needs to be addressed ASAP. Former DDA Executive Director Barry Hicks has a remaining 20-25K left in his budgeted salary for the months of April, May and June. Director Cupples stated that The dot communications is most likely not fulltime – what else could this person help out with? Director Smith reaffirmed; we need to figure out who's doing what before we bring someone else in. We need to create the 60-day plans for staff as well as the additional person brought in. Director Smith is putting an extra 25-30 hours in a week realigning the DDA's priorities to be consistent with the City's priorities and she cannot continue to sacrifice such a large amount of time. Director Smith is now finding out there was a lot left undone by the former director. There is such a lack of leadership and we must get a handle on this as a board. We need to get up to being effective. Director Smith is requesting from the board, to allow the City Manager to oversee and make recommendations based on what is observed. Director Cutlip is also requesting to add in accountability. Deputy Director asked to speak and would like to state that there is difficulty in knowing what the priorities are and feels she's being attacked while being put in a position to feel defensive and believes it's unfair. Director Cupples added that we haven't decided who the Executive Director role will be given to. Cupples is also stating that we need to get some alignment on priorities, how we're spending our time and what we need to do next. Director Smith acknowledged that as we popped the hood, many loose ends in need of immediate attention were discovered. Director Smith proclaimed that she understands the difficulty associated with the need for restructuring and we need everyone's help with this. Smith is still waiting on her request for information and needs help to get things going. We have a crisis that we must deal with, we don't have time to waste and we need to get help in here. We need to be mindful of setting up this situation to be successful for the next candidate. Director Johnston responded to Willcock, no one doubts your heart, I think we're saying we need help in here. Director Scheer added, long and short version – the items we keep tabling are the priorities. Director Smith announced that she's handing the overseeing of DDA

functionality to the City Manager – amending our previous agreement. Gacioch proclaimed that he doesn't believe there is a motion needed for him to continue doing what he is already doing. Majority agrees Dan Jacey is the ideal visioning session leader.

C. DDA Temporary Position

The City is requesting assistance with administering the strategy, planning and economic development and communications gaps currently affecting DDA workload. The City Manager and Executive Board are recommending creating a temporary position to assist with businesses communications and relationships.

Motion by Mayor Coulter, seconded by Director Scheer to APPROVE funding a new position at an amount not to exceed **\$25K Motion Carries.**

B. Temporary Parking Solutions Budget Allocation

The DDA Board allocated \$50,000 per year for FY '18-'19 for business support services, including temporary parking solutions (TPS) during construction of The dot. To reinforce the TPS, Director Cupples recommends starting with \$8K and starting with Saturday 12pm-5pm and if not, then Thurs. 5pm-10pm.

Motion by Director Jacokes, seconded by Director Cupples, to ALLOCATE an amount not to exceed \$ [REDACTED] from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services to increase free valet services to include additional hours on Thursdays from 5:00pm – 10:00pm and/or Saturdays from [REDACTED] to [REDACTED].  
**Motion carries.**

VII. Information Items

A. Payment in Lieu of Parking/Traverse City Distillery

Considering Traverse City Whiskey, it was requested that staff provide background information to better inform City Council and Downtown Development Authority Board. Ordinance was updated in 2016 and originally adopted to eliminate off street parking.

B. Communications Update/the dot

The DDA and City communications department met and discussed communications for updating the community on the progress of The dot.

C. Pedestrian Alley Update

Director Smith mentioned that people are asking about the pedestrian alley and what kind of fun exhibit that may be taking the place of last year's previous alley project. Deputy Director Willcock has plans for sprucing the alley up as well as painting the half wall in the Dino's alley. Willcock also has plans to look over the Dye Salon alley with Director Semma's husband to identify what kind of lighting capability we have in that alley.

VI. Adjournment

Motion by Director Scheer, seconded by Director Jacokes to adjourn the meeting. All ayes, meeting adjourned at 10:18 am without a quorum.

## ***Deputy Director Report***

### Outreach

- Business visits continue, but given the changes at the DDA, additional outreach to our businesses – by both staff and the Board – should happen. Businesses visited include Reid Salon, Public House, Java Hutt, Clean Plates, Free Phoenix, Rust Belt Market, Modern Natural Baby, Bobcat Bonnie's, 3Winks, Dino's/M-Brew, Valentine, Crossfit HCS, Assaggi, J's Penalty Box, The Brook, Hook & Eye, M-Contemporary Gallery, Toast, Elaine B Jewelry, EnSoul Yoga, Ferndale Elks, M.C. "Wiches, Secreto, Signature Tattoo, Schramm's Mead, The Corner

### Property & Business Development, New Businesses/Expansions/Retention

- Hook & Eye Alterations and Vintage opened May 11 at 243 E. 9 Mile
- Brooks Brewing (22925 Woodward) anticipated opening date end of June
- 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)
- Bags & Beads issued Certificate of Occupancy at 22754 Woodward (former Metro PCS in Ferndale Center Building)
- ZDR submitted for clothing store at 195 W. 9 Mile, Ste. 211 (recently vacated Little Lotus space in Ferndale Arts Building)
- Renovations begun 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 – Pre-bid meeting scheduled for June 19<sup>th</sup>
- Emergency Sidewalk/Curb Repairs – walked W. 9 Mile with DPW crew to assess issues and resolution; communicated information to businesses
- Rainbow Crosswalk – finalizing installation date; project will require complete street closure of W. 9 between Woodward and Allen for 10-12 hours. We are attempting to schedule that for a Monday prior to Memorial Day, as many businesses are closed on Mondays. Also working with Affirmations and other community partners on promotion to drive business that day.

### Planning & Policies

- CIP Plan – met with sub-committee and Hamilton Anderson to review projects, discuss prioritization, next steps, etc.

- MoGo Bike Share – installation of 7 citywide stations, including 2 in the downtown, is expected to take place in June, with a July program launch

## 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 3<sup>rd</sup> quarter update, FB event graphics for Wednesday Walks, posters and other event collateral for Get Reel, Art of the Cocktail
- Met with Cindy Ciura and CED Director to discuss business recruitment opportunities for downtown
- Met and corresponded with representatives of C&G Newspapers, Lamar Outdoor Advertising, Cumulus Media, American Road magazine and Britten for co-op advertising opportunities

## Design Projects

- Met with Housing Commission & CED Department to discuss public art/other opportunities for SE boarder of DDA (Paxton & E. 9 Mile), possible new home for “Bent Brush”
- 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

- Executed Pride Window Contest by securing sponsorship, setting criteria and communicating it to local businesses, creating graphics and social media, distribution of signage & forms, took photos, etc.
- Secured event sponsorship for Get Reel totaling \$4,625 to date, pre-show entertainment with Axis Music Academy and Ferndale Community Concert Band
- Submitted grant through MSOC/Flagstar Bank for Placemaking for the Affirmations bench/wall to help offset projected costs and will submit similar to Ferndale Community Foundation.
- Events: Wednesday Walks are growing in participation and continuing to be a great way to engage the public; Downtown Bike Rodeo, although lightly attended, was a successful collaboration between DDA, Parks & Rec, Police and Fire Departments
- Events, etc.: attend ribbon cuttings for Tim Horton’s and Benjamin Moore, 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
- Attended first meeting of Ferndale Schools CTE Advisory Committee
- Attended City Community Engagement Policy discussion
- Participated in DDA Business Liaison interviews
- Attended Mayor's Business Council Awards, Main Street Oakland County Awards, Fems for Dems rally at City Hall, FernCare fundraising event, City Hall Pride Flag Raising, Rainbow Run and Ferndale Pride

### Upcoming Events

- May 9<sup>th</sup>: Mayor's Business Council Awards, Pop's for Italian
- May 9<sup>th</sup>: MSOC Main Awards event, The Strand, Pontiac
- June 19<sup>th</sup>: MOSC Workshop "Resolving Conflict on Main Street: The Art of Communication" available to all staff, board, volunteers and City staff interested

## ***Administrative Assistant Report***

May 1<sup>st</sup> – Led Business Development Committee

May 7<sup>th</sup> – Attended Design Committee

May 9<sup>th</sup> – Attended Mayor's Biz Council awards and took photos

May 16<sup>th</sup> – Attended Bike Rodeo and took photos

May 18<sup>th</sup> – Attended Clean the Ferndale Up

May 29<sup>th</sup> – Attended promotions committee

May 31<sup>st</sup> – Attended Benjamin Moore ribbon cutting and took photos

### COMMITTEE UPDATES

#### Promotions

#### **Discover Dtwn**

#### **May – Health & Fitness**

Inaugural ***Find Your Fit*** event had 6 businesses participate and offer a variety of classes and demos over a 3-day period

#### **June - Art**

*Art of the Cocktail* planning is in full swing. 10 bartenders have been selected, logistics meetings are ongoing, Valentine is once again be giving us a discount/donation of product and we've secured a small sponsorship from Robertson Brothers Homes as well. Additional silent auction items are needed as are volunteers for the day and the day before to set up

Ferndale Pride window decorating contest, sponsored by Level One has 19 participants. Email and in-person visits to businesses to notify them of rules, and distribute collateral in addition to Facebook event to facilitate the on-line portion of the voting. Contest ends June 15<sup>th</sup>.

### **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.

### **Design**

Discussion focused on Affirmations bench/wall/planter logistics and funding, pedestrian alley enhancements, public art ideas for E. 9 Mile & Paxton and grant opportunities. Leah will look into mosaic application for seatwall in the Foley Mansfield alley.

### **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

## DDAPU June Update

**From: City Manager, Joseph Gacioch**

**Date: 6/5/2019**

### The Plan

During the May 9 DDA Board meeting, the DDA Board requested that the City Manager's (CM) office implement a few Board priorities. Specifically, the Board requested that the CM execute outside support to implement the dot parking communications campaign, post for a temporary business liaison position, incorporate City HR to assist with transition, and pursue additional temporary parking services where necessary. The desired primary outcomes include increasing business satisfaction with the DDA, increasing awareness of DDA support programs during construction, and building capacity through posting the temporary business liaison position.

### Communications Agency

#### Summary

After a thorough, internal discussion process to identify immediate communications needs, the DDAPU team received proposals from two outside sources: Dynamo Digital Marketing & Business Development, managed by Ryan Redoute; and the A. Victoria MAE agency, managed by Ashleigh Laabs. A background on the current situation, draft construction communications plan, and temporary parking services plan were provided to both entities.

- Ryan Redoute is well skilled in web design, social media, and digital metrics, with good examples of commercial business experience. He advised that the dot, like most other similar projects, is driven by the economics, and that economics have our community goals baked into them as necessary outcomes. His work scope focused on designing a project website and implementing targeted paid social media campaigns.
- Ashleigh Laabs is the former director of the Ferndale Area Chamber of Commerce. Her solution was more comprehensive, including relationship building via face-face visits with business owners, coordinating planning with Lyft, improving designed communications, and incorporating performance measures around campaigns and Lyft.

Kara's recommendation was to select Ashleigh's proposal, as its more personalized approach is directly in line with the DDA's immediate needs. The estimated budget proposal for this project is \$2,500.

A launch meeting was held on May 22 with DDAPU leadership and communications team members and A. Victoria MAE (AVM) staff. Staff walked away with a comprehensive plan to launch:

1. Weekly email marketing campaign for The dot
2. Lyft business communication campaign



Kara's team will also provide guidance on updating DDA branding standards for communication templates, such as the weekly e-blast. Kara engaged the City's graphic designer and branding specialist to review the DDA's existing style guide and bring back:

1. A suite of new MailChimp email/e-blast templates
2. Recommendation for a new supplemental color palette to enhance the DDA's color scheme
3. Updated design recommendations for print, digital, and social media graphics

Attachments: The dot Business Comm Plan AVM 652019

## Business Liaison

### Summary

The City Manager's office drafted a business liaison job profile (attached). The CM and HR offices posted the position after requesting comments from all members of the DDAPU. We received about 30 applicants, with 15 meeting qualifications. An interview panel has been assembled, including Cindy, Joe, Kara, HR Director Dan, CED Director Jordan, and Planning Manager Justin. Five candidates will be interviewed on Friday, June 7; we hope to select a preferred candidate to report to the Board on June 13. We may select a top-two to move through the background process.

- Cindy committed to providing an initial draft framework for a retention visit schedule and will join this person during initial rollouts to support introductions and relationship building.

Attachments:

1. *DDA Business Executive Profile*

## Human Resources

### Summary

The HR Director and City Manager interviewed Torri and Cindy about current job descriptions and 60-day work plans. The objective of this meeting was to facilitate each staff member's contributions toward the DDA's mission, prioritize work, and clarify expectations. Some additional work remains to be done.

The HR Director has also committed to facilitating an Executive Profile workshop with the DDA Board during a special session, posted for 8 a.m. on June 17. This session is critical to capturing the DDA's priorities, expectations, and foundational elements for culture and values for their next DDA Director. This will also inform the shape that the revised job story and job description takes for the next Director. Results are expected to be delivered to the Board during a special closed session the following week.

## Open Meetings Act Requirements



## FERNDALE

- Special meetings shall be posted at least 18 hours before the meeting. The notice must include date, time, and place of meeting.
- The Board must first initiate an open session, then move to go into closed session to consider personnel evaluation per MCL 15.268

### Attachments:

1. *Current DDA job descriptions*

### Sidewalk Program: ongoing

The current intern in the City Manager's office conducted research on area practices and policies concerning right of way maintenance. Results are mixed, general practices include:

1. General taxes pay for preventative maintenance for sidewalks in the DDA
2. Special tax assessments pass thru maintenance costs to private property owners within the district
3. Hybrid: City pays for defined scope of sidewalk improvements, DDA pays for defined maintenance items.

### Next steps:

- The City Attorney will work with our engineer and feasibly a title company to confirm ownership throughout the right of way downtown.
- The City Attorney will also conduct a review of the charter to confirm requirements.

### Expanded valet: Star Trax

Star Trax has confirmed flexible service for Saturday afternoons as of 6/8. We will begin 6/15 to allow for promotion and signage updates. We will track performance over the next 3 weeks to confirm the impact.

- We were able to provide services from 1-10 on Ferndale Pride. Unfortunately, we only had 34 cars all day, likely due to poor weather conditions.

**The dot Communic: Business Operations Marketing Plan for Ferndale Businesses**

	PROJECT/TASK	Due Date	RESPONSIBLE	STATUS	MEASURABLES
<b>The dot Weekly Email Marketing Campaign</b>					
	Finalize Mailchimp template for launch of campaign	5/29/2019	AVM	Complete	NA
	Update list management in Mailchimp – add tags, add list from Joe, and clean up current list organization		AVM	In process - 37 original Lyft accounts added; need to evaluate current organizational structure and add business list from Joe	
	Create process (including frequency) and editorial calendar for The dot email marketing campaign - include festivals - Pig	6/7/2019	AVM		
	Launch The dot email campaign – draft to team for review by June 6	6/11/2019	AVM		
<b>Lyft Business Communication Campaign</b>					
	Business In-person Visits (representing/on behalf of DDA) – targeted to Level 1 businesses	Start week of 6/10/2019	AVM	Reaching out top 3 first - Western, Rosies, and Bettys	
	Team Meeting	5/31/2019	AVM, DDA, City	Complete	NA
	Create messaging and usage plan for Lyft Campaign  Determine what they define as critical usage time Promote that this is a business operations support initiative	6/6/2019	AVM		
	Beta Test message send to 25 businesses that already received code – message targeted around Pride weekend – draft message as well as determine outlet to send	5/31/2019	AVM	Complete	57% open rate - Average open rate for DDA emails is 23% over all time ; highest open rate email from DDA ever; sent to list of 44 emails; 42 delivered

	Set up email address account for The dot project – this will be specifically used for business Recommend - business@ferndaledot.com	5/31/2019	Joe	Complete - works for Ashleigh and Cassie	NA
	Design business card with contact info for The dot related to business initiative for AVM to	6/10/2019	Kara		
	Create content copy for business card The dot	6/6/2019	AVM	In process	
	Determine number of employees at top 3 businesses for Lyft code campaign - next run	6/5/2019	AVM	in process	
	Gather list of business employee phone numbers for Lyft text or email marketing campaign	6/12/2019; 6/21/2019	AVM	In process	During visits, from Cindy, and use list from Joe
	Provide list of business employee phone numbers to Lyft to scrub against their list to send text or email marketing campaign	6/12/2019; 6/21/2019	AVM		
	Determine number of new Lyft promo cards to order based on employee count and send number to Lyft team - valule at	6/6/2019	AVM		
	Order promo cards	6/10/2019	Lyft		
	Meet with Lyft to explore ideas to influence re-rollout and plan	6/3/2019	AVM	Complete	NA

## JOB DESCRIPTION: DDA Business Liaison (Construction Mitigation)

DEPARTMENT: CITY MANAGER'S OFFICE

APPLICATION DEADLINE: May 30, 2019

SALARY: \$20-25 per hour – 29 hours per week

The business liaison is a defined contact person(s) who primarily will handle all inquiries related to the downtown mixed-use construction project known as The dot and other business engagement services. This position has the ability to influence the construction process to incorporate stakeholders' needs.

The liaison is an individual who shall co-create a plan to contact all downtown businesses throughout the construction period. This individual may also reach out to various groups and consider the needs of multiple stakeholders in the downtown. The liaison reports to the City Manager and works on behalf of a Committee that consists of representatives from the DDA and the City's Economic Development, Parking, and Communications teams.

Broadly, this person is responsible for implementing a downtown business retention program that is focused around current construction. This individual will:

- Strengthen communications with downtown businesses, guests, and community stakeholders by executing the City Communication Department's Construction Communications Program
- Provide a consistent and identifiable contact
- Issue informational collateral provided by the city or DDA, as well as coordination with external parties to provide such information
- Offer business education to support businesses during construction, particularly small businesses that may be less experienced

The DDA business liaison will be a downtown and project champion, influencing communications, development, and business retention. Applicants must have prior business development and communications experience.

## **ESSENTIAL SERVICE AREAS & DUTIES**

- Serves as a liaison between the DDA, City, and downtown business community
- Implements Communication Department's construction communications plan
- Responsible for the development and execution of a business retention visit plan
- Coordinates with other DDA and downtown projects and events
- Promotes a positive public image, and strengthens relationships with businesses and other support agencies such as the Chamber of Commerce
- Develops relationships with organizations, agencies, businesses, media, and general public
- Develops and implements Standard Operating Procedures (SOPs) for project management and business retention
  - As part of SOPs, maintains comprehensive digital records of business engagement activities, noting dates, topics discussed, and any notable outcomes/follow-up, and shares these records with the CED Department

## **PHYSICAL CHARACTERISTICS & WORK ENVIRONMENT**

- Inside office environment generally, but can expect fieldwork assignments
- Dexterity of hands and fingers to operate mobile technology and keyboard
- Vision to read a variety of materials
- Sitting or standing for extended periods of time
- Lifting, carrying, pushing, or pulling objects up to 50 pounds

**THE CITY OF FERNDALE IS RENOWNED FOR:**

- Strong community engagement
- “The best work culture and team” (says most of the people who have worked here)
- Commitment to innovation and experimentation
- Commitment to service with excellence

**SALARY**

- 1099 Contract Employee
- \$20-\$25 per hour depending on experience
- Up to 29 hours per week

**SUPERVISORY RESPONSIBILITIES**

This position is not responsible for the supervision of City employees but may assist in the oversight of one or more part-time interns.



## DPW May Status Report

Attached is our hourly report for the month of May. In addition, you will see a sheet titled, "Sidewalk Repairs", that is the cost breakdown of the work that we did.

**Sidewalk Repairs:** We went a bit over and above the initial scope of work on this because we also made the decision to do some repairs for some sections of brick pavers (Rust Belt, Detroit Axe, Orchid). We ended up going quite a bit over on this work and we will eat the overages. But, I just wanted you to know that we did around \$4,000 worth of additional work on W. 9 Mile. We did end up brining a contractor in to do some longer curb cuts that we weren't able to do. Overall, I have still have us \$400 under the approved budget for that project. We just wanted to get that section completed before festival season and we will start looking at the other areas in the DDA as time allows.

**LED Lights:** Were still on W. 9 Mile. The northside of the road is completed and we have finished Woodward – Western Market on the southside. We are still using hours from April to complete this work. We'll likely start back up in a couple of weeks with the light conversions.

**May:** Our crew planted around 300 flats, so far. There is only a few planters left that need material added to them (Valentine's and Behind J's Penalty Box). 9 Mile and Bermuda bed still needs some plant material. We did a lot of bed prep and planting this month. We ended up removing around 100 yards of old mulch and dressed the beds back up properly. We have hung about 140 hanging baskets and have about 80 left to hang. We pulled off of the hanging baskets to address 9 Mile and Woodward because of the focus that was placed on those beds. We're basically into the daily watering of the plants. If we're having a good rain, we will not waste time with watering.

**June:** We plan on finishing up 9 Mile and Woodward beds. These beds need a complete rehab. The weed roots infested the plant material and that is the reason why we pulled so much material out. The southside will be looking similar to what we have done on the northside with additional material added. We will be splitting up some plant material from other areas and planting it at 9 Mile and Woodward to save some money on plant material. The other major project that we will be working on is the large Withington wall flower bed. We will be thinning and cleaning this bed out

quite a bit and using some of the excess plant material for 9 Mile and Woodward. We're going to be getting a few of the missing trees planted around the DDA. After we're caught up on the larger beds, we will begin getting a sidewalk power washing schedule in place now that we have our new trailered power washing unit.

**Notes:** Our folks have noticed that the cigarette butts are an issue downtown. Our crew has said that Orchid, both the back patio and front is possibly the worst generator of butts in the DDA area. In addition, we've had issues with messes left in the compactor areas. We have placed scoop shovels in the compactor areas for ripped bags and so on. It would be nice if the businesses could help with the messes they make. The more time we spend cleaning up these messes the less time we're spending on other activities. As we move out of the heavy planting season, we can begin addressing the benches, litter cans, bollards and so on that need fresh coats of paint. We'll work together to see what the cost of sand blasting will be. But, we're thinking that our new power washing may be able to blow off paint because of how high of pressure it has the ability to put out.

Please let me know any questions you may have. You will notice that we do not have any hours down for May 31st. We're working down there today, but have already hit our billable contract hours for the month. I just wanted to get our report over to you sooner than later because of the workload I currently have.

**DDA Hours Report**  
**May-19**

<b>Total Cost</b>	<b>\$ 18,703.88</b>
<b>Total Hours</b>	<b>536</b>

DDA Hours Report May-19															
	5/16/2019	5/17/2019	5/18/2019	5/19/2019	5/20/2019	5/21/2019	5/22/2019	5/23/2019	5/24/2019	5/25/2019	5/26/2019	5/27/2019	5/28/2019	5/29/2019	5/30/2019
Landscaping															
Tree Planting															
Tree Trimming															
Flower Bed Maintenance	11	18.5			8	23	22	12	8				20	17	12
Hanging Baskets															
Mulch															
Watering					1						10	2	2		
Trash															
Sidewalks & ROW															
Parking Lots															
Street Litter Cans															
All Sites	8	8		2.5	8	8	9	7	7		1	1	5	5	6
Fixed Assets															
Graffiti Removal															
Potholes															
Curbs															
Brick Pavers															
General Repairs	3	8													
Other															
Powerwashing															
Spring Cleaning															
Banner Installs															
Leaves															
Special Events (DDA)															
Other															
Material Usage															
Notes															
					Total Hours		138								
					Cost		\$ 5,052.18								
Total Cost															
Total Hours															

DDA Hours Report  
May-19

	5/31/2019	Totals
Landscaping		
Tree Planting		0
Tree Trimming		0
Flower Bed Maintenance		151.5
Hanging Baskets		23
Mulch		141
Watering		15
Trash		
Sidewalks & ROW		0
Parking Lots		0
Street Litter Cans		0
All Sites		150.5
Fixed Assets		
Graffiti Removal		0
Potholes		0
Curbs		0
Brick Pavers		0
General Repairs		55
Other		
Powerwashing		0
Spring Cleaning		0
Banner Installs		0
Leaves		0
Special Events (DDA)		0
Other		0
Material Usage		
Notes		
	138	536
	\$ 4,133.10	

Total Cost  
Total Hours

Sidwalk Repairs Week of May 13th			
	Hours	Cost	Total
Labor	90	54.91	4941.9
Skid Steer	6	38.94	233.64
Cement Saw	8	8.3	66.4
Backhoe	4	46.54	186.16
Pick-up	65	14.87	966.55
Cement		1341	1341
Saw-cuts		2322	2322
Total			\$ 10,057.65



# MEMO

**To:** DDA Board of Directors  
**From:** Cindy Willcock, Ferndale DDA Deputy Director  
**CC:** none  
**Date:** 06/10/2019  
**Re:** Ferndale Schools Fine Arts Booster

---

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

## **Recommended Action**

To AUTHORIZE the 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).

## FERNDALE GOLDEN EAGLES MARCHING BAND 2019 Sponsorship Information



The Ferndale Golden Eagle State Champion Marching Band continues to be a point of pride in the Ferndale School District. The program's uncompromising standards and commitment to excellence have resulted in high achievement and an exceptionally enriching educational experience.

- ***Marching Band State Champions - 10+ years***
- **Ferndale Schools recognized as one of the Top 100 Communities for Music Education in the U.S.**
- **Life-changing experience for hundreds of Ferndale students**  
*With committed directors, staff, and devoted parent volunteers, our band students learn to excel in life, act as positive role models in our community; and are taught the value of working together to achieve success.*

The generous donations of our partner businesses and community supporters have been critical to our continued success, providing the support we need to maintain critical services like instrument replacement and upkeep, band camp at Interlochen, staffing and music composition, food and travel, uniforms, and competition fees. **We hope that we can count on your company for our 2019 season.** We are currently accepting monetary sponsorship commitments or in-kind donations used as raffle prizes for our 2nd Annual Soup and Show fundraising event, October 23rd, 2019 at Ferndale High School. All donations are fully tax-deductible.

We appreciate your consideration in supporting our program, your support ensures that we are able to maintain the Ferndale Marching Band's strong performance and musical capabilities. Contributions are appreciated at any level that meets your budget. Please see the attached sponsorship levels.

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

Thank you,

*The Ferndale Marching Band Sponsorship Committee*

Contact:

Helen Lambrix

Ferndale Marching Band Committee Co-Organizer

[helen.lambrix@gmail.com](mailto:helen.lambrix@gmail.com)

313-215-6382

# Become a Ferndale High School Marching Band Sponsor

## Ferndale Schools Fine Arts Boosters

A Registered 501(c) 3 Non-Profit Organization



### Donor Levels

**Eagle Donor:** (\$2,500 +) receive the following for 1 year:

- Receive all benefits of Silver Donor plus these additional benefits.
- Name & or logo on both sides of the marching band semi-trailer, max size of 18" X 18" (donation deadline for semi is June 30th, 2019)
- Name listed as major sponsor of season's halftime show

**Silver Donor:** (\$1,000) receive the following for 1 year:

- Receive all benefits of Bronze Donor plus these additional benefits.
- Name & or logo on one side of the marching band semi-trailer, max size of 18" X 18" (donation deadline for semi is June 30<sup>th</sup>).
- Name on a banner that is displayed at all home football games and many booster events
- Business announcement (sponsorship) at one of our home football games

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

- Name on the website, <https://www.fsfab.org/fhsmb>, as well as recognition on our social media
- Framed Certificate
- Name on banner that is displayed for one season
- Name on Marching Band t-shirt
- 4 complementary football tickets to every home game for the season
- Travel coffee mug
- 2019 Season show shirt

**Patron Donor:** (\$250) receive the following for 1 year:

- Name on the website, <https://www.fsfab.org/fhsmb>, as well as recognition on our social media
- Framed Certificate
- 4 complementary football tickets to every home game for the season
- Travel coffee mug

***In-kind donations: Want to support us, but sponsorship levels do not work for you? Consider a gift certificate or product donation to be used at our raffle for our Soup and a Show fundraising event.***

# Quote No. DETR 401897

Tuesday, June 4, 2019

Page 1 of 2



**Customer** Ferndale, City of  
**Location** Primary Location  
**Reference**

**Bill to**  
Ferndale, City of  
Finance Department  
300 East Nine Mile Road  
Ferndale, MI 48220  
US

**Ship to**  
Ferndale, City of  
Finance Department  
300 East Nine Mile Road  
Ferndale, MI 48220  
US

<b>Valid Until</b>	09/02/2019	<b>Revision Date</b>	06/04/2019	<b>Lead Time</b>	TBD	<b>SR</b>	Jeff Podina
<b>F.O.B.</b>	Shipping Point	<b>Revision No</b>		<b>Ship Method</b>	UPS	<b>PM</b>	Amy Davenport
<b>Terms</b>	1/2 Deposit balance Net 30						

No.	Item	Description	Qty	UOM	Unit Price	Extension
1.	Panel Replacement	32"x21"x3/16" digitally printed lexan panel.	1	Each	300.00	300.00
2.	Installation	Installation.	1	Each	168.00	168.00
Subtotal						468.00
Sales Tax (6 %)						18.00
<b>Total</b>						<b>486.00</b>

Quote Valid Until: Monday, September 2, 2019

By signing below, I approve and authorize this quote and acknowledge that I have read and agree to the attached terms and conditions.

A handwritten signature in blue ink, appearing to read 'Jeff Podina'.

Submitted by

06/04/2019

Date

Approved by

Date

Print Name

continued on next page

## Quote No. DETR 401897

Tuesday, June 4, 2019

Page 2 of 2



**Customer** Ferndale, City of  
**Location** Primary Location  
**Reference**

---

### Conditions

---

50% Deposit; Balance Net 30 days. Visa and MasterCard accepted. If you have any further questions or concerns, do not hesitate to contact me at the above number. Thank you for giving ASI Signage Innovations the opportunity to fulfill your signing needs.

#### GENERAL TERMS AND CONDITIONS

Unless otherwise noted, the following will apply:

- \* ASI Signage Innovations has a minimum order of \$120.00
- \* Excludes sales tax (if applicable), unless included above.
- \* Excludes bid, payment and performance bond.
- \* Excludes shipping/handling/crating charges. These costs are prepaid and actual charges will be invoiced.
- \* Quote is based upon quantities and descriptions as stated and not necessarily on any plans or specifications that exist.
- \* Quote is based upon ASI standard colors, typestyles, imprints and manufacture.
- \* Customer is to provide acceptable half size camera ready art. If submitted artwork is not half size, or requires touch-up, additional costs will be incurred and a revised quotation submitted.
- \* Drawings (maps, plaques, layouts, etc.) will be submitted to client or representative for approval. The project will go on "hold" while approval is pending.
- \* Lead time is based upon date of returned approved submittal drawings.
- \* No determination has been made as to compliance with local signage codes.
- \* Excludes permit fees unless included above. If ASI to provide permits, the cost of permits will be billed at the time of their receipt.
- \* Excludes removal of existing signage.
- \* ASI is not responsible for condition of wall surface after removal of existing signage.
- \* ASI is not responsible for the replacement or repair to landscape should such damage occur in the normal installation of exterior signs.
- \* Excludes installation, unless included above.
- \* Excludes manufacture of any type base. Examples include brick and concrete.
- \* Installation of posts are based on normal sandy conditions; installation through asphalt and/or concrete may be additional.
- \* Electrical hookup and running of electrical to site is to be completed by others. ASI to supply electrical pigtail only.
- \* Customer is to provide ASI with blueprints or diagrams noting sign locations and elevations at time of order and contact on day of installation.
- \* If project is not ready at the time ASI is to install, client will be billed 100% of product, net 30 at that time. Installation will be billed when complete.
- \* Orders that are canceled are subject to a cancellation fee equal to \$72.00 per hour of labor used plus the cost of materials used up to the date of cancellation.
- \* Quote is void after 30 days.
- \* If terms are negotiated to include progress payments (30% upon completion of submittal drawings, 30% upon receipt of materials, 30% upon shipment/installation, 10% retainage), those payments are due at each stage of completion (NOT Net 30 days from each stage of completion).