



**FERNDALE DDA
BOARD OF DIRECTORS MEETING
THURSDAY, MARCH 10, 2016
8:00 A.M. Board Meeting**

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

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Minutes: February 2016
 - D. Consideration of Minutes: Strategic Planning 02/29/16
 - E. Consideration of Agenda
- II. Consent Agenda
 - A. DDA Staff Report
 - B. Finance Report
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Organization Reports
 - A. Chamber of Commerce
 - B. Woodward Avenue Action Association
 - C. Ferndale Public Schools/Citizens for a Fair Ferndale
 - D. Michigan Economic Development Corporation
- V. Action Items
 - A. Customer Relationship Management Application
- VI. Regular Agenda & Info Items
 - A. City support for DDA
 - B. DDA Budget: Amend FY 15-16; propose FY 16-17
 - C. Strategic Planning Follow-up
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

March

- March 1**
Design Committee 6pm
- March 2**
Biz Dev 5pm
- March 8**
Main Street Training 9am
- March 10**
DDA Board of Directors 8am
Main Street Check-in
- March 14**
City Council Mtg. 7pm
- March 23**
Promotions Committee 5pm
- March 25**
DDA Offices Closed for Good Friday
- March 28**
City Council Mtg. 7pm

April

- April 2**
City Council Budget Meeting 9am
- April 5**
Design Committee 6pm
- April 6**
Executive Board 3pm
Biz Dev 5pm
- April 11**
City Council Mtg. 7pm
- April 14**
DDA Board of Directors 8am
- April 15**
MDA Workshop 8:30am
- April 18-24**
Restaurant Week
- April 25**
City Council Mtg. 7pm
- April 27**
Promotions Committee 5pm

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



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 11 at 8:00 A.M.
FERNDALE DDA OFFICE
149 W. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

- A. Roll Call 8:03 a.m.
DDA Board Members Present: Jay McMillan, Jacki Smith, Ed Lane, Chris Johnston, Michael Hennes and Mayor Dave Coulter
DDA Board Members Absent: Dean Bach, Mindy Cupples, Jerome Raska
Staff Present: Barry Hicks, Cindy Willcock and Michelle Delacourt
Guests: Karen Mejia (WA3), Joe Gacioch (Ferndale Asst. City Manager), Capt. Vincent Palazzolo (Ferndale Police) and April Lynch (Ferndale City Manager)
- B. Dismissals: Dean Bach (out of town), Mindy Cupples (work) and Jerome Raska (work)
- C. Approval of Minutes January 2016
Motion by Director Smith, seconded by Director Lane to approve the January 2016 minutes as presented. All Ayes, motion carries.
- D. Approval of Minutes Strategic Planning 01/28/16
Motion by Director Lane, seconded by Director Smith to approve the 01/28/16 Strategic Planning minutes as presented. All Ayes, motion carries.
- E. Approval of Minutes Strategic Planning 02/04/16
Motion by Director Smith, seconded by Director Lane to approve the 02/04/16 Strategic Planning minutes as presented. All Ayes, motion carries.
- F. Approval of Agenda
Motion by Mayor Coulter, seconded by Director Hennes approve agenda as presented. All Ayes, motion carries.

II. CONSENT AGENDA

- A. Committee Reports
- B. DDA Staff Reports
- C. Finance Report
- D. Holiday Hoof Financial Report
- E. 2016 Event Calendar

Motion by Director Lane, seconded by Director Smith to move Consent agenda item (E) to VI Regular Agenda Item (E) and approve the Consent Agenda as amended.

Discussion: Finance Report is pulled directly from BS&A. A meeting needs to be set with the City to discuss items that appear to be entered incorrectly based on DDA internal records.

All Ayes, motion carries.

III. CALL TO AUDIENCE

Capt. Palazzolo introduced himself and provided a recap of a meeting with OM Willcock about how the Police Department and DDA can work together to better serve downtown businesses and visitors, including providing updates on incidents in the district on a regular basis, crime trends, communicating with the police, providing information on safety tips to be shared via eblasts/website/blog, starting a crime prevention program. The department wants to meet with all new businesses to introduce themselves and make business owners comfortable and aware of services such as assistance with keys locked in to cars and escorts to vehicles for employees. Director Johnston noted that Ferndale is lucky that so many partners want the same thing. Mayor Coulter expressed his excitement that Palazzolo is the Ferndale's new captain, explaining that it was a difficult promotion to get and one of the things that stood out was his commitment to community policing. The DDA and PD will continue to work together

IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

Jay McMillan

Planning for the June 6th Rainbow Run is in full swing. Membership recruitment is going well and staff is concentrating on member engagement. The Executive Director search is continuing and interim ED Carol Jackson and staff continue to move forward. The Artist in you program has evolved into a community project – schools, Chamber, Ferndale Arts and Cultural Commission, and the DDA was asked to consider a \$400 contribution to sponsor a piece and be part of the collaboration.

B. Woodward Avenue Action Association (WA3)

Karen Mejia

WA3 went through an organizational assessment and will now focus on applying the consultant's recommendations. There have been some changes in leadership, with the board chair and executive director stepping down and Tim Ross assuming the chairman role. They do not plan on looking for an executive director at this time, probably next year or the end of this year. Financially the organization is in a good place and have received approval to do an M1 mobile app. Next steps for the app include meeting with the developers and then pulling in stakeholder cities. Complete Streets promotion continues.

C. Ferndale Public Schools

The schools had a conflicting meeting but will plan on attending future DDA Board meetings. City Manager Lynch noted that the schools have an RFP out on the Taft and Wilson properties, but there probably won't be a decision on what type of development will happen until this summer. OM Willcock relayed information received via email from Superintendent Prewitt requesting input from the business community on what skilled worker positions they are having difficulty filling and therefore what areas they should be preparing students for to be employed. He also inquired whether anyone knew where high schoolers can get training, especially during the school day, or if anyone was willing to provide training.

V. ACTION ITEMS

A. Downtown Committee Parking Recommendation

The Downtown Committee was formed at the request of the Mayor and DDA Chair to provide recommendations on the next steps to address parking within the downtown. The committee was comprised of stakeholders representing businesses (restaurants, retail and other), property owners, community

members, the City and DDA and as part of the process they meet almost bi-weekly, reviewed studies and reports, listened to experts and discussed a wide variety of options, ideas and opinions. After weighing all the options, it is the recommendation of the Committee that parking decks/mixed use developments need to be constructed on both the east and west side of Woodward, with the first choice being to begin on the east side. The City Hall lot (#11) was preferred as it offered more parking spaces as well as potential for a liner building for office/residential/retail use, however the Library and Falvey lots (#10 and #9) is also being considered and final determination will be based on feasibility and bonding. Once completion of the east side structure is complete, the Committee is recommending immediate commencement of a structure on the Troy lot (#6) on the west side of Woodward. The Committee also is making some non-capacity recommendations including development of a pilot downtown valet service, development and implementation of a concentric parking system, a percentage cap on the allowable square footage of restaurant/bar establishments in the downtown prior to the completion of any capacity-increasing project and the creation of an exemption to the off street parking requirements in the CBD for any newly converted or created office space.

Moved by Director Hennes, seconded by Director Lane, that the DDA supports the recommendations of the Downtown Parking Committee of the potential for constructing a parking deck and associated liner building on the current City Hall lot known as lot #11 and requests that City Council investigate the feasibility of moving these recommendations forward. All Ayes, motion carries.

B. BUILD Application: Howe's Bayou

A BUILD application was submitted to the Design Committee and after review, they recommend approval for reimbursement for signage and façade improvements in the amount of \$4,865, with the caveat that the application process was done backwards (application submitted after the work was done) and to allocate funding to do partial reimbursement this fiscal year and partial next fiscal year. Of the current \$15,000 budgeted for BUILD reimbursements, \$13,555 has been paid out this year, leaving \$1,455 available. ED Hicks noted that he was unaware of the Magic Bag BUILD reimbursement and had removed the entire budgeted \$15,000 from the budget in order to help balance it and stated his recommendation would be to not reimburse anything, strictly based on budget.. Director Hennes provided background on the renovations. Discussion was had regarding whether or not a decision could be reached at this time, pending the budget process being completed.

Motion by Director Smith, seconded by Director Lane that the DDA Board look at final approval of the Howe's Bayou BUILD application once we know what our budget is for fiscal year 2015-16 has been amended and finalize and budget for fiscal year 2016-17 has been approved and that support of this project for \$4,865 be a priority. Ayes: McMillan, Smith, Lane, Johnston, Coulter; Nays: none; Abstention: Hennes. Motion carries.

C. Annual Main Street Conference

The 2016 National Main Street Conference is scheduled for May 23-25 in Milwaukee, WI. Following a meeting with the Executive Board, ED Hicks prepared an estimate of cost to send him to the conference of \$1,535 but noted that number could fluctuate

Motion by Director Lane, seconded by Director Smith to authorize the Executive Director attend the National Main Street 2016 conference and to approve the proposed budget allowing for minor modifications. All Ayes, motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

- A. UPDATE: City Hall Renovations
Build-out of the space is nearly completed and packing/sorting of the current location is ongoing. Anticipated date to move into new space is the end of April.
- B. Office Hours
City Hall modified their hours and one of the reasons is for energy efficiency. The DDA may try to mimic City Hall hours once we move to keep in line with energy and cost savings.
- C. Annual Planning Meeting Reminder
Monday, February 28th from 5:30-8pm in Council Chambers
- D. Annual Main Street Checklist Event – March 10th, 2016
March 10th during regularly scheduled DDA Board meeting

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Capt. Palazzolo thanked the Board for allowing him to attend the meeting and noted that he is a business owner and understands some of the conflicts faced. He asked for opinions on security cameras in parking lots and said there may be a way to collaborate with businesses and the police department.

Director Smith noted she is really enjoying the strategic planning process

VIII. ADJOURNMENT

Motion by Mayor Coulter, seconded by Director Lane to adjourn meeting. All Ayes, meeting adjourned at 9:48 a.m.

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS ANNUAL PLANNING MEETING (part 2 of 2)
MONDAY, FEBRUARY 29, 2016
5:30-8:00 P.M.
FERNDALE CITY HALL COUNCIL CHAMBERS
FERNDALE, MI 48220**

MINUTES

I. Call to Order

A. Roll Call 5:36pm

DDA Board Members Present: PJ Jacokes, Mindy Cupples, Jay McMillan, Jacki Smith, Dean Bach, Michael Hennes, Mayor Dave Coulter and Chris Johnston (7:02)

DDA Board Members Absent: Michael Hennes

Staff Present: Barry Hicks, Cindy Willcock and Michelle Delacourt

Guests: Kathryn Baker, AdvCoach, Joe Gacioch, Asst. City Manager, Monica Mills, resident, Councilwoman Melanie Piana (6:30) and Councilman Dan Martin (6:59)

B. Dismissals

Jerome Raska (work), Ed Lane (work/out of town)

C. Consideration of Agenda.

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

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

III. Annual Planning Meeting (Part 3 of 3)

ED Hicks introduced the session, noting that the it focused on wrapping up what had been talked about at the two previous sessions. After conversations with Dr. Baker and the Executive Board, priorities were pared down to what is being presented this evening.

Dr. Baker explained that the goals for this session were to review and finalize the 1-page plan so that execution of it can begin; update the mission statement and finalize core values. She did note that while a few things may not be finalized, they will not require this type of session co complete, as she will work with the ED and Executive Board to finalize those.

Dr. Baker then reviewed the 1-page plan, noting that 3-5 year priorities, things that should be in place by the end of that time were (see plan for complete details):

1. Branding and communication initiative
2. Establish business resource for Ferndale DDA business owners
3. Value of downtown experience
4. Strong & developed volunteer base in place
5. Data driven organization

Director Smith inquired as to how important it is to identify measurables in 5-year plan? And it was explained by both Director Cupples and Dr. Baker that the plan is to look at quarterly priorities first, then annual and then come up with 1 or 2 things that will help get to the 3-5 year plan, with the people who are focused on

those priorities adding and as we go. It was determined that nothing was missing from the 5 priorities discussed.

Key initiatives for annual priorities were identified as (see plan for complete details):

1. Communication
2. Business Resource
3. Create 3 year roadmap for downtown experience
4. CRM database/volunteer database established & being leveraged for growth
5. Organizational structure & efficiency

ED Hicks provided some additional information on an item regarding a resolution of support from the City to continue DDA funding as it related to possible changes in TIF that are being discussed at the State. Chair Bach shared his thoughts on TIF, noting that possible elimination or changes have been discussed for a long time, but his argument that the new stadium in Detroit was utilizing TIF funds means that no changes are imminent, while also agreeing that the DDA does need to have a back-up plan. Discussion was also had regarding whether staff feels this one-year plan was doable and manageable and ED Hicks noted that although we've already lost a quarter, this gives staff the power to start and it can be adjusted accordingly if needed at year end and he is comfortable with what is being presented. Director Smith asked for clarification that this plan supersedes any other plans or goals and objectives and that everything being done will need to be looked at within these 5 points.

Quarterly priorities for the 2nd quarter were identified as (see plan for complete details):

1. Marketing Message
2. Define and launch 2 resource options
3. Volunteer strategy
4. Present options for CRM database
5. Staff & committees

Board-member champions should be assigned to each of the 5 priorities. Mayor Coulter asked whether the current committees still aligned with this plan and discussion was had regarding the current Main Street structure making communities have these committees and that until after the National Main Street Conference when changes to the program are revealed this question can't be answered. It was noted that the Main Street program is evolving and changing. Dr. Baker noted that there is a difference between "championing" and doing tasks and said she would like 2 or 3 Board members on each initiative. Director Smith said she would champion the 1-page process. Mayor Coulter noted that knowing what gaps in skill sets need to be filled can assist in Board recruitment.

Updates to the Mission Statement, based on the February 4th and Executive Board meetings were provided and discussed (see handout.) Board members each identified their top two preferences and discussion focused on clarity, brevity, and in particular the words "drive demand" and "experience" in particular, and what they meant in relation to this organization's mission.

*Councilman Martin arrived

Core Values, as identified and discussed at the February 4th and Executive Board meetings were presented and discussed (see handout.)

*Director Johnston Arrived.

It was explained that the “dash” format of these values was decided by the Executive Board as a way to further add clarity to the values, and that core values should be limited to no more than 5 and be less than a sentence in length. Discussion was had regarding whether the explanatory phrases were required. Further discussion was had regarding some values that appeared to have the same definition, as well as the actual definitions of some words. After discussion and fine tuning, the DDA’s Core Values were determined to be:

1. Fun – a positive attitude is key to success
2. Accountable – engaged and transparent in all things
3. Open-minded – different ideas, thoughts and people energize us
4. Inclusive – we are welcoming and progressive
5. Connectors – it is all about building collaborative relationships

Further discussion was had regarding the Mission Statement and it was decided that it should be discussed and finalized at the next Board meeting, allowing everyone to spend more time assessing.

Champion assignments: **Branding**: Directors Cupples and McMillan; **Business Resources**: Chair Bach and Director Smith; **Downtown Experience**: Directors Jacokes and Hennes; **Volunteer development**: Director Johnston; **Data Driven Organization**: Mayor Coulter and Director Smith; **One-Page Plan**: Director Smith. Reach out to absent Directors Raska and Lane for assignments.

IV. Adjournment

Motion by Director Smith, seconded by Director Hennes to adjourn meeting. All ayes, meeting adjourned at 8:08 pm

March 2016

Consent Agenda

Sample Motions:

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

Committee Summaries

Business Development

- Reviewed Parking Committee recommendations and commented. Several concerns came up regarding how to handle parking in the interim during construction; recommended that the DDA remain involved in temporary solutions during those times.
- Reviewed 'Parking In -Lieu' Ordinance recommendations. Generally agreed that something needed to be done to address parking issues downtown. Recommended that the City consider amending the ordinance to allow restaurants to not pay for the same number of spaces a retail use would use and only have to pay for the additional spaces that a restaurant use would use.
- Initiated discussions about starting a business retention program. Committee Members will look at economic development websites and report back on what they liked/disliked about active business retention programs.

Promotions

- Calendar of Events approved by Board, in the process of assigning/recruiting Chairs
- Need to review budget to begin brainstorming on co-op advertising, other marketing opportunities
- Pitch Black will begin attending these meetings to assist with developing a marketing program.

Design

- The Design Committee has discussed the idea of creating a banner that can be moved from one vacant store front to another as-needed that would promote Downtown Ferndale. This would fill empty storefronts with something visually appealing until they are leased.
- As development moves forward in the spring at the former Save-A-Lot site, the Design Committee will consider design options for Schiffer Park.

Informational Items

Outreach

- Business visits: Various via telephone (database update), Daily Dinette, Ferndale Haus Lofts, Little Lotus, Assaggi, Library Bookstore, Elegance by Design, Schramm's Mead, Magic Bag, State of the Art, Mother Fletcher's, Western Market, Quarton Catering, Peace Action
- Partner Meetings: City of Ferndale, Ferndale Chamber of Commerce, Oakland County, Zip Car, 8-Wood Blog

Property & Business Development

- Former Rent-A-Center – Grenadier moving forward with renovations; working to get additional parking on site and improvement to alley
- Former Buffalo Wild Wings & Twisted Shamrock- under construction; The Daily Dinette is open and Pop's for Italian plans on opening after March 15th
- Former Rainy Day Hobbies – Southern Belle's Bistro has signed lease but targeted open date has been delayed
- Former Pizza Hut –construction of a multi-tenant building is ongoing; 2 out of three spaces available in the building have been leased
- Former Hodges Subaru – currently being renovated and will be an Art Van Pure Sleep early spring 2016 opening date
- Church site – to be a mixed-use development by Northstar Properties
- Save-A-Lot site – Site plan approved by Planning Commission for a 90 unit residential building that includes a small amount of office space and parking for tenants. There may be some alterations to the plans going forward as the developer has acquired three (3) more properties which will allow for additional square footage and parking. A Brownfield Plan will be considered in March with approximately \$2.2 million in incentives.
- Personal service/salon business considering relocating from Rochester
- Treasure Trove (200 W. 9 Mile, Suite A) has moved out; property owner Michael Gendleman being approached by restaurant uses, but prefers to try to find retail – 3,300sf
- Mother Fletcher's lease is up; potential new retail deal is close for that space
- Working with former retailer that is considering coming back to Downtown Ferndale

New Businesses/Expansions/Retention

- Otus Supply Co. – under construction; \$3.5million investment; no known completion date
- Former Lisa D's and Dangerous Curves is going to be a Barber Shop and a Vape Shop
- Old House next to Hungry Howie's has been demolished and will become a new mixed use development with possible retail/residential or office.

Planning & Policies

- The Executive Committee has requested that the Executive Director work with the City to develop an agreement or resolution of support stating that the City Council would commit to funding the DDA in the event the State amends the TIF legislation. The proposed amendments would eliminate the DDA's primary funding source. The Executive Director is scheduled to meet with the City Manager regarding this matter in late-March.

Communication & Marketing

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


Administrative

- Staff is working with the City to develop a Customer Relationship Management (CRM) system to obtain and retain pertinent information about businesses.
- Efforts are continued to collect and enter data about downtown businesses to be integrated into the new CRM system.
- Staff will begin migrating data from Quickbooks to BS&A financial systems to track spending. In the next few months a FY 2015-16 budget amendment will be recommended to accommodate spending once all financials are up-to-date.
- Bike Brochure – final revisions being made; scheduled to go to printer by Spring 2016. The Executive Director will be meeting with the City Manager in March regarding this matter.

User: Bhicks
DB: Ferndale

Calculations as of 06/30/2016

GL NUMBER	DESCRIPTION	2015-16 ACTIVITY THRU 06/30/16	2015-16 AMENDED BUDGET	2015-16 ORIGINAL BUDGET
248-000-402.000	Property taxes		460,250	460,250
248-000-402.001	Property Taxes - personal			
248-000-402.005	Property Taxes - Loss in Change o	30,618		
248-000-402.200	Reimbursement for PPT Loss			
248-000-403.100	Property Tax Chargebacks		(10,000)	(10,000)
248-000-404.000	Voted Property taxes	465,789	53,365	53,365
248-000-404.001	Voted Property taxes - personal			
248-000-523.000	Federal grant			
248-000-545.000	State grant			
248-000-550.010	State PPT Loss Reimbursement			
248-000-610.000	Participation fees		2,500	2,500
248-000-665.000	Interest income		1,000	1,000
248-000-675.000	Contributions	24,494	73,265	73,265
248-000-676.101	General Fund contrb.			
248-000-695.000	Miscellaneous income			
248-000-698.000	Net unrealized gains		(10,000)	(10,000)
248-000-699.661	Transfer In from Motor Pool			
248-000-699.677	Transfer In from HR Fund			
248-000-706.000	Full Time Personnel	53,549	147,090	147,090
248-000-707.000	Part-Time Personnel	9,450	23,400	23,400
248-000-709.000	Overtime	4,500		
248-000-714.000	Holiday Pay			
248-000-714.100	Sick Pay - Annual			
248-000-715.000	Social Security	5,164	12,830	12,830
248-000-716.000	Health - premiums			
248-000-716.100	Health Insurance	4,932	33,250	33,250
248-000-716.110	Health Insurance - EE Contributio		(2,800)	(2,800)
248-000-716.115	Health Insurance - Retiree			
248-000-716.150	Health Insurance Waiver			
248-000-716.736	Health - OPEB Funding			
248-000-717.000	Life Insurance - EE	53	215	215
248-000-718.000	Pension- ICMA-RC 401	1,804	6,725	6,725
248-000-719.000	Fringe Benefits			
248-000-721.000	Longevity			
248-000-725.000	Workers Compensation	589	850	850
248-000-730.000	Postage, Mail processing		500	500
248-000-740.000	Operating Supplies	6,734	56,720	56,720
248-000-747.000	Grant Activity			
248-000-775.000	Repair & Maintenance	669	1,374	1,374
248-000-802.000	Audit/Actuarial Fees		1,000	1,000
248-000-818.000	Contractual Services	42,081	37,500	37,500
248-000-853.000	Phone/Communications	799	3,000	3,000
248-000-873.000	Training/Education	511	8,400	8,400
248-000-885.000	Special programs	18,828	44,975	44,975
248-000-900.000	Printing & Publishing	4,444	21,780	21,780
248-000-914.000	Liability Insurance		2,000	2,000
248-000-920.000	Utilities	8,048	21,000	21,000
248-000-931.000	Facilities Maintenance	89,805	134,000	134,000
248-000-940.200	Equipment Leases - Non-City owned		200	200
248-000-942.000	Building Rental	17,214	27,500	27,500
248-000-943.000	EQUIP RENTAL ALLOC-GENERAL FUND	1,224		
248-000-956.000	Miscellaneous			
248-000-958.000	Memberships & Dues	675	725	725
248-000-961.101	General Fund Admin Allocation			
248-000-968.000	Depreciation Expense			
248-000-970.000	Bad Debt			
248-000-974.000	Public Improvements		15,000	15,000
248-000-977.000	Capital Outlay		30,000	30,000
248-000-996.000	Interest Expense			

 **Downtown Ferndale**
 Edit Profile

MY EVENTS

- Upcoming
- Subscribed
- Past
- Create

MAR 7 UHS-Coolidge Transition Community Meeting

Public · Neighborhood · Hosted by Citizens for a Fair Ferndale

Share

Monday, March 7 at 7 PM

Coolidge Intermediate School Cafeteria

GUESTS

1	5	28
interested	going	invited

Community members are invited to learn more about University High School (UHS), which will be moving to the Coolidge building in the 2016-2017 school year. Representatives from UHS, including administration, staff, and students, will introduce themselves to the community members, and community members will be invited to ask questions or express concerns.

Please join us and invite your neighbors.

A follow up meeting will be held on Tuesday, March 29 at 7pm to address any unanswered questions or concerns.

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POSTS

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Write something...



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/04/16
Re: Customer Relationship Management Application

The DDA needs an accurate, easy to use, and easy to sort application for tracking business information within the district. Monitoring when businesses move in, move out, how much they invest, who the owners are, what the hours of operations are, where liquor licenses, how much public and private investment has been made in each business, and historic information for properties is difficult to track and even more difficult to manage. A Customer Relationship Management (CRM) application would assist staff to be able to have one centralized pool of data that can be easily accessed and updated. Staff has sampled several different relationship management applications:

- Salesforce \$24,000 annual (2-10 licenses)
- Insightly \$1,600 annual (2 licenses)
- Quickbase \$2,400 annual (10 licenses)

After looking at the functionality of each, Salesforce offered the most customizable reporting option and was extremely versatile in allowing the user to define fields and sort information. However, at \$24,000 per year, it was by far the most expensive and had several functions that larger businesses may find useful, but is more than the DDA needs. Insightly was flexible in its functionality, but did lack in the reporting functionality. Quickbase, though not as robust as Salesforce, offered similar functionality at a much more affordable price.

Recommended Action

To AUTHORIZE the Executive Director to purchase licenses for the Customer Relationship Software, Quickbase, for a not-to-exceed annual subscription amount of \$2,400.

Attached: none

FY 2015-16 PROPOSED AMENDMENTS

GL NUMBER	DESCRIPTION	2015-16 APPROVED BUDGET	2015-16 ACTUAL IN BS&A	CURRENT AVAILABLE BALANCE	% BDGT USED	2015-16 RECOMMENDED AMENDMENT	NOTES
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000-GENERAL							
248-000-402.000	Property taxes	\$ 460,250.00	\$ -	\$ -	0.00%	\$ 460,250.00	
248-000-402.001	Property Taxes - personal	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-402.005	Property Taxes - Loss in Change of PPT	\$ -	\$ 30,618.00	\$ 30,618.00	100.00%	\$ -	
248-000-402.200	Reimbursement for PPT Loss	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-403.100	Property Tax Chargebacks	\$ (10,000.00)	\$ -	\$ -	0.00%	\$ -	
248-000-404.000	Voted Property taxes	\$ 53,365.00	\$ 465,789.00	\$ 465,789.00	100.00%	\$ 53,365.00	*This seems to be missing from BS&A Spreadsheet; YTD info?
248-000-404.001	Voted Property taxes - personal	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-523.000	Federal grant	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-545.000	State grant	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-550.010	State PPT Loss Reimbursement	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-610.000	Participation fees	\$ 2,500.00	\$ -	\$ -	0.00%	\$ -	*What is this?
248-000-665.000	Interest income	\$ 1,000.00	\$ -	\$ -	0.00%	\$ -	*What is this?
248-000-675.000	Contributions	\$ 73,265.00	\$ 24,494.00	\$ 24,494.00	100.00%	\$ 45,000.00	*Events
248-000-676.101	General Fund contrb.	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-695.000	Miscellaneous income	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-698.000	Net unrealized gains	\$ (10,000.00)	\$ -	\$ -	0.00%	\$ -	
248-000-699.661	Transfer In from Motor Pool	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-699.677	Transfer In from HR Fund	\$ -	\$ -	\$ -	0.00%	\$ -	
Total Dept 000-GENERAL		\$ 570,380.00	\$ 520,901.00	\$ 520,901.00	100.00%	\$ 558,615.00	
TOTAL Revenues		\$ 570,380.00	\$ 520,901.00	\$ 520,901.00	100.00%	\$ 558,615.00	
Expenditures							
Dept 000-GENERAL							
248-000-706.000	Full Time Personnel	\$ 147,090.00	\$ (53,549.00)	\$ 93,541.00	36.41%	\$ (95,200.00)	*May have to adjust; use personnel spreadsheet to make adjust.
248-000-707.000	Part-Time Personnel	\$ 23,400.00	\$ (9,450.00)	\$ 13,950.00	40.38%	\$ (19,000.00)	
248-000-709.000	Overtime	\$ -	\$ (4,500.00)	\$ -	0.00%	\$ -	
248-000-714.000	Holiday Pay	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-714.100	Sick Pay - Annual	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-715.000	Social Security	\$ 12,830.00	\$ (5,164.00)	\$ 7,666.00	40.25%	\$ (8,654.00)	
248-000-716.000	Health - premiums	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-716.100	Health Insurance	\$ 33,250.00	\$ (4,932.00)	\$ 28,318.00	14.83%	\$ (26,000.00)	
248-000-716.110	Health Insurance - EE Contribution	\$ 2,800.00	\$ -	\$ 2,800.00	0.00%	\$ (2,800.00)	
248-000-716.115	Health Insurance - Retiree	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-716.150	Health Insurance Waiver	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-716.736	Health - OPEB Funding	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-717.000	Life Insurance - EE	\$ 215.00	\$ (53.00)	\$ 162.00	24.65%	\$ (215.00)	
248-000-718.000	Pension- ICMA-RC 401	\$ 6,725.00	\$ (1,804.00)	\$ 4,921.00	26.83%	\$ (4,400.00)	
248-000-719.000	Fringe Benefits	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-721.000	Longevity	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-725.000	Workers Compensation	\$ 850.00	\$ (589.00)	\$ 261.00	69.29%	\$ (850.00)	
248-000-730.000	Postage, Mail processing	\$ 500.00	\$ -	\$ 500.00	0.00%	\$ (500.00)	
248-000-740.000	Operating Supplies	\$ 56,720.00	\$ (6,734.00)	\$ 49,986.00	11.87%	\$ (35,000.00)	*Other items have been historically charged to this account
248-000-747.000	Grant Activity	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-775.000	Repair & Maintenance	\$ 1,374.00	\$ (669.00)	\$ 705.00	48.69%	\$ (1,374.00)	
248-000-802.000	Audit/Actuarial Fees	\$ 1,000.00	\$ -	\$ 1,000.00	0.00%	\$ (1,000.00)	
248-000-818.000	Contractual Services	\$ 37,500.00	\$ (42,081.00)	\$ (4,581.00)	112.22%	\$ (67,100.00)	*PB, Moderator, Sat. Music, Mailchimp, Texting, CRMs
248-000-853.000	Phone/Communications	\$ 3,000.00	\$ (799.00)	\$ 2,201.00	26.63%	\$ (1,500.00)	
248-000-873.000	Training/Education	\$ 8,400.00	\$ (511.00)	\$ 7,889.00	6.08%	\$ (15,000.00)	
248-000-885.000	Special programs	\$ 44,975.00	\$ (18,828.00)	\$ 26,147.00	41.86%	\$ (44,975.00)	
248-000-900.000	Printing & Publishing	\$ 21,780.00	\$ (4,444.00)	\$ 17,336.00	20.40%	\$ (16,000.00)	
248-000-914.000	Liability Insurance	\$ 2,000.00	\$ -	\$ 2,000.00	0.00%	\$ (2,000.00)	
248-000-920.000	Utilities	\$ 21,000.00	\$ (8,048.00)	\$ 12,952.00	38.32%	\$ (21,000.00)	
248-000-931.000	Facilities Maintenance	\$ 134,000.00	\$ (89,805.00)	\$ 44,195.00	67.02%	\$ (134,000.00)	*Worry Free Contract
248-000-940.200	Equipment Leases - Non-City owned	\$ 200.00	\$ -	\$ 200.00	0.00%	\$ (200.00)	
248-000-942.000	Building Rental	\$ 27,500.00	\$ (17,214.00)	\$ 10,286.00	62.60%	\$ (27,295.00)	*Move by end of May - includes 5 months of storage space rental
248-000-943.000	EQUIP RENTAL ALLOC-GENERAL FUND	\$ -	\$ (1,224.00)	\$ (1,224.00)	0.00%	\$ (1,145.00)	
248-000-956.000	Miscellaneous	\$ -	\$ -	\$ -	0.00%	\$ (500.00)	
248-000-958.000	Memberships & Dues	\$ 725.00	\$ (675.00)	\$ 50.00	93.10%	\$ (2,000.00)	*MDA \$200; APA & MAP \$475; MEDA \$270; MML
248-000-961.101	General Fund Admin Allocation	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-968.000	Depreciation Expense	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-970.000	Bad Debt	\$ -	\$ -	\$ -	0.00%	\$ -	
248-000-974.000	Public Improvements	\$ 15,000.00	\$ (13,555.00)	\$ 1,445.00	90.37%	\$ (18,380.00)	*BUILD Program (Magic Bag \$13,555; Howe's Bayou \$4825)
248-000-977.000	Capital Outlay	\$ 30,000.00	\$ -	\$ 30,000.00	0.00%	\$ (30,000.00)	*Includes Office Build-out, DPW, Movers
248-000-996.000	Interest Expense	\$ -	\$ -	\$ -	0.00%	\$ -	
Total Dept 000-GENERAL		\$ 632,834.00	\$ (284,628.00)	\$ 352,706.00	44.98%	\$ (576,088.00)	
TOTAL Expenditures		\$ 632,834.00	\$ (284,628.00)	\$ 352,706.00	44.98%	\$ (576,088.00)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		\$ 570,380.00	\$ 520,901.00	\$ 520,901.00		\$ 558,615.00	
TOTAL EXPENDITURES		\$ (632,834.00)	\$ (284,628.00)	\$ (352,706.00)		\$ (576,088.00)	
NET OF REVENUES & EXPENDITURES		\$ (62,454.00)	\$ 236,273.00	\$ 168,195.00		\$ (17,473.00)	
PROJECTED FUND BALANCE		\$ 457,254.00	\$ 755,981.00	\$ 687,903.00		\$ 502,235.00	
ACTUAL (STARTING) FUND BALANCE		\$ 519,708.00					

FY 2016-17 PROPOSED

GL NUMBER	DESCRIPTION	2015-16 CURRENT APPROVED BUDGET	2016-17 RECOMMENDED BUDGET	NOTES
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Revenues				
Dept 000-GENERAL				
248-000-402.000	Property taxes	\$ 460,250.00	\$ 462,800.00	
248-000-402.001	Property Taxes - personal	\$ -	\$ -	
248-000-402.005	Property Taxes - Loss in Change of PPT	\$ -	\$ -	
248-000-402.200	Reimbursement for PPT Loss	\$ -	\$ -	
248-000-403.100	Property Tax Chargebacks	\$ -	\$ -	
248-000-404.000	Voted Property taxes	\$ 53,365.00	\$ 53,365.00	
248-000-404.001	Voted Property taxes - personal	\$ -	\$ -	
248-000-523.000	Federal grant	\$ -	\$ -	
248-000-545.000	State grant	\$ -	\$ -	
248-000-550.010	State PPT Loss Reimbursement	\$ -	\$ -	
248-000-610.000	Participation fees	\$ 2,500.00	\$ -	
248-000-665.000	Interest income	\$ 1,000.00	\$ -	
248-000-675.000	Contributions	\$ 73,265.00	\$ 35,000.00	
248-000-676.101	General Fund contrb.	\$ -	\$ -	
248-000-695.000	Miscellaneous income	\$ -	\$ -	
248-000-698.000	Net unrealized gains	\$ -	\$ -	
248-000-699.661	Transfer In from Motor Pool	\$ -	\$ -	
248-000-699.677	Transfer In from HR Fund	\$ -	\$ -	
Total Dept 000-GENERAL		\$ 590,380.00	\$ 551,165.00	
TOTAL Revenues		\$ 590,380.00	\$ 551,165.00	
Expenditures				
Dept 000-GENERAL				
248-000-706.000	Full Time Personnel	\$ (147,090.00)	\$ (151,049.60)	*Three full-time staff
248-000-707.000	Part-Time Personnel	\$ (23,400.00)	\$ -	
248-000-709.000	Overtime	\$ -	\$ -	
248-000-714.000	Holiday Pay	\$ -	\$ -	
248-000-714.100	Sick Pay - Annual	\$ -	\$ -	
248-000-715.000	Social Security	\$ (12,830.00)	\$ (11,474.71)	
248-000-716.000	Health - premiums	\$ -	\$ -	
248-000-716.100	Health Insurance	\$ (33,250.00)	\$ (10,534.18)	
248-000-716.110	Health Insurance - EE Contribution	\$ 1,053.42	\$ (2,800.00)	
248-000-716.115	Health Insurance - Retiree	\$ -	\$ -	
248-000-716.150	Health Insurance Waiver	\$ -	\$ -	
248-000-716.736	Health - OPEB Funding	\$ -	\$ -	
248-000-717.000	Life Insurance - EE	\$ (215.00)	\$ (105.00)	
248-000-718.000	Pension- ICMA-RC 401	\$ (6,725.00)	\$ (10,573.47)	
248-000-719.000	Fringe Benefits	\$ -	\$ -	
248-000-721.000	Longevity	\$ -	\$ -	
248-000-725.000	Workers Compensation	\$ (850.00)	\$ (850.00)	
248-000-730.000	Postage, Mail processing	\$ (500.00)	\$ (500.00)	
248-000-740.000	Operating Supplies	\$ (56,720.00)	\$ (40,000.00)	*Other items have been historically charged to this account
248-000-747.000	Grant Activity	\$ -	\$ -	
248-000-775.000	Repair & Maintenance	\$ (1,374.00)	\$ (1,374.00)	??? - might be \$0
248-000-802.000	Audit/Actuarial Fees	\$ (1,000.00)	\$ (1,000.00)	
248-000-818.000	Contractual Services	\$ (37,500.00)	\$ (65,100.00)	*PB, Moderator, Sat. Music, Mailchimp, Texting services, CRM
248-000-853.000	Phone/Communications	\$ (3,000.00)	\$ (1,500.00)	
248-000-873.000	Training/Education	\$ (8,400.00)	\$ (10,000.00)	
248-000-885.000	Special programs	\$ (44,975.00)	\$ (44,975.00)	??? Events
248-000-900.000	Printing & Publishing	\$ (21,780.00)	\$ (22,000.00)	
248-000-914.000	Liability Insurance	\$ (2,000.00)	\$ (2,000.00)	
248-000-920.000	Utilities	\$ (21,000.00)	\$ (21,000.00)	
248-000-931.000	Facilities Maintenance	\$ (134,000.00)	\$ (134,000.00)	*Worry Free
248-000-940.200	Equipment Leases - Non-City owned	\$ (200.00)	\$ (200.00)	
248-000-942.000	Building Rental	\$ (27,500.00)	\$ (1,656.00)	*One storage unit for a year
248-000-943.000	EQUIP RENTAL ALLOC-GENERAL FUND	\$ -	\$ (500.00)	
248-000-956.000	Miscellaneous	\$ -	\$ (500.00)	
248-000-958.000	Memberships & Dues	\$ (725.00)	\$ (2,000.00)	*MDA \$200; APA & MAP \$475; MEDA \$270; MML
248-000-961.101	General Fund Admin Allocation	\$ -	\$ -	
248-000-968.000	Depreciation Expense	\$ -	\$ -	
248-000-970.000	Bad Debt	\$ -	\$ -	
248-000-974.000	Public Improvements	\$ (15,000.00)	\$ (15,000.00)	BUILD Program
248-000-977.000	Capital Outlay	\$ (30,000.00)	\$ -	
248-000-996.000	Interest Expense	\$ -	\$ -	
Total Dept 000-GENERAL		\$ (628,980.58)	\$ (550,691.96)	
TOTAL Expenditures		\$ (628,980.58)	\$ (550,691.96)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		\$ 590,380.00	\$ 551,165.00	
TOTAL EXPENDITURES		\$ (628,980.58)	\$ (550,691.96)	
NET OF REVENUES & EXPENDITURES		\$ (38,600.58)	\$ 473.04	
FUND BALANCE		\$ 504,435.00	\$ 504,908.04	