



FERNDALE DDA BOARD OF DIRECTORS MEETING MARCH 14, 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: January 2019 Regular Meeting
 - E. Consideration of Minutes: January 2019 Special Meeting
- II. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- III. Presentations:
 - A. Downtown Development & CIP Update – Hamilton Anderson
- IV. Executive Committee Appointments
- V. Action Items
 - A. 22965 Woodward Ave. – Build Application
 - B. Executive Committee Appointments
 - C. Fiscal Year 2019-20 Budget/Finical Statements
 - D. Rainbow Crosswalk
 - E. LED light Conversion
 - F. Interlocal Governmental Agreement: DDA & BRA
- VI. Information Item: Marketing Positioning Statement Technical Workshop
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

March

5th
Design Committee 5:30pm
6th
Biz Dev Committee 5pm
7th
Executive Committee 5pm
11th
City Council 7pm
14th
DDA Board Meeting 8am
23rd
City Council Strategic Planning 8am-5pm
25th
City Council 7pm
26th
Promotions 5pm
25th-27th
National Main Street Conference – Seattle, WA
25th-31st
Restaurant Week

April

2nd
Design Committee 5:30pm
3rd
Biz Dev Committee 5pm
4th
Executive Committee 5pm
8th
City Council 7pm
DDA Budget Presentation
11th
DDA Board Meeting 8am
16th
Volunteer Appreciation @ The Rust Belt 5:30pm
19th
DDA Offices Closed
Good Friday
22nd
City Council 7pm
23rd
Promotions 5pm

May

1st
Biz Dev Committee 5pm
2nd
Executive Committee 5pm
7th
Design Committee 5:30pm
9th
DDA Board Meeting 8am
• **Mayor's Business Council Awards @ Pop's for Italian 5:30pm**
• **The Main Event @ The Strand/Pontiac 6pm**
13th
City Council 7pm
18th
Clean the Ferndale Up @ City Hall 8:00am
17th
DDA Offices Closed
Memorial Day
28th
Promotions 5pm
City Council 7pm

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

Thursday, January 10, 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: Blake Scheer, Mindy Cupples, Jacki Smith, Heather Cutlip, PJ Jacokes, Nathan Martin, Councilmember Greg Pawlica

DDA Board Members Absent: Chris Johnston, Jerome Raska

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Dale Vigliarolo, Jenny Marr, April Lynch, Joe Gacioch, Sheryl Stubblefield, Kara Sokol, Jordan Twardy, Steven D. Mann (Miller-Canfield).

B. Dismissals: Chris Johnston, Jerome Raska

C. Approval of Agenda

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

D. Approval of Minutes: November 2018

Motion by Director Jacokes, seconded by Director Scheer to approve the minutes for November 2018 as presented. All ayes, motion carries.

II. Consent Agenda

A. Financial Statements

B. Promotions Committee Update

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

III. Community Reports

A. Chamber of Commerce

Dale Vigliarolo

Chamber President Dale Vigliarolo updated us on the status of the Chamber, proclaiming that they are moving forward, and it feels like things are getting back on track. Operational structure has taken effect with the addition of Maya, the new office assistant to relieve Kimberly of the administrative office tasks. Carol Jackson joins the team as Membership Director. President Vigliarolo has one of his guys changing out the marquee on Woodward Ave. as needed. The Chamber directory is expected to be rolling out sometime this February. The rainbow run plans have begun, plans are underway. There is a Business after 5 coming up at Otus Supply (1/17) and plans to meet the new chef at GreenSpace café on January 22, 2019.

B. Ferndale Area District Library

Jenny Marr

The library is restructuring in January, getting all new public computers as the current computers are 8 years old. The battle of the books is still underway with Ferndale Public Schools.

IV. Presentations

A. Act 54 Updates

Steven D. Mann

The Re-codified Tax Increment Financing Act, 2018 PA 57 (the "Act"), was signed into law on March 15, 2018 to take effect on January 1, 2019. The Act consolidates the legislative authority to create and operate tax increment authorities (other than brownfield redevelopment authorities) into a single statute. The act imposes new, uniform reporting requirements on most authorities and their related municipalities, new public informational meeting requirements, authorizes the Department of Treasury to enforce the Act, and prohibits authorities in breach of these reporting requirements from capturing tax increment revenues in excess of the amounts necessary to pay bonded indebtedness and other obligations of the authority for the period of noncompliance.

V. Executive Committee Appointments

A. Executive Board Elections

DDA Board of Directors

The Board of Directors is voting on and electing all 4 seats. Nominations are as follows; Director Smith nominated to be Executive Board Chair by Director Scheer, Director Scheer nominated to be Vice Chair by Director Cupples, Director Cupples nominated by Director Smith to be Secretary and Director Jacokes nominated by Director Martin to be Secretary.

Motion by Director Cupples seconded by Director Martin to appoint the slate of Executive Directors as presented. All ayes, motion carries.

VI. Action Items

A. Interlocal Governmental Agreement Regarding The dot Project

Executive Director Hicks

Both partners to the DoT come to the project with a financial gap (shortfall between project revenues and expenses) totaling **\$9.5M**. The DoT is being engineered to accommodate mixed use. If the uses do not come at the same time as deck construction, the city will not be able to rely on tax revenues to support long-term debt-service and maintenance of the deck. With MEDC support, we get a project that is more in-line with the community's vision for the future and growing downtown, and it also becomes a more stable, diversified investment for the taxpayers of Ferndale.

Discussion: Director Cupples believes the DDA does have a responsibility to support this project. On paper we can see \$1M works, however, we cannot predict the future and Director Cupples said she would not run her own bank account by the same measure and based on this alone, will probably vote no.

Motion by Director Jacokes, seconded by Director Cupples to authorize the Board Chairperson to execute an agreement with the City of Ferndale to provide a one-time lump-sum payment of \$250,000 from the DDA's Fund Balance to the City for The dot project; and to provide an annual payment of \$55,000 to the City of Ferndale for a duration of 20 years to assist with the repayment of a \$750,000 bond for The dot project. 6 ayes, 1 no. **Motion carries.**

Roll Call

Ayes: Directors Scheer, Smith, Cutlip, Jacokes, Martin, and Pawlica

Nays: Director Cupples

Abstained: None

Absent: Directors Johnston and Raska

B. Parking Rate Resolution

Assistant City Manager, Joe Gacioch

In support of timeline predictions and cost projections made by the developer of The dot, the consideration of increasing parking rates up to one-dollar per hour in all downtown public

parking facilities is currently under review by The Downtown Development Authority Board of Directors. The goals and objectives of the Ferndale DDA are to promote the vitality and diversity of businesses within the boundaries of the district. Studies have been completed that identify the need to increase the cost of parking in Downtown Ferndale.

Discussion: Assistant City Manager Joe Gacioch communicated the demand for parking rate increase based on The dot projections parallel with an evaluation consistent with project completion factors. Gacioch also spoke on the programming opportunities. To which, the new space/partnership delivers a wide array of options to be explored. Pro Tem Pawlica spoke on behalf of council, indicating they are very supportive of the resolution and recognize this as an additional way to bring revenue to our downtown. Gacioch also addressed the enforcement hours, indicating both an extension and adjustment to what the hours are currently. The new hours being proposed are 11:00 am – 12:00 am. Director Scheer asked when the last time parking had been raised was. The consensus is between 10 and 15 years. Director Cutlip asked if parking passes would double. Gacioch answered no, he also noted that the timeline was decided based on heavier traffic and more daylight. Director Scheer asked about the communications and what the plan is to move forward. Communications manager Kara Sokol responded that everything will need to be redone and explained, as well as highly supported by City Staff. Mass communication on text alert, print communications, all hands in – will be communicating on any and all means available. Director Cupples asked how much is in the parking reserve. Gacioch answered, 1.5 million.

Motion by Director Scheer, seconded by Director Jacokes to adopt the following resolution:

WHEREAS, the City of Ferndale Downtown Development Authority (referred to as the “DDA”) Board of Directors, does hereby find as follows:

WHEREAS, the goals and objectives of the Ferndale DDA are to promote the vitality and diversity of businesses within the boundaries of the district as establish by ordinance;

WHEREAS, studies have been completed that identify the need to increase the cost of parking in Downtown Ferndale; WHEREAS, there is an increase in cost to the City of Ferndale to provide additional parking spaces to accommodate current needs and potential future growth which will come at an upfront expense which will require revenues to support the development

of future parking solutions; NOW, THEREFORE, BE IT HEREBY PROCLAIMED by the City of Ferndale DDA Board of Directors of the City of Ferndale, Michigan, recommends that City Council increase the cost of parking up to one-dollar per hour as recommended by City Staff per the findings of the studies that were undertaken to determine an appropriate rate.

6 ayes, 1 no. **Motion carries.**

Roll Call

Ayes: Directors Scheer, Smith, Cutlip, Jacokes, Martin, and Pawlica

Nays: Director Cupples

Abstained: None

Absent: Directors Johnston and Raska

FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS RESOLUTION

A MEETING OF THE CITY OF FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
HELD AT 300 EAST NINE MILE ROAD, FERNDAL, MI 48220, ON JANUARY 10, 2019,

RESOLUTION – The Downtown Development Authority Board of Directors supports increasing parking rates up to one-dollar per hour in all downtown public parking facilities.

Moved by Board Member Scheer, Seconded by Board Member Jacokes

To adopt the following Resolution:

WHEREAS, the City of Ferndale Downtown Development Authority (referred to as the “DDA”) Board of Directors, does hereby find as follows:

WHEREAS, the goals and objectives of the Ferndale DDA are to promote the vitality and diversity of businesses within the boundaries of the district as establish by ordinance;

WHEREAS, studies have been completed that identify the need to increase the cost of parking in Downtown Ferndale;

WHEREAS, there is an increase in cost to the City of Ferndale to provide additional parking spaces to accommodate current needs and potential future growth which will come at an upfront expense which will require revenues to support the development of future parking solutions;

NOW, THEREFORE, BE IT HEREBY PROCLAIMED by the City of Ferndale DDA Board of Directors of the City of Ferndale, Michigan, recommends that City Council increase the cost of parking up to one-dollar per hour as recommended by City Staff per the findings of the studies that were undertaken to determine an appropriate rate.

Roll Call

Ayes: Directors Scheer, Smith, Cutlip, Jacokes, Martin, and Pawlica

Nays: Director Cupples

Abstained: N one

Absent: Directors Johnston and Raska

Resolution is adopted this day, January 10, 2019 by the Ferndale DDA Board of Directors.

(A signed copy of this resolution is on file and available for review at the office of the Ferndale DDA, 300 E. Nine Mile Rd.)

V. Call to Committee Chairs & Board Members & Staff

City Manager April Lynch announced her last day will be February 28th, as she’s accepted a position with U of D.

CED Director Jordan Twardy gave a brief update on the project starting 1/14/19 – Baker College will be establishing a flagship campus here in Ferndale with retail space, mixed use parking and conference rooms for everyone to access.

Deputy Director Willcock gave an update on the Promotions Committee initiatives focused on driving more business to the downtown. “Discover Downtown” is a campaign that will revolve monthly with new themes. Willcock made a simple logo, which will be produced with any rollout. Another portion of the Discover Downtown campaign are the Wednesday Walks, created with the hope of getting people out to the downtown, opportunities to appoint guest walk leaders, while highlighting the short walk and the overall walkability of the downtown. Another cool interactive activity is the head in a hole campaign that will randomly show up around downtown to help get people out looking for them and interacting on social media.

Director Hicks acknowledged the work of the Promotions Committee and the creativity coming out of the monthly meetings. Hicks also complimented the results of the WXYZ advertising campaign, sharing that he’s happy with them. However, WXYZ believes they can do better. Reminder, Strategic Planning will be held at the library on 1/28/19. The groundbreaking for The dot is on 2/2/19 from 12pm - 3pm in a heated tent.

Pro Tem Pawlica announced he is taking the lead on holiday decorations and would like ideas sent to him at gpawlica@ferndale.gov.

VI. Adjournment

Motion by Director Scheer, seconded by Pro Tem Pawlica to adjourn the meeting. All ayes, meeting adjourned at 9:53 am.

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

Wednesday, January 23, 2019

8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 6:30 pm

DDA Board Members Present: Directors Smith, Cupples, Scheer, Mayor Dave Coulter

City Council Members Present: Mayor Dave Coulter, Pro Tem Greg Pawlica, Councilman Martin, Councilwoman Piana.

DDA Board Members Absent: Directors Johnston, Martin, Jacokes. Cutlip, Raska

City Council Members Absent: Councilwoman Leaks-May

Staff Present: Executive Director Hicks, Deputy Director Willcock, Torri Buback

Guests: Angie Hicks, Director of Landscape Architecture, Hamilton Anderson.

B. Dismissals: DDA Directors Johnston, Martin, Jacokes. Cutlip, Raska, Councilwoman Leaks-May.

C. DDA Approval of Agenda

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

City Council Approval of Agenda

Motion by Councilman Martin, seconded by Pro Tem Pawlica to approve the agenda as presented.

All Ayes, motion carries.

II. Presentations

A. Review of Strategic Plan & Capital Projects

Director Hicks

Director Hicks presents review of strategic plan and capital projects.

B. Overview of Charette, Instructions and Participation Expectations

Angie Hicks

Angie Hicks presents the overview of charette, instructions and participation expectations.

III. Adjournment

Meeting adjourned at 8:20 pm.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/13/19
Re: Build Application – 22965 Woodard Ave

Treat Dreams, located at 22965 Woodward Avenue, is requesting assistance through the DDA's Build Grant Program. They are completing several eligible façade improvements (see attached). Upgrades include repainting exterior, new signage, awnings, and lighting.

The total estimate for the project is \$11,559. The Build program would allow for up to a 20% reimbursement for eligible costs, not-to-exceed \$5,000. Based on the provided estimates, the applicant would be eligible to receive \$2,311. Final reimbursement is based on actual cost on the invoices submitted to the DDA office after the completion of the project.

Recommended Action

To APPROVE the Build Application for 22965 Woodward Avenue as presented and to reimburse the applicant for up to 20% of eligible expenses, not-to-exceed \$5,000 and to be paid from account #248-000-974.000 Public Improvements, and to be forgiven at a rate of 20% per year over a five (5) year period until the balance due is forgiven.

Attachment: Build Grant Application for 22965 Woodward Avenue

BUILD Program Application

Ferndale Downtown Development Authority :: DDA

Note: This application must be completed and approved prior to project commencement. Read eligibility information attached. I have attached to this application:

- ☒ Official quotes, including the cost breakdowns by major categories (i.e., architectural fees, engineering fees, painting, repair, carpentry, materials, etc.)
- ☒ Current and proposed photos
- ☐ Sample materials (e.g., glass, cornice detail, trim, colors, etc.)
- ☐ 1 hard copy and an electronic file of signed and sealed building blueprints, building elevation, site plans, product drawings, specifications and installation details
- ☐ 1 hard copy and an electronic file of photographs of the existing building depicting the areas of proposed improvement.

Applicant's Name Scott Moloney - Treat Dreams Dessert Emporium
Mailing Address 22965 Woodward Ave. Ferndale, MI 48066 48220
Phone Number 248 227 5619 Email Address Scottmoloney@gmail.com

Project Address 22965 Woodward Ave Ferndale, MI 48220
Building Owner Daniel Biber
Mailing Address 10135 Lincoln Huntington Woods, MI 48070
Phone Number 248-547-1895 Email Address _____

Architect/Designer Charlene Erickson
Firm Charlene Erickson Interiors Specialty interiordesign
Phone Number 248-797-3701 Email Address _____

Total Project Cost \$11,559

Proposed Start Date 2/20/2019 Proposed Completion Date _____

Project Financing None Bank Name _____

Project Scope ☒ Façade ☒ Signage ☐ Roof ☒ Exterior Side ☒ Exterior Rear ☐ Interior Improvements

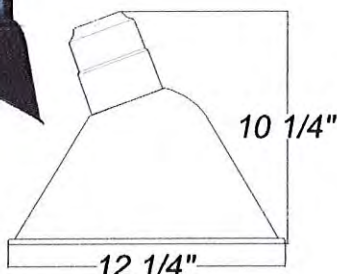
Other (specify) _____

I, the applicant, have read and understand the BUILD Program Guidelines and hereby submit the application and required attachments to the Ferndale DDA office.

Applicant Signature [Signature] Date _____



Quick Ship



Project: _____

Fixture Type: _____ Quantity: _____

Customer: _____



ILLUMINATING
ENGINEERING SOLUTIONS

Specifications

Material:

RLM shades are constructed of heavy duty spun aluminum. Wall back plate and ballast housing are cast aluminum. All fasteners are stainless steel. Inside of shade is reflective white finish for all colors except galvanized paint finish. Screw hardware may not match paint.

Glass:

Choice of clear, frosted or prismatic glass.

Electrical:

Medium Base Socket, 200w Maximum.

Certifications:

Cord mounts are UL Listed for dry locations. Arm mount, stem mount and wall mount are UL Listed for wet locations.

Finish:

A polyester powder coat high quality finish is electro-statically applied and baked at 430° for exceptional durability and color retention. Products undergo an intensive five-step cleansing and pretreatment process for maximum paint adhesion.

Marine grade finish provides superior salt, humidity and UV protection. This coating withstands up to 3000 hours of continuous salt spray, comes with a 5-year warranty and is available in either a textured or gloss surface.

Modifications:

Consult factory for custom or modified luminaires.

A812

200w max Incandescent

Weight: 1 lb

Catalog Logic

Q-A812 - E6 - 41
RLM Style Mounting Source Finish

Catalog Number

Q-A812

1

E6

2

41

1

MOUNTING SOURCES

Arm Mounts (Cast back plate included)

E3 E4 **E6** E7 E8 E9
E10 E11 E12 E13 E18
E20 E22 E23 E25 E26

ARM MOUNTS | Dimensions are Projection x Height | CB included with all arms



E6 | 26" x 9 1/4"

2

FINISHES

Standard Grade	Marine Grade		Standard Grade	Marine Grade	
40	NA	Raw Unfinished	53	100	Copper Clay
41	101	Black	56	109	Silver
42	102	Forest Green	61	106	Black Verde
43	114	Bright Red	70	118	Painted Chrome
44	107	White	71	105	Painted Copper
45	112	Bright Blue	72	108	Textured Black
46	123	Sunny Yellow	73	125	Matte Black
47	120	Aqua Green	76	121	Textured Architectural Bronze
49	NA	Galvanized	77	127	Textured White
50	111	Navy	78	124	Textured Silver
51	103	Architectural Bronze	10	130	Asperi Green
52	104	Patina Verde	11	131	Cantaloupe
Premium Grade	Marine Grade		Premium Grade	Marine Grade	
81	129	Extreme Chrome	64	116	Candy Apple Red
80	117	Textured Desert Stone	65	122	Cobalt Blue
67	119	Butterscotch	82	128	Graystone
66	115	Caramel	69	113	Gunmetal Gray
68	126	Black Silver	83	134	Oil Rubbed Bronze

Consult factory for additional paint charges and availability



Destination Lighting

Customer Service: 1-800-653-6556 or cs@destinationlighting.com

M-F: 7am-5pm & Sunday: 11am-4pm (PST)

Order Complete:

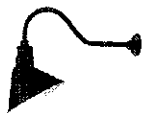
Order Reference #: RB131953 / Order Date: 02/13/2019

Thanks **Rebecca Abel**, your order is now complete. To ensure delivery of your confirmation emails, please add customerservice@destinationlighting.com (<mailto:cs@destinationlighting.com>) to your safe senders list.

If you choose expedited shipping to Alaska or Hawaii, we'll email you soon with your delivery options.

Thanks for choosing Destination Lighting

Bill To:	Payment Method:	Ship To:	Shipping Method:	Optional Message:
Rebecca Abel	Visa#***7629	Rebecca Abel	UPS Ground	
25575 York Rd.	Exp: 5/2023	25575 York Rd.		
Royal Oak, 48067		Royal Oak, 48067		
2484177850		2484177850		
rebecca@dvinecookies.com				



Black Gooseneck Barn Light with 12" Scoop Shade

by Recesso Lighting

Finish: Black**Quantity:** 3**Price:** \$106.59**Subtotal:** \$319.77

Order Total

Product total:	\$319.77
Shipping:	\$0.00
Tax:	\$19.19
Total:	\$338.96

4.8 ★★★★★

Google

Customer Reviews

Robert P. Bachmann
2597 Alveston Dr.
Bloomfield Hills, MI 48304
Hastings Mutual Insurance Co. - Policy #CPP9986439

Estimate

Date	Estimate #
2/21/2019	25

Precision Construction
State of Michigan builders licence #2101203540 Matthew Fiorillo
Hastings Mutual Insurance Co. - Policy #CPP9967123 Acct #649967123

Name / Address
Treat Dreams 22965 Woodward Ave. Ferndale, MI 48220

Ship To

Description	Qty	Rate	Total
Install three, customer supplied, lights on front of building to meet approved City requirements. All work to be done under permit and to local & Michigan Electrical codes. Note: This proposal is a labor only quote. Customer is responsible for all materials, City approval documents, or any fees including, but not limited to, permitting & City review costs.		1,220.00	1,220.00
		Total	\$1,220.00

Anything outside the scope of work listed above will be billed for materials & time at \$45.00/hour. Payment schedule: 50% down upon signing of job proposal. Another 25% will be due upon half completion of the work.

Signature _____

Date: _____



Rebecca Abel <rebecca@dvinecookies.com>

Exterior Painting of store front

1 message

Tim Duffey <igduffey@yahoo.com>

To: "Rebecca@dvinecookies.com" <Rebecca@dvinecookies.com>

Sat, Feb 9, 2019 at 1:00 AM

Rebecca,

here is the quote you requested for the exterior of the building , which is to house the Treat Dreams Emporium.

Scope of work: Exterior brick, trim and eaves , and cinderblock on back of building.

Preparations:

Remove any loose mortar and fill

Caulk in any gaps in brick or cinderblock with appropriate sealer

Mask off signs, and tape lines to not encroach on retail neighbors

Entire brick surfaces will be primed with a Loxon masonry primer

Finishes:

Recommending Sherwin Williams Duration in a satin finish , to be finished in two coats.

The majority of brick to be painted via airless sprayer, and back rolled to provide a uniform coat. Eaves(ceiling area) to be brushed and rolled .

Total labor, paint and material \$3110

Bid submitted by Tim Duffey,LLC, license #2103117333, certified and insured, on February 9,2019. Any questions or concerns , please call 248-506-5238.

Respectfully,

Tim Duffey



13701 E. 9 Mile Warren MI 48089

Phone: 586-294-6050 Fax: 586-294-2487

E-mail: info@belleisleawning.com Website: belleisleawning.com

CUSTOMER: Treat Dreams

BILLING:

JOBSITE: 22965 Woodward Ave

ADDRESS:

CITY: Ferndale

ZIP:

CR/ST:

CITY:

STATE: MI

ZIP:

CONTACT: Rebecca-248-417-7850

PHONE:

CELL:

ALT CONTACT:

FAX:

OTHER:

FABRIC: Ferrari Blk/White Stripe

BINDING:

EMAIL:

STENCIL:

COLOR:

MISC:

DATE 2-8-19	PERMIT TBD	TOTAL \$ 5000	DEPOSIT \$1/2 or PO	C.O.D. \$	DELIVERY ASAP
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1- Complete 4' Tall X 4'6" Projecting 62' Wide Standard Awning.

Framework Gatorshield Mill Finish

Permit Fees not included TBD.

Note: The following is **NOT** included and will result in an additional charge that is non-refundable:

Permits, Drawings for Permits, Engineering, Architect Seal, and Acquisition (processing involving the city if intended but denied)

Customer agrees to hold Belle Isle Awning Co. harmless for any damage or loss beyond the scope of the work set forth herein, including, but not limited to, consequential damages, damages

MISC	LOT#	CUT	SEWN	PAINTED	INSTALLED	RACK
------	------	-----	------	---------	-----------	------

for loss of use, loss of time, loss of profits, loss of income, pain and suffering or any other incidental damages. It is agreed: We retain Purchase Money Security Interest pursuant to the UCC. We retain title to property until paid in full. It is further agreed to that the above awning(s) are the property of The Belle Isle Awning Co. and may be reclaimed without court action. Deliveries are subject to fires, strikes, labor unrest, lockouts, and conditions beyond our control. A service charge of 1.5% per month will be levied on the unpaid balance of all accounts, unless otherwise specified in this agreement. Any and/or all legal fees incurred during collection of an invoice shall be the responsibility of the purchaser.

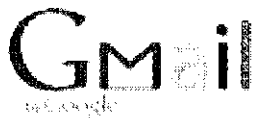
ACCEPTED SUBJECT TO APPROVAL OF
THE BELLE ISLE AWNING COMPANY

THIS ORDER IS PLACED WITH FULL KNOWLEDGE OF AGREEMENT
HEREOF AND IS HERBY AGREED TO

Blair Belluomo

SALES REPRESENTATIVE

CUSTOMER SIGNATURE



Rebecca Abel <rebecca@dvinecookies.com>

Re: Quote

1 message

Contact Signs-N-Designs <contact@signs-n-designs.com>

Wed, Feb 20, 2019 at 12:16 PM

To: Rebecca Abel <rebecca@dvinecookies.com>

Rebecca,

Sorry for delay we wanted to go by and check the awning area out.

The cost for 1/2" thick acrylic with stud mounts and a 1" spacer black letters 17.3" tall and 103" wide with the purple 1/2" thick acrylic 3.1" tall letters would \$1140.00

Installation will depend if we can mount the letters from the black flat awning or not.

If we can do the installation by standing on the black awning overhang the cost would be an additional \$750.

If we can not stand on that awning/overhang we will have to rent a bucket truck and that would be \$350 more for the rental of the bucket truck.

If you have any other questions please let me know

Thanks

Phyllis and Maryanne

On Wed, Feb 20, 2019 at 11:15 AM Rebecca Abel <rebecca@dvinecookies.com> wrote:

Hi there. Just wanted to touch base and see if by chance we could get that quote today. I need to turn into Ferndale and I'm leaving town tomorrow morning. Thanks so much!

Rebecca

--

Signs-n-Designs, Inc.

30414 Woodward Ave.

Royal Oak, MI 48073

248-549-4850

Monday - Friday 9:30 am to 5:30 pm





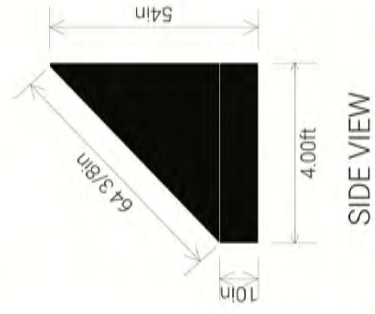
TREAT DREAMS

• DESSERT EMPORIUM •





A vertical strip of three identical images. Each image shows a red car parked in a parking lot next to a building with a striped awning. The car is parked on the right side of the frame, and the building is on the left. The awning has alternating black and white stripes. The car is a red sedan. The parking lot is paved and has a yellow curb. The building has a brick facade. The sky is overcast.



Title: Treat Dreams		Pages: 1 of 1
Project Location: 22565 Woodward, Ferndale		
Description: One new standard awning		
Date: 01/16/2019	Revised: 03/07/2019	Sales Rep: Blair
Baskin Home Awnings Company • 30225 Cadillac Drive • Roseville, MI 48068 • (586) 294-8050 • info@baskinhomeawnings.com		Designer: <i>Ed Dunkel</i>





MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/13/19
Re: Executive Committee Appointments

In accordance with the Ferndale DDA By-Laws, the Executive Committee is comprised of the Chair, Vice-Chair, Treasurer, and Secretary and must be elected every other year. A Board Member must have at least one (1) year of service on the board before they can be considered for a position on the Executive Committee. An appointment to the Executive Committee is limited to two (2) years. A Board Member may only serve two (2) terms on the Executive Committee for a maximum of four (4) years.

At your January Board Meeting, PJ Jacokes was appointed Treasurer and Mindy Cupples was appointed Secretary. However, Director Cupples is term-limited as Secretary having served two (2) back-to-back terms for a total of four (4) years.

The Executive Committee is recommending switching the appointments so that Director Cupples would be Treasurer and Director Jacokes would serve as Secretary to correct this issue.

Recommended Action

To appoint Director Cupples as Treasurer of the DDA and Director Jacokes as Secretary of the DDA Board of Directors.



MEMO

To: DDA Board of Directors

From: Barry Hicks, Ferndale DDA Executive Director

CC: Joe Gacioch, Interim City Manager
Sheryl Stubblefield, Finance Director

Date: 03/12/2019

Re: **Budget: Fiscal Year 2019-20**

City Council is required by City Charter to adopt a fiscally responsible and balanced budget by no later than May 5th of each year. In order to meet this deadline in 2019, Council must consider adopting the budget by their April 22, 2019 regular Council meeting. A Fiscal Year (FY) runs from July 1st – June 30th each year.

For the past 4 years, the DDA has saved money in order to complete some capital projects. Most of these projects will be at the end of FY 18-19 and the beginning of FY 19-20. Capital projects and associated allocations are detailed below.

Executive Overview

The DDA Executive Committee via the Treasurer is responsible for drafting and proposing a budget for consideration by the DDA Board of Directors. The Board of Directors is responsible for recommending a budget to City Council for adoption. The current fund balance (before capital project earmarks) at this time is \$907,093. The fund balance is projected to decrease over the next two (2) fiscal years to \$427,120 after implementation of capital projects.

Revenues at the end of FY 17-18 (post audit) was \$556,103. Expenditures were \$494,516 providing a fund balance increase of \$61,587. This is largely due to cooperation from the Ferndale area district Library signing an agreement that allows the Ferndale DDA to continue to capture Tax Increment Financing (TIF) revenues estimated to be approximately \$40-\$45,000 annually, that recent state legislation would not allow for otherwise. Additionally, Ferndale received \$36,773 from the State of Michigan as a reimbursement for losses due to decreased revenue sharing.

Safe and Clean Initiative

The DDA is no longer under contract with Worry-Free, Inc., for downtown maintenance services. The DDA entered in to an agreement with the City's Department of Public Works (DPW) in 2018. This agreement comes with a cost of approximately \$165,000 annually, with an increase to \$180,000 for FY19-20. The increase is intended to be temporary for one year

due to differed maintenance of several capital assets that will need to be addressed at the beginning of the contract. The cost should decrease back to the original contract amount after FY19-20. This is found in account #248-000-931.000. Improvements in services that were not received before include sidewalk power-washing (as needed), landscape planning and weed elimination (with use of approved/environmentally friendly biochemical treatments), and sidewalk clearance in the event of an extreme snow emergency in the core downtown/TIF district.

Flowers baskets and planters are anticipated to be \$10,000 for FY 18-19 and approximately the same each fiscal year going forward. This is charged to account #248-000-818.000.

Capital Improvement Planning

The DDA Board of Directors acknowledged the need to update the 2012 Downtown Development & Capital Improvement Plan (CIP). The last update was in 2012 and plans are required to be reviewed every five (5) years, so this item was overdue for review. Additionally, if the DDA is going to support a bond repayment on the debt service for the W Troy Street streetscape as part of The dot project, it needs it needs to be specified in the CIP plan as it is required by the State of Michigan Department of Treasury before any bond payments can be made.

The Downtown Development & CIP update is currently being competed by Hamilton Anderson & Associates and is estimated to cost \$80,000, which is listed under FY18-19 account #248-000-818.000.

Several Projects are starting in FY 18-19 and will continue throughout the summer in to FY 19-20. This is a list of Capital Projects listed under Capital Outlay #248-000-977.000

LIST OF CIP PROJECTS:

Project Name	Fiscal Year	Cost
Schiffer Park	2018-19	\$75,000
Rainbow Crosswalk (W. Nine Mile)	2018-19	\$10,000 (50/50 w/ City)
Affirmations Bench (impact attenuator)	2018-19	\$20,000
*LED light conversion	2018-19	\$7,113
Holiday Decorations	2019-20	\$50,000
The dot Streetscape	2019-20	\$250,000
The dot Streetscape Bond Repayment	2020-21 and beyond	\$55,000

**LED light conversaion estimate not included in FY18-19 budget spreadsheet. It was an item added late after budget editing was closed-out to department heads. It is recommended to fo this in FY 18-19.*

It is also important to note the DDA committed to allocating \$100,000 to business support services during the construction of The dot. This is split (\$50,000) between the current fiscal year, FY18-19, and the next one, FY 19-20, and is in account #248-000-956.000.

Important Notes

Library Revenues – The DDA & Library Board reached an agreement to allow the DDA to continue to capture the Tax Increment Financing (TIF) revenues from the library millage at the same rate that they historically had been captured. This has been factored into the attached spreadsheets and will be directly allocated to the DDA in all upcoming fiscal years. However, it should be noted that the agreement must be voted on to be extended by the Library Board of Directors. It is my recommendation that the DDA present the updated CIP to the Library Board when it is complete to get them on the same page and to better understand what the money is being spent on and what projects will be completed.

Holiday Decorations – The recommended budget allocates \$5,000 in FY18-19 and \$50,000 in FY19-20 before dropping back down to \$2,500 in FY20-21 and beyond. This is to allow for replacement and expansion of the current holiday decorations to show an immediate impact this calendar year. The ongoing budget accounts for maintenance and replacement, which may have to be adjusted going forward depending on the types of decorations purchased and the required upkeep for those items.

The dot Streetscape Project – the DDA has pledged \$250,000 this calendar year to The dot Streetscape project as a lump-sum payment from the fund balance. The total cost of the project is \$1 million, leaving \$750,000 to be repaid through the issuance of a municipal bond. The DDA will pay \$55,000 annually to the City, whom will issue a bond and tie the streetscape cost of that bond in to the total payment. In essence, the DDA will simply pay the city an annual lump-sum so as not to have to issue a separate bond, which would be more costly in legal and accounting fees.

Recommended Action

To RECOMMEND that City Council adopt the proposed DDA budget amendments for Fiscal Year 2018-19 and the proposed DDA budget for Fiscal Year 2019-20 as presented and recommended by the Executive Director.

Attachment: Recommended Budget for Fiscal Year 2019-20

		2017-18	2018-19	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
		ACTIVITY	ACTIVITY	PROJECTED	DEPARTMENT RE	DEPARTMENT RE	DEPARTMENT RE	DEPT FORECAST	DEPT FORECAST
GL NUMBER	DESCRIPTION	THRU 06/30/19		ACTIVITY	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
ESTIMATED REVENUES									
248-000-402.000	Property taxes	441,064	389,190	471,274	479,809	487,829	492,377	508,205	505,325
248-000-402.200	Reimbursement for PPT Loss	28,765							
248-000-403.100	Property Tax Chargebacks	2,116							
248-000-404.000	Voted Property taxes	57,182	50,249	61,560	64,217	66,989	69,880	72,896	76,096
248-000-545.000	State grant		2,500	3,000					
248-000-550.010	State PPT Loss Reimbursemen	2,061	36,773						
248-000-665.000	Interest income	12,932							
248-000-675.000	Contributions	15,790	16,840	20,000	20,000	20,000	20,000	20,000	20,000
248-000-675.248	Proceeds- DDA Special Event	887							
248-000-675.500	Contributions - DDA - Publi	555	10,425	10,425	3,000	3,000	3,000	3,000	3,000
248-000-698.000	Net unrealized gains	(5,249)							
TOTAL ESTIMATED REVENUES		556,103	505,977	566,259	567,026	577,818	585,257	604,101	604,421

GL NUMBER	DESCRIPTION	2017-18	2018-19	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
		ACTIVITY	ACTIVITY	PROJECTED DEPARTMENT RE	DEPARTMENT RE	DEPARTMENT RE	DEPT	FORECAST DEPT	FORECAST
		THRU 06/30/19		ACTIVITY	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
APPROPRIATIONS									
248-000-706.000	Full Time Personnel	157,413	105,042	156,297	159,423	162,000	165,000	165,000	165,000
248-000-715.000	Social Security	11,833	8,032	11,957	12,196	13,450	13,700	13,700	13,700
248-000-716.100	Health Insurance	16,895	11,736	18,506	19,431	20,300	21,200	21,200	21,200
248-000-716.110	Health Insurance - EE Contr	(694)	(690)	(2,467)	(2,591)	(2,700)	(2,800)	(2,800)	(2,800)
248-000-717.000	Life Insurance - EE	318	185	211	211	211	211	211	211
248-000-718.000	Pension- ICMA-RC 401	10,828	7,353	10,941	11,160	11,400	11,700	11,700	11,700
248-000-719.000	Fringe Benefits	(2,974)							
248-000-725.000	Workers Compensation	1,857		854	858	862	866	866	866
248-000-730.000	Postage, Mail processing	13		500	500	500	500	500	500
248-000-740.000	Operating Supplies	31,947	7,669	25,000	22,000	20,000	20,000	20,000	20,000
248-000-740.248	Operating - DDA Special Pro	245	245	245					
248-000-775.000	Repair & Maintenance	1,096		1,000	1,000	1,000	1,000	1,000	1,000
248-000-802.000	Audit/Actuarial Fees	1,014	103	1,010	1,010	1,010	1,010	1,010	1,010
248-000-818.000	Contractual Services	5,100	19,955	105,000	15,000	15,000	15,000	15,000	15,000
248-000-853.000	Phone/Communications	555	193						
248-000-853.116	Telecom - Cell Phone EE Rei			2,340	2,340	2,340	2,340	2,340	2,340
248-000-873.000	Training/Education	15,107	5,690	12,000	12,000	12,000	12,000	12,000	12,000
248-000-885.000	Special programs	22,612	19,731	25,000	25,000	25,000	25,000	25,000	25,000
248-000-900.000	Printing & Publishing	3,252	6,259	8,000	8,000	8,000	8,000	8,000	8,000
248-000-914.000	Liability Insurance	9,527		1,800	1,800	1,800	1,800	1,800	1,800
248-000-920.000	Utilities	7,064	7,805	7,200	7,200	7,200	7,200	7,200	7,200
248-000-931.000	Facilities Maintenance	153,107	78,055	165,000	180,000	160,000	160,000	160,000	160,000
248-000-942.000	Building Rental	1,974	534	2,000	2,000	2,000	2,000	2,000	2,000
248-000-943.000	Equip Rental Alloc - Genera	546	147	600	600	600	600	600	600
248-000-956.000	Miscellaneous	758	3,252	50,800	50,800	2,800	2,800	2,800	2,800
248-000-958.000	Memberships & Dues	722	925	3,500	3,500	3,500	3,500	3,500	3,500
248-000-961.101	General Fund Admin Allocati	16,673		16,508	16,018	14,972	16,261	16,957	16,957
248-000-968.000	Depreciation Expense	22,913							
248-000-974.000	Public Improvements	4,815	12,500	15,000	15,000	15,000	15,000	15,000	15,000
248-000-977.000	Capital Outlay			110,000	300,000	62,500	57,500	57,500	57,500
TOTAL APPROPRIATIONS		494,516	294,721	748,802	864,456	560,745	561,388	562,084	562,084
NET OF REVENUES/APPROPRIATIONS - FUND 248		61,587	211,256	(182,543)	(297,430)	17,073	23,869	42,017	42,337
BEGINNING FUND BALANCE		845,505	907,093	907,093	724,550	427,120	444,193	468,062	510,079
ENDING FUND BALANCE		907,092	1,118,349	724,550	427,120	444,193	468,062	510,079	552,416

GL NUMBER	DESCRIPTION	2017-18	2018-19	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
		ACTIVITY	ACTIVITY	PROJECTED DEPARTMENT RE	DEPARTMENT RE	DEPARTMENT RE	DEPT	FORECAST	DEPT FORECAST
		THRU 06/30/19		ACTIVITY	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
ESTIMATED REVENUES									
248-000-402.000	Property taxes	441,064	389,190	471,274	479,809	487,829	492,377	508,205	505,325
	FOOTNOTE AMOUNTS:			44,880	45,841	45,917	45,676	46,654	46,314
	(2017-18 To ?) Library capture - Extnd FY18& FY19 see attch agreement								
	FOOTNOTE AMOUNTS:			426,394	433,968	441,912	446,701	461,551	459,011
	(2017-18 To ?) Capture - assumes roll back of 0 each year								
	GL # FOOTNOTE TOTAL:			471,274	479,809	487,829	492,377	508,205	505,325
248-000-402.200	Reimbursement for PPT Loss	28,765							
	(2018-19 To ?) update budget								
248-000-403.100	Property Tax Chargebacks	2,116							
248-000-404.000	Voted Property taxes	57,182	50,249	61,560	64,217	66,989	69,880	72,896	76,096
	FOOTNOTE AMOUNTS:			61,560	64,217	66,989	69,880	72,896	76,096
	(2019-20 To ?) Assumes rollback of 0								
248-000-545.000	State grant		2,500	3,000					
	FOOTNOTE AMOUNTS:			3,000					
	(2017-18 To ?) Should be 'local' grants, not state grants - need new budget line item								
248-000-550.010	State PPT Loss Reimbursemen	2,061	36,773						
248-000-665.000	Interest income	12,932							
248-000-675.000	Contributions	15,790	16,840	20,000	20,000	20,000	20,000	20,000	20,000
	(2018-19 To ?) No expl from DDA								
	FOOTNOTE AMOUNTS:			20,000	20,000	20,000	20,000	20,000	20,000
	(2019-20 To ?) Sponsorships from events and marketing								
248-000-675.248	Proceeds- DDA Special Event	887							
248-000-675.500	Contributions - DDA - Publi	555	10,425	10,425	3,000	3,000	3,000	3,000	3,000
248-000-698.000	Net unrealized gains	(5,249)							
TOTAL ESTIMATED REVENUES		556,103	505,977	566,259	567,026	577,818	585,257	604,101	604,421

GL NUMBER	DESCRIPTION	2017-18	2018-19	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
		ACTIVITY	ACTIVITY	PROJECTED DEPARTMENT RE	DEPARTMENT RE	DEPARTMENT RE	DEPT	FORECAST	DEPT FORECAST
		THRU 06/30/19	06/30/19	ACTIVITY	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
APPROPRIATIONS									
248-000-706.000	Full Time Personnel	157,413	105,042	156,297	159,423	162,000	165,000	165,000	165,000
	FOOTNOTE AMOUNTS:			156,297	159,423	162,000	165,000	165,000	165,000
	(2017-18 To ?) updated assumes assumes increase of 5% 3% 2% respectively								
248-000-715.000	Social Security	11,833	8,032	11,957	12,196	13,450	13,700	13,700	13,700
248-000-716.100	Health Insurance	16,895	11,736	18,506	19,431	20,300	21,200	21,200	21,200
248-000-716.110	Health Insurance - EE Contr	(694)	(690)	(2,467)	(2,591)	(2,700)	(2,800)	(2,800)	(2,800)
248-000-717.000	Life Insurance - EE	318	185	211	211	211	211	211	211
248-000-718.000	Pension- ICMA-RC 401	10,828	7,353	10,941	11,160	11,400	11,700	11,700	11,700
248-000-719.000	Fringe Benefits	(2,974)							
248-000-725.000	Workers Compensation	1,857		854	858	862	866	866	866
248-000-730.000	Postage, Mail processing	13		500	500	500	500	500	500
248-000-740.000	Operating Supplies	31,947	7,669	25,000	22,000	20,000	20,000	20,000	20,000
	FOOTNOTE AMOUNTS:			25,000	22,000	20,000	20,000	20,000	20,000
	(2018-19 To ?) Numbers from DDA report - different from original								
	(2019-20 To ?) Computer equipment and other general items								
248-000-740.248	Operating - DDA Special Pro	245	245	245					
248-000-775.000	Repair & Maintenance	1,096		1,000	1,000	1,000	1,000	1,000	1,000
248-000-802.000	Audit/Actuarial Fees	1,014	103	1,010	1,010	1,010	1,010	1,010	1,010
248-000-818.000	Contractual Services	5,100	19,955	105,000	15,000	15,000	15,000	15,000	15,000
	FOOTNOTE AMOUNTS:			80,000					
	(2018-19 To ?) Development and CIP Plan								
	FOOTNOTE AMOUNTS:			10,000	10,000	10,000	10,000	10,000	10,000
	(2018-19 To ?) Flower pots/planters								
	FOOTNOTE AMOUNTS:			10,000					
	(2018-19 To ?) Additional downtown maintenance services - Power washing ?								
	FOOTNOTE AMOUNTS:			5,000	5,000	5,000	5,000	5,000	5,000
	(2018-19 To ?) IT Serveces and digital media maintenance								
	GL # FOOTNOTE TOTAL:			105,000	15,000	15,000	15,000	15,000	15,000
248-000-853.000	Phone/Communications	555	193						
248-000-853.116	Telecom - Cell Phone EE Rei			2,340	2,340	2,340	2,340	2,340	2,340
248-000-873.000	Training/Education	15,107	5,690	12,000	12,000	12,000	12,000	12,000	12,000
248-000-885.000	Special programs	22,612	19,731	25,000	25,000	25,000	25,000	25,000	25,000
248-000-900.000	Printing & Publishing	3,252	6,259	8,000	8,000	8,000	8,000	8,000	8,000
	FOOTNOTE AMOUNTS:			8,000	8,000	8,000	8,000	8,000	8,000
	(2018-19 To ?) Entered numbers from DDA's final budget								
248-000-914.000	Liability Insurance	9,527		1,800	1,800	1,800	1,800	1,800	1,800
248-000-920.000	Utilities	7,064	7,805	7,200	7,200	7,200	7,200	7,200	7,200
248-000-931.000	Facilities Maintenance	153,107	78,055	165,000	180,000	160,000	160,000	160,000	160,000
	FOOTNOTE AMOUNTS:			165,000					
	(2018-19 To ?) had to adjust to match DDA								
	FOOTNOTE AMOUNTS:				180,000	160,000	160,000	160,000	160,000
	(2019-20 To ?) Downtown Facilities Maintenance - DPW Contract								
	GL # FOOTNOTE TOTAL:			165,000	180,000	160,000	160,000	160,000	160,000
248-000-942.000	Building Rental	1,974	534	2,000	2,000	2,000	2,000	2,000	2,000
248-000-943.000	Equip Rental Alloc - Genera	546	147	600	600	600	600	600	600
248-000-956.000	Miscellaneous	758	3,252	50,800	50,800	2,800	2,800	2,800	2,800
	(2017-18 To ?) Travel (needs new budget line item - this is a placeholder)								
	FOOTNOTE AMOUNTS:			800	800	2,800	2,800	2,800	2,800
	(2017-18 To ?) Miscellaneous (this actually belongs in this line item)								
	(2018-19 To ?) adjustments to match DDA submitted								
	FOOTNOTE AMOUNTS:			50,000	50,000				
	(2019-20 To ?) Parking Deck Mitigation Activities (needs new budget line item - this is a placeholder)								
	GL # FOOTNOTE TOTAL:			50,800	50,800	2,800	2,800	2,800	2,800
248-000-958.000	Memberships & Dues	722	925	3,500	3,500	3,500	3,500	3,500	3,500
	FOOTNOTE AMOUNTS:			3,500	3,500	3,500	3,500	3,500	3,500
	(2017-18 To ?) National Main Street, Michigan Downtown Association, Ferndale Area Chamber of Commerce, American Planning Association, Michigan Association of Planning								
248-000-961.101	General Fund Admin Allocati	16,673		16,508	16,018	14,972	16,261	16,957	16,957
248-000-968.000	Depreciation Expense	22,913							
248-000-974.000	Public Improvements	4,815	12,500	15,000	15,000	15,000	15,000	15,000	15,000

GL NUMBER	DESCRIPTION	2017-18	2018-19	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
		ACTIVITY	ACTIVITY	PROJECTED DEPARTMENT RE	DEPARTMENT RE	DEPARTMENT RE	DEPT	FORECAST	DEPT FORECAST
		THRU 06/30/19		ACTIVITY	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
APPROPRIATIONS									
	FOOTNOTE AMOUNTS:			15,000	15,000	15,000	15,000	15,000	15,000
	(2017-18 To ?) BUILD Grant								
	(2018-19 To ?) adjustments to match DDA numbers								
248-000-977.000	Capital Outlay			110,000	300,000	62,500	57,500	57,500	57,500
	FOOTNOTE AMOUNTS:			5,000	50,000	2,500	2,500	2,500	2,500
	(2017-18 To ?) Christmas Light replacement schedule								
	FOOTNOTE AMOUNTS:			500,000					
	(2017-18 To ?) Vester Street Improvements (Grant Match)								
	FOOTNOTE AMOUNTS:			(500,000)		5,000			
	(2018-19 To ?) Adjustments to match DDA report								
	FOOTNOTE AMOUNTS:				250,000				
	(2019-20 To ?) The dot Streetscape Payment to City - move to contribution								
	FOOTNOTE AMOUNTS:			75,000					
	(2019-20 To ?) Schiffer Park Construction								
	FOOTNOTE AMOUNTS:					55,000	55,000	55,000	55,000
	(2019-20 To ?) The dot Debt Service - move contribution								
	(2019-20 To ?) Woodward streetscape working with City								
	FOOTNOTE AMOUNTS:			10,000					
	(2019-20 To ?) Rainbow crosswalks - 50/50 split with the city.								
	FOOTNOTE AMOUNTS:			20,000					
	(2019-20 To ?) Allen Road Traffic stop - Affirmations								
	GL # FOOTNOTE TOTAL:			110,000	300,000	62,500	57,500	57,500	57,500
TOTAL APPROPRIATIONS		494,516	294,721	748,802	864,456	560,745	561,388	562,084	562,084
NET OF REVENUES/APPROPRIATIONS - FUND 248		61,587	211,256	(182,543)	(297,430)	17,073	23,869	42,017	42,337
BEGINNING FUND BALANCE		845,505	907,093	907,093	724,550	427,120	444,193	468,062	510,079
ENDING FUND BALANCE		907,092	1,118,349	724,550	427,120	444,193	468,062	510,079	552,416



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/13/19
Re: Rainbow Crosswalk

The Design Committee looked at possible locations and recommendations the installation of a rainbow crosswalk last year. Based on a recommendation from a contractor that does this type of work, the prime location would be to install a crosswalk at the mid-block pedestrian crosswalk on West Nine Mile Road which is located approximately half-way between Allen Street to the West and Woodward Avenue to the East. The contractor indicated that since cars and trucks do not turn at this location, the material that would be used at the intersection would not be damaged as much since tires turning on it are a primary cause of the materials coming up off the road. This location would assure a longer service life for the paint. Similar projects have been completed in other cold-weather cities on the east coast of the US and have held up fairly well. Regular maintenance would be required, however, the stripping should last for a few years before needing replacement or touch-up.

It is being proposed that the DDA pay for this project up front and that the City will reimburse for half the cost once complete. This is to keep the transaction simple with the contracting and for ease of tracking through the Finance Department. Additional grants will be sought from the Community Foundation which may be able to offset some costs.

The colors to be used will be the following:



The DDA is consulting with Affirmations and Pride community leaders to seek input to assure proper color tones and order of stripping (depending on which way you are facing) should be applied so as to respect and honor the LGBT community that they represent.

Most likely, PK Contracting will have to be used to apply the colors as they are the only qualified contractor in the metro area that can work with the materials/paints for this type of work. PK has done color matching for several road projects around metro Detroit that have specific color needs, including the bike lanes in Ferndale.

Recommended Action

To RECOMMEND to City Council to approve the installation of a rainbow crosswalk at the mid-block crosswalk on W. Nine Mile Rd. between Woodward Ave. and Allen St. and to allocate \$10,000 from account #248-000-977.000 Capital Outlay.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/13/19
Re: LED Light Conversion

The City and DDA have been exploring the options for upgrading lighting in the downtown “acorn” light fixtures that line Woodward Ave and Nine Mile Rd. While several fixtures downtown have been upgraded to LED lights at this time, there are still several that are high pressure sodium lamps which are less energy efficient.

While evaluating upgrading the street lamp bulbs, DPW requested that several GFCI breakers and breaker boxes be upgraded at the same time to streamline operations/labor and save on cost. This would help with the areas that frequently experience power-outages due to faulty breakers and breaker boxes that are being infiltrated by moisture.

The upgrades could take place over the spring/summer of 2019. The cost breakdown is attached to this memo. It is expected that the upgrades would cost \$7,112.88. I am requesting a not-to-exceed amount of \$8,200 adding approximately 15% to the total estimate in case of contingencies.

Recommended Action

To APPROVE the request to upgrade light fixtures as presented for a not-to-exceed cost of \$8,200 to be paid from account #248-000-977.000 Capital Outlay.

Attachment: LED Street Lamp Conversion Cost Estimate

West side

Total Poles	GFCI	Bulb Price Each	GFCI Price	Plug Cover	Total
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100 Watt

\$48.37

\$14

\$3.49

\$65.86

North side 9 Mile

31

31

\$1,499.47

\$434.00

\$108.19

\$2,041.66

South side 9 Mile

34

34

\$1,644.58

\$476.00

\$118.66

\$2,239.24

Schiffer Park

3

3

\$145.11

\$42.00

\$10.47

\$197.58

Withington

3

3

\$145.11

\$42.00

\$10.47

\$197.58

W. Troy

11

11

\$532.07

\$154.00

\$38.39

\$724.46

Total

\$4,478.48

East Side

100 Watt

\$48.37

\$14.00

\$3.49

North Side 9 Mile

20

20

\$967.40

\$280.00

\$69.80

\$1,317.20

South Side 9 Mile

20

20

\$967.40

\$280.00

\$69.80

\$1,317.20

\$2,634.40

MISC costs

Wire nuts

\$23.97

Globes as Needed

\$150

set screws for globes

\$50

tape

\$9.68

Anti-seize

\$22.97

Equipment rental

\$645 weekly

\$1295 Monthly

Hourly

20 min per

pole/108 poles

36-40 Hours Total

CITY OF FERNDALE REQUEST FOR CITY COUNCIL

March 14, 2019

FROM: Joseph Gacioch, Interim City Manager

SUBJECT: DDA Interlocal Agreement

SUMMARY

The Downtown Ferndale Development Authority (DDA) is a key partner to the City, and a vital driver of the culture and character of the current downtown. Over the past several months, the DDA has expressed a willingness to work with the City to study how they might participate toward the fulfillment of the project vision for The dot. To that end, several members of the DDA Executive Committee and Staff worked with City Administration to define their participation in the following ways:

(1) Provide a financial contribution from the DDA Budget toward the realization of the streetscape improvements on W. Troy. This agreement was approved by the DDA Board and City Council in January, 2019.

(2) Enter into an interlocal agreement between the Brownfield Authority to support an economic package for private development. The term of the agreement is for 30 years. (typical Brownfield term structure). This agreement enables the private activities located within the Brownfield Plan to capture local taxes. For the developer, this reduces annual costs. For the City and DDA, this supports the goal of providing submarket lease structures for the potential future commercial retail and office space associated within The dot.

Tax Increment Revenues Sharing Model:

The City worked with the Developer and the MEDC to confirm the following tax capture distribution structure. The proposed structure will enable the DDA to retain a portion of new tax revenues associated with The dot prior to the conclusion of the 30 year Brownfield agreement.

- Years 1-9: The Brownfield Authority receives 100% of new tax capture to support project activities.
- Years 10-14: The BRA receives 75% of new tax capture and the DDA receives 25%.
- Years 15-30: The BRA receives 25% of new tax capture and the DDA receives 75%.

The structure of this agreement would bring additional revenues to the DDA earlier than comparable Brownfield projects within the DDA District.

Attachments

- (1) Interlocal Agreement

RECOMMENDED ACTION:

Moved by, seconded by, to approve of the interlocal Agreement between the Brownfield Authority and the Downtown Development Authority

INTERLOCAL AGREEMENT BETWEEN THE DDA AND THE FBRA
RELATING TO THE DOT

The Urban Cooperation Act, PA 7 of 1967, Extra Session, as amended (“Act 7”), provides that a public agency may enter into an interlocal agreement with other public agencies to exercise jointly any power, privilege, or authority that the agencies share in common and that each might exercise separately; and

The City of Ferndale Downtown Development Authority (“DDA”) was duly established pursuant to PA 197 of 1975, as amended (“Act 197”) and continues under the authority of the Recodified Tax Increment Financing Act, PA 57 of 2018; and

The City of Ferndale Brownfield Redevelopment Authority (“FBRA”) was duly established pursuant to PA 381 of 1996, as amended (“Act 381”); and

The DDA and FBRA are each considered a “public agency” under Act 7; and

The FBRA has the authority to pay for eligible activities (the “FBRA Eligible Activities”) on eligible property and capture tax increment revenues generated by the levy of taxes via brownfield plans approved pursuant to and as described in Act 381; and

The DDA has the authority to pay for certain eligible activities (the “DDA Eligible Activities”) and capture tax increment revenues (the “DDA Tax Increment Revenues”) generated by the levy of certain taxes on parcels within the Development Area pursuant to the Development and Tax Increment Financing Plan for the Development Area (the “TIFA Plan”), as approved by the Ferndale City Council on December 14, 1981 (Ordinance #723), and as permitted under Act 197; and

The FBRA has recommended City Council approval of a brownfield plan (the “Brownfield Plan”) for eligible property described in Exhibit A attached hereto and made a part hereof (“the Property”), which lies within the boundary of the Development Area set forth in the approved TIFA Plan; and

The DDA and the FBRA expect that the DDA Eligible Activities, which are also FBRA Eligible Activities, approved in the TIFA Plan and the Brownfield Plan applicable to the Property, will overlap and can be paid for with a portion of the DDA Tax Increment Revenues (the “Shared DDA Tax Increment Revenues”); and

The DDA and FBRA desire to enter into this Interlocal Agreement to provide for the periodic payment of the Shared DDA Tax Increment Revenues to the FBRA to pay the costs of certain DDA Eligible Activities to the extent such DDA Eligible Activities (i) could be exercised separately by the FBRA, and (ii) constitute FBRA Eligible Activities (the “Shared Eligible Activities” or the “Shared Project”).

THEREFORE, the parties agree as follows:

1. Sharing of Tax Increment Revenues. (a) Commencing on the Effective Date and subject to the limitation contained in Subsection 1(b) hereof, the Shared DDA Tax Increment Revenues shall equal the following amounts:
 - i. Commencing on the Effective Date and continuing until June 30, 2029, the Shared DDA Tax Increment Revenues payable to the FBRA shall equal 100% of the DDA Tax Increment Revenues generated each year.

- ii. Commencing on July 1, 2029 and continuing until June 30, 2033, the Shared DDA Tax Increment Revenues payable to the FBRA shall equal 75% of the DDA Tax Increment Revenues generated in such year.
- iii. Commencing on July 1, 2033 and continuing until June 30, 2049, the Shared DDA Tax Increment Revenues payable to the FBRA shall equal 25% of the DDA Tax Increment Revenues generated in such year.

(b) Prior to the first distribution of Shared DDA Tax Increment Revenues, a report of the costs of the approved Shared Eligible Activities and the Shared Tax Increment Revenues shall be placed on file with each of the DDA and the FBRA. Notwithstanding any other provision of this Agreement, under no circumstances shall the amount of Shared DDA Tax Increment Revenues exceed the costs of the Shared Eligible Activities.

(c) The DDA shall pay the Shared Tax Increment Revenues to the FBRA in the amounts specified in Section 1(a) hereof semiannually on each October 15 (for all receipts of tax increment revenues received by the DDA from a tax collecting unit during the preceding April through September) and April 15 (for all receipts of tax increment revenues received by the DDA from a tax collecting unit during the preceding October through March).

2. Limitation on use of Shared Tax Increment Revenues; Accounting. The DDA and FBRA shall only use the Shared Tax Increment Revenues to pay for Shared Eligible Activities, and the DDA shall not be required to use other revenues. The FBRA shall ensure that the Shared Eligible Activities are clearly identified in the Brownfield Plan. The parties hereby acknowledge that the Shared Eligible Activities may include the payment of Developer Reimbursable Costs (as such term is defined in the Brownfield Plan).

The FBRA shall provide a full semi-annual accounting to the DDA of the receipt and use of all Shared Tax Increment Revenues up to and including the expiration date or termination date of this Agreement.

3. FBRA as Agent. The FBRA is hereby delegated the authority to act as the agent of the DDA for the sole purpose of acquiring and constructing the Shared Eligible Activities.
4. Effectiveness; Term and Termination; Applicability. This agreement shall become effective upon the latest date (the "Effective Date") each of the following actions have occurred: (i) approval by the governing body of the DDA; (ii) approval of the governing body of the FBRA; (iii) due execution by the authorized representative of the DDA; (iv) due execution by the authorized representative of the FBRA; (v) notification to the City of Ferndale; (vi) approval of the Brownfield Plan in accordance with the provisions of Act 381; (vii) the filing of the agreement with the county clerk of Oakland County; and (viii) the filing of the agreement with the office of the Michigan Secretary of State.

The agreement shall naturally expire with no further action required of the parties upon the earlier of (A) [INSERT EXPIRATION DATE], or (B) the maturity of any bonded indebtedness (ore refunding bonds related thereto) issued to finance the costs of the Shared Project. This Agreement may be terminated by either party only after the conclusion of repayment of the costs of the Shared Eligible Activities. Upon expiration or termination of this Agreement, the DDA shall have no further obligation to transfer Shared Tax Increment Revenues to the FBRA shall immediately return to the DDA any remaining unexpended balance of Shared Tax Increment Revenues.

This agreement shall only apply to the Shared Project and neither party has any duty to share any other revenues with the other except as explicitly provided for herein.

5. No Third Party Beneficiary. The provisions of this Agreement are for the sole benefit of the DDA and the FBRA. This Agreement is not intended to and shall not be construed to confer any interest or right to any third party.
6. Severability. To the extent that any provision contained in this Agreement is deemed unenforceable, to the extent possible, the remaining terms shall remain in effect.

The FBRA and DDA, by their authorized representatives, have executed this Agreement as indicated on the attached signature pages.

This Agreement was approved by the FBRA and the Chair and Secretary were authorized to sign this Agreement on the _____ day of _____, 20__ and was signed by the Chair and Secretary on the _____ day of _____, 20__.

Witnesses

CITY OF FERNDALE
BROWNFIELD REDEVELOPMENT AUTHORITY

Chair

Secretary

SWORN TO and subscribed before me, a Notary Public, in the County of Oakland, this _____ day of _____, 20__.

Notary Public: _____

My commission expires: _____

Acting in the County of _____.

This Agreement was approved by the DDA and the Chair and Secretary were authorized to sign this Agreement on the _____ day of _____, 20____ and was signed by the Chair and Secretary on the _____ day of _____, 20____.

Witness

CITY OF FERNDALE
DOWNTOWN DEVELOPMENT AUTHORITY

Chair

Secretary

SWORN TO and subscribed before me, a Notary Public, in the County of Oakland, this _____ day of _____, 20____.

Notary Public: _____

My commission expires: _____

Acting in the County of _____.

Good Afternoon,

Awhile back you may have heard us mention the possibility of engaging the National Main Street Center to work with a selected group of MSOC communities to develop market/economic position statements. We feel OC communities will be better positioned who do so for the future. The goal is to place more emphasis on these type of statements verses Vision Statements that are becoming somewhat generic these days.

The market/economic position statements would be designed unique for each community that can be utilized by the community and district to guide their goals, strategies, and plans; preventing them from becoming "Anywhere USA" where even the downtowns can run the risk of falling into the trap the commercial strips and malls did not so long ago. Developing your district market/economic identity can prevent that.

MSOC is pleased to offer the communities below as the initial locations to benefit from this resource should you choose to participate as a Select Level Main Street community with MSOC.

- Berkley
- Farmington
- Ferndale
- Royal Oak

All of your communities continue to be faced with a variety of changes and shifts at present regarding your districts and all have entered, or becoming engaged in, Master Planning or district planning efforts for your city or districts in general currently.

Hence, good timing to introduce the market/position statement to the conversation. There is no cost to participate, and we hope the process will be replicated and extended to the other Select Level MSOC communities over the course of the next two years based on the outcomes from your communities.

Please look at the attached scope provided from Matt Wagner at the National Main Street Center, discuss with your board and city leadership, and indicate to myself or your liaison if your community would like to participate. We will work those communities regarding scheduling for the site visit at that time.

With thanks,

John Bry, CMSM

Principal Planner

Oakland County Main Street Program Coordinator

2100 Pontiac Lake Road, Bldg. 41W

Waterford, MI. 48328-0412

(248)-858-5444

bryj@oakgov.com

Market Positioning Statement Technical Workshop

Most Main Street programs and for that fact most organizations have a vision statement. However, over the years, while many of these statements have become good initial exercises to establish a message about the optimal downtown they fail to construct a message of competitive advantage based on market capabilities. As such, vision statements often represent the status quo and do not signal to investors, developers, stakeholders, etc how the long-term vision can be accomplished and sustainable.

The objective of the Market Positioning Statement Technical Workshop is to incorporate market realities and opportunities within a "vision-like" statement that can more strategically communicate and message to key stakeholders the long-term direction of the commercial district.

Draft Workshop Outline

Phase 1. Pre-Visit: Community to supply market analysis data as well as existing vision statement to NMSC for review.

Phase 2. On-Site (Morning or Afternoon: 1/2 Day Visit)

Meeting with Economic Vitality Committee/Task Force

- Review Market Opportunities and Align on Strategy (1.0 hours)
- Craft Initial Draft Statement Based on Findings (1.0 hours)

Meeting with Board of Directors

- Review and Align on Draft Statement (.5 hour)
- Discussion around Current Workplan Activities and How New Market Positioning Statement Impacts Workplan (1.0 hour)
- Discussion about Messaging and Communication of New Statement (.5 hours)

Phase 3. Follow-up: NMSC to provide written summary doc of new Market Position Statement; Recommendations on New Activities for Workplan; Communication/Messaging Tools