



FERNDALE DDA BOARD OF DIRECTORS MEETING May 9, 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: April 2019 Regular Meeting
- II. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- III. Consent Agenda
 - A. Financial Statements
 - B. DPW Downtown Maintenance Reports and Summary Brief
 - C. DDA Staff and Committee Reports
- IV. Call to Audience
- V. Presentation
 - A. Hamilton Anderson CIP Plan Update
- VI. DDA PU Updates (items other than those listed below)
 - A. Executive Support
 - B. Communications Support
 - C. CED Support
- VII. Action Items
 - A. DDA SAD Plan/Hazardous Sidewalk Repairs
 - B. Visioning Session
 - C. DDA Temporary Position
 - D. Temporary Parking Solutions Budget Allocation
- VIII. Information Items
 - A. Payment in Lieu of Parking/Traverse City Distillery
 - B. Communications Update/The dot
 - C. Pedestrian Alley Update
- IX. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- X. Adjournment

CALENDAR OF EVENTS

May

1st
Biz Dev Committee 5pm
2nd
Executive Committee 5pm
7th
Design Committee 5:30pm
9th

- DDA Board Meeting 8am
- The Main Event @ The Strand/Pontiac 6pm
- Mayor's Business Council Awards @ Pop's for Italian 5:30pm

13th
City Council 7pm
16th
3rd Thursday Dtwm Bike Rodeo
18th
Clean the Ferndale Up @ City Hall 8:00am
27th
DDA Offices Closed
Memorial Day
28th
Promotions 5pm
City Council 7pm

June

1st
Ferndale Pride/ Rainbow Run
4th
Design Committee 5:30pm
5th
Biz Dev Committee 5pm
6th
Executive Committee 5pm
10th
City Council 7pm
13th
DDA Board Meeting 8am
20th
Art of the Cocktail
22nd
The Front Porch – All Day
24th
City Council 7pm
25th
Promotions 5pm
City Council 7pm

July

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

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

Thursday, April 11, 2019

8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 8:02 a.m.

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

DDA Board Members Absent: n/a

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Meghan Sharp (Hamilton Anderson), Councilwoman Piana

B. Dismissals: n/a

C. Approval of Agenda

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

D. Approval of Minutes: March 2019

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

Director Johnson arrives at 8:03 am.

Director Jacokes arrives at 8:06 am.

Director Cutlip arrives at 8:09 am.

II. Consent Agenda

A. Financial Statements

B. DPW Downtown Maintenance Reports

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

III. Community Reports

A. Chamber of Commerce

Dale Vigliarolo

Dale Vigliarolo, Board Chair spoke on behalf of the Chamber, introducing Joy Wells, Director of Operations. Staff is working hard on Rainbow Run, everything is coming together great. Artist in You is coming up on May 14th. Also attended a nice Ribbon Cutting Re-Opening Ceremony at M.C. Wiches and they appreciate the support from all of us. As a side note, Chair Vigliarolo acknowledged that part of the ceremony is awarding businesses with a certificate displaying both Ferndale Area Chamber of Commerce and Ferndale Downtown Development Authority, which makes it nice for both organizations to be there. Congratulations to Barry on his new position with Madison Heights.

B. Ferndale Area District Library

Jenny Marr

The library is planning spring events in hopes of pushing spring right along, many events are planned, be sure to look over the event schedule. This year, a seed library has been added to the scheduled events later in the spring. This will be a fun community activity for local

gardeners to share with other gardeners. The Seed Library will kick off on May 1st at 6pm. Congratulations to Barry on his new role. Director Marr is appreciative for Cindy's effort in communicating what's going on with the library as she's been a wealth of knowledge. Director Marr also appreciates that Cindy has helped keep the library close to the rest of the community.

IV. Call to Audience

A. Various

Public

Several audience members expressed their well wishes to Barry as he moves on to CED Director of Madison Heights.

V. Action Items

A. Library Tax-Capture Agreement Renewal

Barry Hicks

The current library TIF expires on June 30th this year. Deputy Director Willcock stated that she'll get the signed one over to Jenny.

Motion by Director Cupples, seconded by Director Raska to authorize the DDA Board Chairperson to renew an agreement with the Ferndale Area District Library as presented. **All ayes, motion carries.**

B. Liquor License: 22812 Woodward Avenue – Traverse City Whiskey Co.

Jared Rapp

Property previously secured a class C liquor license. New owners with two separate entities, Class C allows beer, wine, and liquor to be sold. Tasting room license can be off premises and is an extension of the license held in Traverse City. There is a common shared restroom between the two businesses separated by a swinging door. Existing Class C license would work if there were only one business. However, he's leasing from and there will be signs distinguishing the two different businesses from one another. This is a newer type of license and would only allow for Traverse City Whiskey to be sold at the tasting room.

Discussion: Director Cutlip asked if this will increase capacity? Barry Hicks replied; it does not affect capacity. Director Semma asked if there is another bar that was added. Yes, there was another bar added. However, the addition of the new bar decreased the size of the old bar. Director Pawlica asked what the hours will be. Less than Como's, Jared answered. Local approval is needed as of recent changes, effective December 2018. Before December, they could operate as many tasting rooms as needed under their existing liquor license in Traverse City, Michigan. Prior to the change last December, it was okay to open as many tasting rooms as desired. The upstairs is now blocked off and being used as an office. Councilwoman Piana is requesting the percentage increase/decrease data in correlation of liquor licenses and the parking in lieu ordinance. Barry Hicks stated that he tracks the businesses opening and closing, not liquor licenses. Audience member and Downtown Ferndale Commercial Real Estate Agent, Rick Ax offered his experience, stating that many restaurant/bars inquire about looking for space in Downtown Ferndale. However, once he explains the ordinance, they move on. Justin Lyons could also attest if needed. Director Cupples added that we may need to re-do the process since there are loop holes that continue to arise with the current regulations in place.

Motion by Director Cupples, seconded by Director Jacokes to recommend that City Council approve the applicant's request for a new Off-Premise Spirit Tasting Room License. **All ayes, motion carries.**

C. DPW Downtown Maintenance Reports

Dan Antosik

DPW assessed and reported the breakdown on curbs that are currently being referred to as ankle twistors. The breakdown is given on the insert with the board packet. DPW did an assessment and ran some numbers.

Discussion: Chairwoman Smith asked if this will be in our CIP plan, Barry Hicks answered no. However, we can include it. Board of Directors continue to discuss confusion with who the repair payment falls on, the City, the property owner or the tenant and how the payment would be collected. Sheryl Stubblefield, City Finance Director provided the process used for residents, in which the repair cost is added right in their tax bill. Stubblefield suggested doing something similar for the businesses. Director Pawlica believes it is the DDA's responsibility to coordinate and then execute a sidewalk improvement plan. To move this forward, Barry Hicks suggested choosing one of three options, not take action, postpone to a later meeting, form two different motions. Gacioch, Assistant City Manager suggested we table this until May 9th. **Tabled topic.**

D. Executive Director Retirement Funds Distribution

Barry Hicks

The Executive Director has served the Ferndale DDA since October 19, 2015. The Executive Director is requesting the contributions made by the employer in to the ICMA retirement plan be distributed to the Executive Director (1 and a half years before being fully vested).

Motion by Director Martin, seconded by Director Semma to approve the Executive Director's request to distribute all funds from the ICMA retirement plan to the Executive Director in full upon their departure. **All nays, motion drops.**

VI. Presentation

A. Downtown Development & CIP Update

Meghan Sharp

Meghan Sharp from Hamilton Anderson presented an updated plan.

VII. Information Item

A. Workshops for Downtown Business Owners

Chairwoman Smith believes if we have an amazing retention program, the businesses will show up. Chairwoman Smith is aware of the ins and outs of running a business and getting caught up with daily operations – social media is one hurdle that our business community could use help with.

B. DDA Executive Management Team

The DDA Planning Unit (DDAPU) is a leadership team whose members include existing DDA Staff, Ferndale City Manager, and a member each from the Community and Economic Development (CED) and Communications Departments. The DDAPU is a pilot concept that should operate to serve the DDA and City for 120-180 days. The DDAPU can leverage the relationships and resources between the City for 120-180 days. The DDAPU can leverage the relationships and resources between the City and DDA to enable continuity of DDA operations and strategies through the vacancy left by the outgoing Executive Director. Gacioch, Assistant City Manager met with the executive board on how the City can best support the DDA and Deputy Director, Cindy Willcock. Chairwoman Smith wants to bring Cindy into this discussion more being the Deputy Director and that the City is in support of what she'll be taking on. This will give us time to decide how to move forward in the best possible light and in hopes of opening new possibilities. This is a great opportunity to reimagine what we can be as a DDA. Director Pawlica acknowledged how well the DDA and City have come together over the last couple years and would like to see the partnership grow stronger through leveraging each other's relationships. The goal is to create a winning situation that we can look at together and determine where we want to go.

VIII. Call to Committee Chairs, Board Members & Staff

Barry Hicks thanked everyone for everything and reminded us he's not going too far away, for anyone who wishes to contact him, his personal email is barryhicks@gmail.com. Also said it's been great working with Torri and Cindy, they're both rock stars! Hicks also acknowledged it's been great working with the City.

Director Johnston thanked Barry and apologized to the Board for late.

Deputy Director Willcock wanted to give “props” to the businesses and construction team that took care of the hiccup with the water main break over the weekend. The Board agrees and also thanked Cindy for being a Rock Star and getting out there to support the businesses.

Director Cutlip had a great time at Main Street and learned a lot! She will be summarizing her experience and bringing it in to share.

VIII. Adjournment

Motion by Director Raska, seconded by Director Scheer to adjourn the meeting. All Ayes, meeting adjourned at 10:04 a.m.

DRAFT

Fund 248 Downtown Development Authority

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
248-000-001.000	Cash - Comerica Checking	0.00	0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec	16,828.06	10,391.55
248-000-029.000	Est. Uncollectable DELPP Tax	(16,828.06)	(16,828.06)
248-000-040.000	A/R - Miscellaneous	0.00	0.00
248-000-078.000	A/R - Other Govt Units	0.00	0.00
248-000-084.100	D/F Cash Fund	859,444.16	1,008,722.12
248-000-084.101	D/F General Fund	0.00	0.00
248-000-084.731	D/F EE Retir System	0.00	0.00
248-000-108.000	Accrued Interest Receivable	1,552.15	1,552.15
248-000-132.000	Infrastructure	1,574,005.00	1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure	(1,508,298.00)	(1,508,298.00)
248-000-136.000	Buildings	21,360.00	21,360.00
248-000-137.000	Accum.Deprec.- buildings	(2,563.20)	(2,563.20)
248-000-146.000	Equipment	50,400.00	50,400.00
248-000-147.000	Accum.Deprec.- equipment	(50,400.00)	(50,400.00)
248-000-148.000	Vehicles	23,140.00	23,140.00
248-000-149.000	Accum.Deprec.- vehicles	(23,140.00)	(23,140.00)
Total Assets		945,500.11	1,088,341.56
*** Liabilities ***			
248-000-202.000	Accounts Payable	21,584.66	0.00
248-000-206.000	Due to Customers	0.00	0.00
248-000-257.000	Wages Payable	7,418.23	15,533.25
248-000-257.100	Accrued Liability - Payroll	0.00	0.00
248-000-257.150	Accrued Liabilities - Health Insurance	0.00	0.00
248-000-260.000	Accrued Sick & Vacation	9,404.17	9,404.17
248-000-262.000	Flexible Benefit Plan	0.00	0.00
248-000-286.000	Deferred Revenues	0.00	0.00
Total Liabilities		38,407.06	24,937.42
*** Fund Balance ***			
248-000-390.000	Restricted	731,838.05	731,838.05
248-000-390.977	Invested in capital assets, net	175,255.00	175,255.00
Total Fund Balance		907,093.05	907,093.05
Beginning Fund Balance			907,093.05
Net of Revenues VS Expenditures			156,311.09
Ending Fund Balance			1,063,404.14
Total Liabilities And Fund Balance			1,088,341.56

REVENUE AND EXPENDITURE REPORT FOR CITY OF FERNDALE

Fund 248 Downtown Development Authority

PERIOD ENDING 06/30/2019

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE		ACTIVITY FOR		AVAILABLE	% BDGT
		AMENDED BUDGET	NORMAL	06/30/2019	(ABNORMAL)	MONTH 06/30/2019	INCREASE (DECREASE)	BALANCE	
								NORMAL (ABNORMAL)	USED
Revenues									
Dept 000 - General									
248-000-402.000	Property taxes	454,090.00		389,189.68			0.00	64,900.32	85.71
248-000-402.001	Property Taxes - personal	0.00		0.00			0.00	0.00	0.00
248-000-402.005	Property Taxes - Loss in Change of PPT	0.00		0.00			0.00	0.00	0.00
248-000-402.200	Reimbursement for PPT Loss	0.00		0.00			0.00	0.00	0.00
248-000-403.100	Property Tax Chargebacks	0.00		0.00			0.00	0.00	0.00
248-000-404.000	Voted Property taxes	60,864.00		50,248.57			0.00	10,615.43	82.56
248-000-404.001	Voted Property taxes - personal	0.00		0.00			0.00	0.00	0.00
248-000-523.000	Federal grant	0.00		10,000.00			0.00	(10,000.00)	100.00
248-000-545.000	State grant	0.00		2,500.00			0.00	(2,500.00)	100.00
248-000-550.010	State PPT Loss Reimbursement	0.00		36,772.69			0.00	(36,772.69)	100.00
248-000-610.000	Participation fees	0.00		0.00			0.00	0.00	0.00
248-000-665.000	Interest income	0.00		0.00			0.00	0.00	0.00
248-000-675.000	Contributions	25,000.00		17,260.08			0.00	7,739.92	69.04
248-000-675.248	Proceeds- DDA Special Events	0.00		0.00			0.00	0.00	0.00
248-000-675.500	Contributions - DDA - Public Art	3,000.00		10,424.54			0.00	(7,424.54)	347.48
248-000-676.101	General Fund contrib.	0.00		0.00			0.00	0.00	0.00
248-000-695.000	Miscellaneous income	0.00		0.00			0.00	0.00	0.00
248-000-698.000	Net unrealized gains	0.00		0.00			0.00	0.00	0.00
248-000-699.661	Transfer In from Motor Pool	0.00		0.00			0.00	0.00	0.00
248-000-699.677	Transfer In from HR Fund	0.00		0.00			0.00	0.00	0.00
Total Dept 000 - General		542,954.00		516,395.56			0.00	26,558.44	95.11
TOTAL REVENUES		542,954.00		516,395.56			0.00	26,558.44	95.11

PERIOD ENDING 06/30/2019

CL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	YTD BALANCE 06/30/2019 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2019 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDT USED
Expenditures						
Dept 000 - General						
248-000-706.000	Full Time Personnel	156,297.00	132,647.44	0.00	23,649.56	84.87
248-000-707.000	Part-Time Personnel	0.00	0.00	0.00	0.00	0.00
248-000-709.000	Overtime	0.00	0.00	0.00	0.00	0.00
248-000-714.000	Holiday Pay	0.00	0.00	0.00	0.00	0.00
248-000-714.100	Sick Pay - Annual	0.00	0.00	0.00	0.00	0.00
248-000-715.000	Social Security	11,957.00	10,130.32	0.00	1,826.68	84.72
248-000-716.000	Health - premiums	0.00	0.00	0.00	0.00	0.00
248-000-716.100	Health Insurance	18,506.00	14,865.60	0.00	3,640.40	80.33
248-000-716.110	Health Insurance - EE Contribution	(2,467.00)	(870.00)	0.00	(1,597.00)	35.27
248-000-716.115	Health Insurance - Retiree	0.00	0.00	0.00	0.00	0.00
248-000-716.150	Health Insurance Waiver	0.00	0.00	0.00	0.00	0.00
248-000-716.736	Health - OPEB Funding	0.00	0.00	0.00	0.00	0.00
248-000-717.000	Life Insurance - EE	211.00	237.60	0.00	(26.60)	112.61
248-000-718.000	Pension- ICMA-RC 401	10,941.00	8,982.50	0.00	1,958.50	82.10
248-000-719.000	Fringe Benefits	0.00	0.00	0.00	0.00	0.00
248-000-721.000	Longevity	0.00	0.00	0.00	0.00	0.00
248-000-725.000	Workers Compensation	854.00	0.00	0.00	854.00	0.00
248-000-730.000	Postage, Mail processing	500.00	0.00	0.00	500.00	0.00
248-000-740.000	Operating Supplies	25,000.00	8,201.69	0.00	16,798.31	32.81
248-000-740.248	Operating - DDA Special Projects	0.00	245.20	0.00	(245.20)	100.00
248-000-747.000	Grant Activity	0.00	0.00	0.00	0.00	0.00
248-000-752.000	Motor Fuel / Lubricants	0.00	0.00	0.00	0.00	0.00
248-000-775.000	Repair & Maintenance	1,000.00	0.00	0.00	1,000.00	0.00
248-000-802.000	Audit/Actuarial Fees	1,010.00	102.50	0.00	907.50	10.15
248-000-818.000	Contractual Services	80,000.00	46,289.16	0.00	33,710.84	57.86
248-000-853.000	Phone/Communications	0.00	257.38	0.00	(257.38)	100.00
248-000-853.116	Telecom - Cell Phone EE Reimb.	2,340.00	0.00	0.00	2,340.00	0.00
248-000-873.000	Training/Education	12,000.00	6,704.66	0.00	5,295.34	55.87
248-000-885.000	Special programs	25,000.00	19,730.89	0.00	5,269.11	78.92
248-000-900.000	Printing & Publishing	7,000.00	6,259.00	0.00	741.00	89.41
248-000-914.000	Liability Insurance	1,800.00	0.00	0.00	1,800.00	0.00
248-000-920.000	Utilities	7,600.00	9,494.34	0.00	(1,894.34)	124.93
248-000-931.000	Facilities Maintenance	144,000.00	78,055.00	0.00	65,945.00	54.20
248-000-940.200	Equipment Leases - Non-City owned	0.00	0.00	0.00	0.00	0.00
248-000-942.000	Building Rental	1,800.00	890.00	0.00	910.00	49.44
248-000-943.000	Equip Rental Alloc - General Fund	2,800.00	147.00	0.00	2,653.00	5.25
248-000-956.000	Miscellaneous	52,800.00	3,396.19	0.00	49,403.81	6.43
248-000-958.000	Memberships & Dues	3,500.00	1,818.00	0.00	1,682.00	51.94
248-000-961.101	General Fund Admin Allocation	16,508.00	0.00	0.00	16,508.00	0.00
248-000-968.000	Depreciation Expense	0.00	0.00	0.00	0.00	0.00
248-000-970.000	Bad Debt	0.00	0.00	0.00	0.00	0.00
248-000-974.000	Public Improvements	15,000.00	12,500.00	0.00	2,500.00	83.33
248-000-977.000	Capital Outlay	5,000.00	0.00	0.00	5,000.00	0.00
248-000-996.000	Interest Expense	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - General		600,957.00	360,084.47	0.00	240,872.53	59.92

TOTAL EXPENDITURES

600,957.00	360,084.47	0.00	240,872.53	59.92
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Fund 248 - Downtown Development Authority:

TOTAL REVENUES

542,954.00	516,395.56	0.00	26,558.44	95.11
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TOTAL EXPENDITURES

600,957.00	360,084.47	0.00	240,872.53	59.92
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NET OF REVENUES & EXPENDITURES

(58,003.00)	156,311.09	0.00	(214,314.09)	269.49
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DPW April Status Report

Attached is our hours report for the month of April. You will notice a couple weeks with a lower number of hours than what we'd like and that's mostly due to rain. The other part of that we had to shift some things around to accommodate a large tree planting after the plan for volunteers fell through (we understand that's not the DDA's problem). We are happy with how things are currently looking. We do not feel like this put us back at all. We've got everything ready to go for our flower plantings. If the DDA approves, we can roll these leftover hours into our next period and use them towards the LED conversions. This should help cover the majority of the hours that the LED conversion would otherwise eat up. Please let us know if this is how you'd like us to proceed so I can track those hours.

At this point we only have 10 lights converted over. The rain hasn't been helping this work. We do have the vast majority of the material needed for this project and I am confident that we will come under budget for this. We will keep plugging away at this. Jason and Phil are the two folks that do this work for us and it's a busy time of the year for them. Again, we were able to get your LED lights at a 30% savings. We do think that we'll be able to save on the cost of a piece of rental equipment because we have identified a option that has been working for us. It is just a little more time consuming.

Mulch is included in the hours for flower bed maintenance for the last two weeks of April. The flower bed maintenance has been quite intensive. We have been removing all the old mulch in the beds and putting down a fresh layer. There was quite a few inches of old mulch that we had to remove. Please note that there has been significant savings in material costs, as mulch this year is being charged at \$17/yard and was \$31/yard from Worry Free.

This month we will be continuing on with flower bed maintenance, mulching, general sanitation, street light conversions, plantings, and watering.

We are trying to only use the hours that are needed to support the landscaping and maintenance in the DDA. One of our main goals is to provide the best service we can without using up hours that we do not need.

Please let us know if you have any questions.

DDA Hours Report

Apr-19

	4/1/2019	4/2/2019	4/3/2019	4/4/2019	4/5/2019	4/6/2019	4/7/2019	4/8/2019	4/9/2019	4/10/2019	4/11/2019	4/12/2019	4/13/2019	4/14/2019	4/15/2019	4/16/2019
Landscaping																
Tree Planting																
Tree Trimming																
Flower Bed Maintenance			8	29	30			16	13	20	15					14.5
Hanging Baskets																
Mulch																
Watering																
Trash																
Sidewalks & ROW	2															
Parking Lots																
Street Litter Cans																
All Sites		4		3	9	2	4		3	10	5.5	10	4		9.5	13.5
Fixed Assets																
Graffiti Removal																
Potholes																
Curbs																
Brick Pavers																
General Repairs																2
Other																
Powerwashing																
Spring Cleaning	5											18			18.5	
Banner Installs																
Leaves																
Special Events (DDA)																
Other			6													
Material Usage																
Notes																
						Total Hours		118					Total Hours		126.5	
						Cost		\$ 4,319.98					Cost		\$ 4,631.17	

Total Cost	\$ 15,998.57
Total Hours	437

DDA Hours Report

Apr-19

[illegible]

Total Cost
Total Hours

Deputy Director Report

Outreach

- Business visits continue, but given the changes at the DDA, additional outreach to our businesses – by both staff and the Board – should happen. Businesses visited include Rosie O’Grady’s, Reid Salon, MiChigo Pizza, Public House, Downtown Ferndale Bike Shop, Java Hutt, Clean Plates, Nine Furniture + Design, Free Phoenix, Candle Wick Shoppe, Detroit Grand Tattoo, Samastah Yoga, Rust Belt Market, Modern Natural Baby, Painting With A Twist, Bobcat Bonnie’s, 3Winks, Dino’s/M-Brew, Valentine, Crossfit HCS, Assaggi, J’s Penalty Box, Hambo, Brooks Brewing, Library Bookstore

Property & Business Development, New Businesses/Expansions/Retention

- The James senior living community opened with a ribbon cutting on April 18th attended by the Deputy Director and Administrative Assistant and representatives from City Council, the City and Chamber.
- Como’s opened with 2 “friends and family” private events with proceeds going to charities
- Hook & Eye Alterations and Vintage opening May 11 at 243 E. 9 Mile
- Brooks Brewing (22925 Woodward) anticipated opening date end of May/beginning of June
- ZDR submitted for a retail shop that sells vape products at 22919 Woodward (current long-vacant space next to Boogie Fever
- ZDR submitted for boutique retail space at 22754 Woodward (former Metro PCS in Ferndale Center Building)
- ZDR submitted for clothing store at 195 W. 9 Mile, Ste. 211 (recently vacated Little Lotus space in Ferndale Arts Building)
- Green Thumb Garden Center (22963 Woodward) closed
- Little Lotus (195 W. 9 Mile, Ste. 211) vacated that location
- Baker College ended talks with the City

Capital Improvements

- The dot – Communication Plan being developed that will include weekly enews/emails, text messaging systems and project updates as they are provided. Water main break on Sunday April 7th highlighted the need for an emergency notification system. Deputy Director was able to contact critical businesses (restaurants) via text and phone calls, emailed all businesses in affected area and made in-person visits after meeting with construction and DPW/Water Department representatives.
- Schiffer Park – plans have been approved and work is to start in June (pending readiness of site)
- Rainbow Crosswalk – finalizing installation date; project will require complete street closure of W. 9 between Woodward and Allen for 10-12 hours. We are attempting to schedule that for a

Monday prior to Memorial Day, as many businesses are closed on Mondays. Also working with Affirmations and other community partners on promotion to drive business that day.

Planning & Policies

- CIP Plan – Worked with CED Department to verify number of residential units in TIF and entire DDA districts, gathering historical statistical information and other items requested by Hamilton-Anderson
- MoGo Bike Share – installation of 7 citywide stations, including 2 in the downtown, is expected to take place in June, with a July program launch

Communication & Marketing

- Working with City Communications Department on a Comm Plan for The dot and also on revising/solidifying DDA communications and social media policies
- Web & Social Media updates – continuous updates; social media impressions improving; posting more business promotions under calendar on web
- Twice monthly eblasts one to consumers and one to businesses, continue to be done by Administrative Assistant
- Event graphics (posters, social media headers, etc.) created by Deputy Director and volunteer Tim K. include Discover Dtown 2nd quarter update, FB event graphics for Wednesday Walks, Get Reel,

Design Projects

- Pedestrian Alleyways – seatwall to be painted in Foley Mansfield alley, Deputy Director secured paint donation from Benjamin Moore Paint Stop; bistro tables/chairs, picnic table, plantings and a proposed overhead installation planned for W. 9 Mile/Troy pedestrian alley. Both these projects have been scheduled during Clean the Ferndale Up on Saturday, May 18th. Enhancements, including lighting and art, also being discussed for W. 9/Withington lot alley
- Spring/Summer Physical Improvements—scheduling bike rack painting with DPW
- Construction Fencing

Other

- Completed Leadership Development Certification requirements through MSAI, test results to take approximately 3 weeks. That just leaves 5 online courses to be completed and final exam to achieve full Main Street America Revitalization Professional (MSARP) credential, currently the highest credential achievable through the Main Street America Institute. I will be the first MSOC manager to achieve this.
- Secured event sponsorship for Art of the Cocktail, Get Reel and Fido Does Ferndale totaling \$1,850 from Robertson Brothers and attended their grand opening event to show support
- Pursuing grant opportunity through MSOC/Flagstar Bank for Placemaking for the Affirmations bench/wall to help offset projected costs. Due June 1st.
- Events: Wednesday Walks are growing in participation and continuing to be a great way to engage the public; finalizing first ever fitness walk event details; preliminary meeting with venues for Art of the Cocktail
- Volunteer Appreciation Event planning/execution and food coordination

- DDA Budget Presentation to Council – 2 days to prepare
- SMART/WA3 press conference planning
- Events, etc.: attend grand re-opening of M.C. Wiches, ribbon cutting for The James, Woodward walkability/bikability audit, attended Chamber Coffee Connections
- Meetings: regular meetings with DDA Board Chair & Vice Chair, City Manager, Communications Staff; special events committee, Clean the Ferndale Up, DDA Committees, SE MSOC Managers, MSOC, City Council
- Dumpster issues continue to happen weekly, sometimes daily. Working with businesses and DPW
- Asked to serve on Ferndale Schools CTE Advisory Committee
- Met with Commercial Corridors Manager for the Live 6 Alliance at the request of CED Director to assist them with best practices in b2b promotions, engaging businesses, etc.

Upcoming Events

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

Administrative Assistant Report

4/2 – Grasshopper/Techno Tuesday

Invited by event planners to attend and coordinate materials for their feature on DF Instagram.

4/2 – Design Committee

Attended Design Committee.

4/3 – Business Development Committee

Attended Biz Dev and began transitioning to take the lead with implementing committee goals.

4/9 – M.C. Wiches Re-Grand Opening Ribbon Cutting

Attended ribbon cutting and took photos.

4/14 – FADL

Attended springtime Yoga at the library.

4/16 – Volunteer Appreciation/State of the City

Attended event and took photos.

4/18 – The James Ribbon Cutting

Attended event and took photos.

4/21 – Downtown photo-ops/Treat Dreams

Explored downtown photo-ops with a stop into Treat Dreams.

4/23 Otus Supply

Attended Act Casual at OS, collected content.

4/22 – City Council

Attended City Council meeting in its entirety.

4/28 – Tropical Smoothie

Stopped in for a delicious Easter treat!

COMMITTEE UPDATES

Promotions

Discover Dtown

May – Health & Fitness

Christina Dibartolomeo is working on our *Fitness Crawl* event and is currently following up with the businesses that have shown interest, as well as those we haven't heard from yet.

June - Art

I had initial meetings with Valentine & M-Brew about the *Art of the Cocktail* and we're locked in for June 20th. We'll keep the format the same: 10 bartenders split between the 2 venues, silent auction, etc. Heather at Valentine had some great ideas regarding cross-promotional opportunities between Valentine & M-Brew and Chelsea from M-Brew is going to touch base with her. We also discussed producing some smaller either table tent-sized or even smaller collateral that can go in with checks to patrons as a way to promote the event. Valentine & M-Brew will be made co-hosts of the event so that we can all share the same one on social media to avoid confusion. More details on this will follow. Valentine will once again be giving us a discount/donation of product and we've secured a small sponsorship from Robertson Brothers Homes as well.

Additionally, Shionne brought up the idea of artists on the sidewalks, a program that happened in downtown BC (before Cindy) ☺ She's going to look into that a little more, and I'll see if I can dig up any info from the archives around here too. This also might be an opportunity to include Michele's idea of (semi-) permanent outdoor easels at strategic locations in the downtown. We'll also plan on including an art tour(s) on our *Wednesday Walks* to highlight the public art in downtown, as well as possibly some of our art galleries.

Ferndale Pride window decorating contest proposed rules are being reviewed and finalized. Next steps are to forward them with an overview to Level One to secure the sponsorship. Once businesses have been notified of the contest, we'll get a Facebook event set up to be able to facilitate the on-line portion of the voting. I'll also send all of this over to Julia at Ferndale Pride so they can determine what, if any, they'd like their level of involvement to be. Potential judges could include the Mayor, a Pride representative, Level One Bank.

Get Reel Outdoor Movies on Vester

We narrowed down choices for each of the 3 months for public voting to choose which movies to see. This will allow us to engage the public earlier – and hopefully keep them engaged (and supporting our sponsors and downtown businesses!!) The finalists are:

July: The Incredibles II vs. Spiderman: Into the Spider Verse (back-up choice: How to Train Your Dragon)
August: Goonies vs. Bill and Ted's Excellent Adventure (back-up choice: Pee Wee's Big Adventure)
September: Beetlejuice vs. Captain Marvel (back-up choice: Little Shop of Horrors).

Back-ups were picked just in case we run into availability issues with any of the choices, and/or if further investigation determines they are not family-friendly enough. We've also secured 2 presenting (\$1,000) sponsorships and have a verbal commitment for more.

Other

Construction Fencing: this is an item the Design Committee is also working on. We want to do something fun and attractive with the fencing around The dot construction site, to show that development and growth (and especially the addition of parking!!) are things we're celebrating, not merely tolerating or trying to hide/ignore. And, that in typical Downtown Ferndale fashion, we're making the best of an otherwise not so great situation. Public House approached us with the idea of a banner/signage that would go along with their back patio camping theme:



We discussed additional ideas for the remainder of the fence including historic photos, a large-scale group selfie and student art, and also setting criteria for businesses to be able to contribute signage/ideas.

Clean the Ferndale Up, the annual City-wide clean up day is May 18th. We talked about projects in the downtown, including pedestrian alley ideas. Patrick will look into utilizing beach balls (in place of the plastic "snippets" used last year) for the 9 Mile/Troy alley and paint colors (potentially a light blue) were discussed for the seat wall in the Foley Mansfield alley (behind Dino's & J's). Ideas for the 9 Mile/Withington alleyway included lighting and maybe murals – wings, etc. Attached are a few examples of those that Heather found.

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

Design

The Baker College design/architecture team presented the proposed design for the school/administration building only.

Business Development

Survey for businesses regarding training/educational opportunities finalized, with email distribution to be completed by Thursday and follow up in person visits to The dot district next Tuesday/Wednesday, once we have a better idea of response rate (Christina DiBartolomeo, Rick Ax, Michael Hennes, George Gardiner volunteered to help distribute/conduct visits).

Lyft code communication – DDA office working on “unpacking” code distribution to identify who received codes. Once we have a better idea of code distribution, we’ll work on a plan to move forward with Lyft and how to best communicate the program to businesses/employees.

- Michael Hennes offered to assist with having Lyft code communications announced via Ferndale Servers Facebook Group.

B2B Collaboratives – On hold; may have a pro enlisted that would be able to help facilitate

Joseph Gacioch

Subject: DDA PU kick off meeting
Location: Downstairs Conference Room

Start: Wed 4/17/2019 10:00 AM
End: Wed 4/17/2019 11:00 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Joseph Gacioch

Required Attendeescindy; Kara Sokol; Jordan Twardy; Downstairs Conference Room; Justin D. Lyons

Agenda:

Focus Goals: 60 day planning period: April – June 1.

If you have prepared content or materials to help shape the discussion – please attach to this meeting event.

Executive Support: 20 minutes

April 22nd budget presentation to City Council

TIF Plan – final submittal and legal review (JL and JG)

Capital Plan – “ ” (JL and JG)

DDA Sidewalk Plan: Right of Way boundary maps from Safebuilt; sidewalk condition assessment by area – recommendations based on condition; funding plan (tax year)

DDA PU Board Reports – Cindy, how would you like to incorporate

Use of the City’s Agenda Mgmt. Software for the DDA Board? – Marne to confirm what can be offered via Granicus

DDA Strategic Plan migration into Envisio – extend license to the DDA in May.

Other – Cindy?

Communications Support: 20 minutes

Kara

- DDA Communications Mission (website, Facebook, Twitter, etc..)

City services updates:

- Construction support
- DPW projects
- Schiffer Park: Notice/ project site – Justin Lyons, Kara, Cindy, LaReina

Other – Cindy

CED Support: 20 minutes

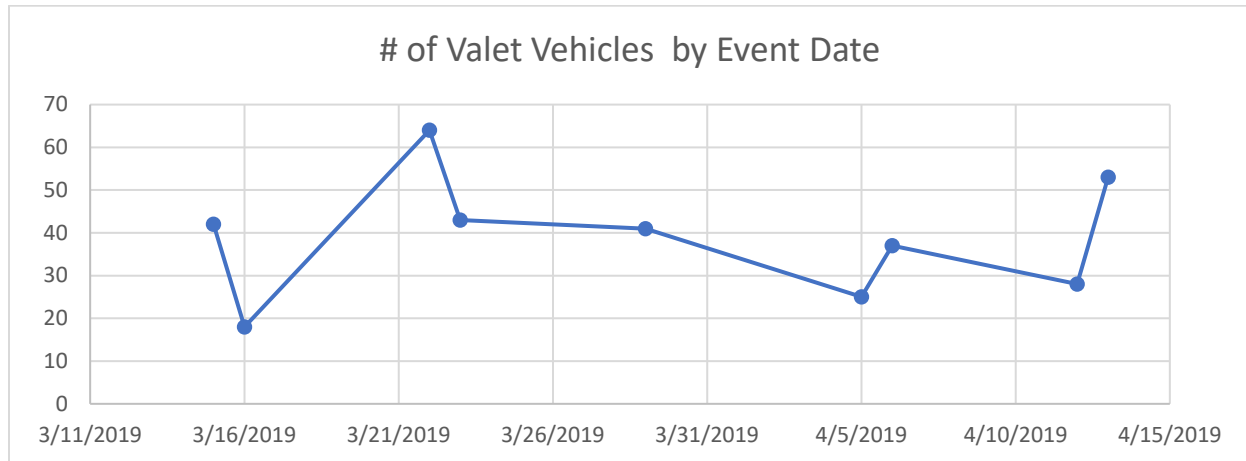
May – bike month – JL, any cross promotions for DDA or bike shop here? Anything to leverage?

Rainbow Crosswalks – JL and EQ – DPW and Cindy

Census Complete Count Committee – JL – any needs from the DDA or business community for the 2020 Census – if so, can we plan to have Adam and Dave present to their board in May or June... informational theme

Other – Cindy?

Valet Update: The City has partnered with Star Trax to provide free Downtown Valet services during the construction of The dot. Valet hours are Fridays and Saturdays between 5 p.m. – 10 p.m. Initial hours of service were offered between 4-9 p.m. However, there were few people taking advantage of the service during the 4 o'clock hour. Star Trax included hourly counts by Mid-March. The table below represents activity over the past month. Friday's consistently outperform Saturdays, despite parking activity being higher system-wide on Saturdays.



Credit Card Minimums: The City requires a minimum of 30 minutes of parking (\$.50) for parking sessions initiated by credit card. The ParkFerndale app and pay stations each accommodate credit card transactions. The average minimum credit card processing fee is \$.24/transaction. These costly fees result in us requiring a minimum credit card requirement of \$.50 per transaction. Conceptually, this is similar to restaurants requiring a minimum of \$10 for the use of credit cards. (an example)

Dot Construction Update: The Development on Troy has entered into the first significant concrete phase. Over the next three weeks, foundations and walls will be formed for the basement level of the parking garage. Excessive rain has slowed progress over the past few weeks, but our Construction Manager is optimistic about the current pace of construction, and hopes to be out of the ground in early June. The Communications Department expects to issue a May story on ParkFerndale and through the text service the first week of May.

The dot Internet Service: The City Manager's Office will issue a RFP for gigabit fiber internet service to The dot on May 6th. We expect to select a provider by the first week of June. Work will be coordinated through the Construction Management team of Colasanti. The City will explore opportunities to extend service options to area businesses and residents. We will also explore feasibility of WiFi service for the W. Troy streetscape area.

Rainbow Crosswalk:

PK Contracting will perform the work for the rainbow crosswalk. Choosing a Monday prior to May 20th to perform the work is the preference. Justin Lyons, the City's planning director has coordinated with Cindy and the contractor. The contractor hopes to provide us with a tentative work date and alternative rain make up date next week.

Sidewalk program:

Staff met with the City's Civil Engineer and DPW Director to discuss the state of the DDA sidewalks. Giffels Webster (GWS), the City's civil engineer does not have any records indicating an improvement program by or for the Downtown Development Authority. Past practice includes addressing sidewalks when major capital projects and or grants for improvements have been undertaken. Two examples (1) The narrowing of W. 9 Mile and (2) How the West was Won improved sidewalks in 2013 in the project area.

Looking forward:

- **Immediate concerns:** The DPW is prepared to perform some emergency repairs for select sidewalk flags that are in hazardous conditions. The scope of this work includes some emergency cement work that includes sawcutting and replacement. This is not a complete reconstruction.
 - The cost of work is estimated not to exceed \$10,500.
 - A funding request will be presented to the Board during their May 9th meeting.
 - The DDA received an unbudgeted deposit from the State of Michigan for a PPT reimbursement in the amount of \$30k. This funding could be a source to pay for these improvements?
- **Long term improvement program:** A more sustainable solution should be considered by the Board for right of way improvements in the DDA District. Needs that must be addressed before a plan is presented for the Board to consider:
 - **Cindy** – contact other area DDA's to identify how they manage/fund their district sidewalk improvements
 - **Joe** – coordinate with Woodward Action Association communities to discover how they work with MDOT to acquire permits and maintain the right of way.
 - Sheryl – take this information and formulate a tax assessment protocol to support improvements.
-

From: [Kara Sokol](#)
To: [cindy](#)
Cc: [Joseph Gacloch](#); [Jacki Smith](#)
Subject: Memo: DDAPU Follow-up, Communications Policies
Date: Monday, April 29, 2019 5:54:02 PM
Attachments: [CommunicationsPolicy_2016.pdf](#)
[Ferndale_Comm-Style-Guide_2016.pdf](#)
[Logo_Recc.docx](#)
[Social Media Policy.docx](#)
[Website Use Policy.pdf](#)

Hi Cindy,

Following up from the initial DDAPU meeting between our two teams, and at your and Joe's requests, I'm forwarding you several documents the City uses to help us shape communications and branding policy.

1. **Communications Policy** spells out when, why, and how communications are required to be reviewed and/or created by the City Communications Department.
2. **Communications & Style Guide** lists the Communications Department's mission statement, the City's approved boilerplate description, rudimentary editorial and grammar guidelines to be used by all departments, logo colors and usages, press release template, and critical/crisis communications procedure.
3. **Logo Recommendations** outlines why the City uses just one set of logos, as well as how those logos are meant to be correctly used.
4. **Social Media Policy** is a guideline for how City staff are encouraged to use social and digital assets, both professionally and personally.
5. **Website Use Policy** outlines how users of the City's websites, both internal and general public, are to use the information contained within; covers external links, proprietary information, how our content can legally be used on outside sites, and more.

As part of the DDAPU, I'm sure we'll be working closely going forward to update and implement similar policies for the DDA based on your unique needs and conditions. In the meantime, if there's anything I can do to assist, don't hesitate to let me know.

Thanks,
Kara

--

Kara Sokol
Director of Communications
City of Ferndale
248-336-4133



**CITY OF FERNDALE
COMMUNICATIONS AND BRANDING GUIDE**

COMMUNICATIONS OVERVIEW

About the City of Ferndale: Communications

The City of Ferndale seeks to educate and inform all audiences—residents, business owners/employees, visitors, and internal Council/staff—through communications that are: **authentic, inclusive, transparent, timely, and necessary.**

Boilerplate

Ferndale, Michigan, is an active community of 20,000 in southeast Oakland County known for its mix of small-town neighborhoods and vibrant downtown district. Residents and visitors choose Ferndale for its unique shopping and dining, innovative art scene, award-winning schools and services, multiple parks and greenspaces, and safe homes and streets. Ferndale is a community in the truest sense of the word—a place where neighbors, artists, entrepreneurs, friends, and families come together to live, work, and play. We invite you to learn more at www.ferndalemi.gov.

LOGOS & VISUAL BRANDING

City of Ferndale Logos



FERNDALE



Pantone 382 U
RGB 153, 195, 60
CMYK 22, 0, 69, 24
Hex #98c33c



Pantone 412 U
RGB 100, 92, 89
CMYK 57, 58, 65, 22
Hex #645c59



Pantone 717 U
RGB 215, 117, 64
CMYK 0, 53, 97, 6
Hex #d77540

DPW



Pantone 377 U
RGB 114, 143, 65
CMYK 44, 3, 98, 20Hex
#728f41

Recreation



Pantone 7626 C
RGB 201, 52, 37
CMYK 1, 91, 92, 17
Hex #c93425

Fire



Pantone 2045 U
RGB 54, 110, 170
CMYK 77, 46, 0, 14
Hex #376faa

Police

Logo Usage

The City of Ferndale logo(s) shall not be:

- Recolored, including tinting, shadowing, or fading
- Turned, tilted, or inverted
- Stretched or shrunk
- Pixelated or low-resolution
- Altered to change font or appearance
- Cropped
- Added to any other logo or graphic element
- Interchanged between departments
- Used by outside entities without prior approval

General Logo Guidelines

- Older City logos are not to be used or promoted.
- The City will not use or promote outside-produced designs/iconography (fern imagery, “I Love Ferndale” logos, etc.), including in/on merchandise and apparel.
- The establishment of any new logo, icon, or illustration—including for events or activities—must be done through the Communications Department.

EDITORIAL BRANDING

Acronyms

Spell out full name on first reference, followed by the acronym in parentheses. It's okay to use the acronym after that.

Ex. The Department of Public Works (DPW) will be plowing throughout the remainder of the storm. Contact DPW if you have additional questions.

To make an acronym plural, just add s (no apostrophe).

Ex. There were 16 CEOs in the boardroom.

Ampersands

Avoid using ampersands (&) in general text, headings, or subheadings—use “and” instead. An ampersand may be used in charts or tables where space is tight, or when it's part of a company name or book title.

Capitalization

Department names

The names of departments are lowercase unless referencing with full, official name.

Ex. The people in the communications department will invite the media.

Ex. The Community and Economic Development Department has a new director.

Job titles

Job titles are capitalized only when referencing a specific person; otherwise, they're lowercase.

Ex. The staff is excited to meet Jessie, the new Managing Editor.

Ex. The role of the managing editor in the editorial process is to . . .

Contractions

Where appropriate, use contractions (it's, you're, they're, she's) in your writing to make the tone conversational, not stuffy or rigid.

Numbers

Write out numbers up to and including ten, except in percents (see below) and hard data.

Ex. Of the 20 marketing employees, only three decided to go to the party.

Write out numbers at the start of a sentence.

Ex. Twenty-two of the experts agreed.

Dates

Dates should be written as follows, with commas after day and date and no postscript st/th/rd at the ends of numeric dates.

Ex. Monday, September 1, 2014

Ordinal numbers

Ordinal numbers (adjectives describing the numerical position of something) should always be written out.

Ex. First, third, tenth.

Phone numbers

Use hyphens, not parentheses.

Ex. 555-555-0123

Time

Lowercase a.m. and p.m. with periods—no capitalized letters, no omission of periods.

Ex. 9 a.m./9 p.m.; 9-10 a.m.

Organization

We are always the City of Ferndale on first reference; the City or Ferndale are okay to use on subsequent references.

Punctuation

Commas

Use the serial (Oxford) comma before the “and” or “or” in lists.

Ex. Idea generation, content creation, distribution, and ROI optimization.

Hyphens

Use hyphens in numeric ranges, but try to use “to” (instead of a hyphen) when including a numeric range in a sentence.

Ex. Numbers 11 to 25 are from the second experiment.

Ex. 9-10 a.m.

Spaces

Insert only one space after each period in a sentence—not two or more.

Voice and Tone

The City of Ferndale strives to engage with its audiences above all else. That means producing content in all forms (from simple emails up to high-level reports) that is simple, accessible, and effective. We've provided several general guidelines about the voice and tone to use in your writing.

- We are people, not an organization—write and speak as yourself; sign correspondence as yourself, not a department name.
- We adjust tone for situation: calm and serious when communicating about a potentially emergent or significant situation, professionally friendly and authentic in day-to-day matters, and fun with a hint of eccentric (remember, #FerndaleNormal!) when communicating light-hearted or Ferndale-unique stories, particularly on social media.
- In all matters, we seek to be transparent without revealing sensitive or proprietary information.
- Communications are meant to highlight City of Ferndale stories, programs, teams, and initiatives—not ourselves.
- We often deal with high-level, complex, or frequently- misinterpreted information—keep details brief and relevant. Readers don't care how much time it took for us to get a project off the ground, or the fact that we did it in collaboration with Company X and Organization Y. Remember the five Ws: who, what, where, when, why.
- We write in short sentences and paragraphs. If your paragraph runs longer than six lines, try to find a way to easily break it up. The shorter and chunkier our communications are, the more easily they're read.

PUBLIC-FACING COMMUNICATIONS

Email

All City of Ferndale staff, including those in departments outside of City Hall, are to use the same simple template for email footers/signature lines. An email signature is not the place for accomplishments, quotes, styled fonts, URLs, or iconography.

Ex. Sue Smith
Finance Director
City of Ferndale
555-555-1234
email@ferndalemi.gov

Ex. Bill Williams
Chief of Emergency Services
Ferndale Fire Department
555-555-1234
email@ferndalemi.gov

Business Cards

Ordering and purchasing of City of Ferndale business cards is done through the special events director. All business cards will reflect a shared design, paper stock, font, and layout.

Letterhead

Ordering and purchasing of City of Ferndale letterhead is done through the special events director. All stationary will reflect a shared design, paper stock, font, and layout. To receive a digital copy of your letterhead that can be used to create your own letters and communications, please contact the communications director.

General Publications

All publications and communications that will be seen by residents or constituents must be created in coordination with or reviewed by the communications director prior to print/distribution. This includes:

- Letters
- Brochures/booklets
- Newsletters
- Postcards

- Flyers
- Logos or graphic designs
- Advertisements
- Videography
- Signage
- Articles
- Websites/pages

Keep the following items in mind while thinking about your department's communications needs:

- The City has a professional graphic designer on staff, as well as access to professional photographers and videographers. Please consult the communications department before moving ahead with any project that requires these skills.
- Remember general timeframes to help your work move through the process quickly:
 - Review of quick items (letters, postcards) require 1-2 business days
 - Review of higher-level projects may require up to 5 business days
 - Creation of new pieces (writing and/or design) takes longer—about 1-2 weeks for small pieces; 4-6 weeks for lengthy or high-level pieces

Press Releases

Press releases or any similar communication meant for media or publication must include the following items and formatting requirements:

- Official City of Ferndale logo
- Name, title, and direct phone number of the spokesperson who is able and available to answer questions about the topic (note: use a specific person, not a department name)
- Organization name, address, and URL
- Date
- The phrase FOR IMMEDIATE RELEASE
- Title
- Brief article text covering your topic, including quote(s) from appropriate individuals whenever possible—remember to lead with the main point/fact and explain the five Ws (who, what, where, when, why) from there; avoid organizational speak
- Send press releases as PDFs, never Word (or other editable) documents
- If the press release is of a sensitive nature or you are not a designated media liaison for your department, consult the Communications Department before finalizing/sending



February 12, 2016

FOR IMMEDIATE RELEASE

Contact: Assistant City Manager, Joseph Gacioch
248-546-2360

Ferndale Provides Warming Center to the Public

The City of Ferndale will provide the Kulick Community Center as a temporary shelter from this weekend's frigid temperatures, which at times are expected to plunge into the single digits. The Kulick Community Center is located at 1201 Livernois. The Center will be open as a warming center on Saturday from 9 a.m. to 4 p.m., and Sunday between 11 a.m. and 6 p.m.

"Subfreezing temperatures can be dangerous and even life-threatening for people who don't take the proper precautions," said Kevin Sullivan, Ferndale's Fire Chief. "It is important for everyone to monitor their local weather reports and take steps now to stay safe during these chilly weekends." Chief Sullivan also provided some extreme weather tips from FEMA:

During cold weather, you should take the following precautions:

- Stay indoors as much as possible and limit your exposure to the cold;
- Dress in layers and keep dry;
- Check on family, friends, and neighbors who are at risk and may need additional assistance;
- Know the symptoms of cold-related health issues such as frostbite and hypothermia and seek medical attention if health conditions are severe;
- Bring your pets indoors or ensure they have a warm shelter area with unfrozen water;
- Make sure your vehicle has an emergency kit that includes an ice scraper, blanket and flashlight – and keep the fuel tank above half full.

You can find more information and tips on being ready for winter weather and extreme cold temperatures at www.ready.gov/winter.

###

Sensitive/Significant Communications

Step 1: Information gathering

Meet with key stakeholders to determine the five Ws (who, what, where, when, why).

Ask ourselves:

- What exactly is happening?
- How does this affect our residents (or other constituents)?
- What do people need to know?
- When do they need to know it?
- What questions will they have for us?

Step 2: Communication creation

Prepare drafts of internal and external communications, which may include any or all of the following:

External

- Letter to residents/constituents
- Answers to FAQs
- Press release
- Statement(s) by key stakeholder(s)
- Web page with targeted content
- Photo/video content
- Social media content
 - Geographically targeted via Nextdoor; expect direct questions
 - Lengthier and more conversational via Facebook; expect direct questions and considerable conversation that may or may not require moderation
 - Short bites of essential information for Twitter; expect minor engagement

Internal

- A pared-down explanation of the situation (can adapt information from press release)
- Answers to FAQs
- Talking points for Council and director-level staff
- Instructions about how to proceed with questions asked in person and on social media (direct to specific person, answer yourself using talking points, etc.)

Step 3: Communication review

All communications pieces reviewed by all key stakeholders, including the City's attorney when appropriate/necessary. Edits and suggestions should funnel through one person, ideally the communications director or whomever is creating the communications. Once changes are made, final copies of all communications are disseminated internally.

Step 4: Prepare for launch

- If releasing to media, decide which outlets to inform—local, regional, national?
- Choose one or more spokespersons who will be informed and available to answer questions and provide interviews.
- Choose one or more persons who will listen and respond across social media channels.
- Prepare an avenue for questions and feedback by the public, and then ensure that you staff/respond to it accordingly.
- Create a temporary chain of command for information
 - Who will provide updates and how often?
 - Who can staff ask about questions when key stakeholders are busy dealing with the larger situation, media, etc.?

Step 5: Postmortem

Meet back as a team after the situation has ended to determine success, problem points, communications challenges, and elements of change for next time.

CITY OF FERNDALE
INTERNAL STAFF DIRECTIVE
OCT. 10, 2016

FROM: Kara Sokol, Communications Director, through the City Manager
SUBJECT: External/Public-Facing Communications

HISTORY

Over the past year and a half, the City has worked to create cohesion in its communications, including strategy, tone, branding, messaging, and design. These efforts began with staffing: the new communications director position was filled in January of 2015, followed by the addition of a graphic design assistant position in October of 2015. Creative/communications coming from City Hall—the quarterly newsletter, press releases, social media content, general advertising, etc.—began funneling through the Communications Department, while most departments were still handling their individual communications efforts.

As the City shifts away from a model of urgent fixes and into a time of growth and strategic planning, it has become necessary to create a single, streamlined process for communications across all departments. It is the job of a strong communications department to understand the needs of its audience: What are their questions? In what form(s) do they want answers? How much mail are they receiving from us in a given week? A given month? How can they trust that our information is accurate and necessary?

The City of Ferndale Communications Department now follows a simple mission statement to ensure that these questions are effectively asked and answered: *The City of Ferndale seeks to educate and inform all audiences through communications that are: authentic, inclusive, transparent, timely, and necessary.*

RECOMMENDATION

To continue the City's trajectory of departmental growth and citizen education/engagement, the Communications Department, through the City Manager's Office, has created the following directive:

All public-facing/external communications or publications that will be seen by residents or constituents (more than five people) must be created in coordination with or reviewed by the communications director prior to print/distribution.

This includes:

- Letters
- Brochures/booklets

- Newsletters
- Postcards
- Flyers
- Logos or graphic designs
- Advertisements
- Videography
- Signage (except for state, local, and federal regulation)
- Articles
- Websites/pages

Additionally, all City of Ferndale staff, including those in departments outside of City Hall, are to use coordinated business card and letterhead designs (must be ordered through the special events director) and a common template for email footers/signature lines. The City's new *Communications and Branding Guide* has been attached for your review and understanding of the City's adopted communication methods.

GUIDELINES

The Communications Department has issued this directive not to police peoples' work, but to shape the City's public message, brand, and story while allowing our leaders and experts to focus on their priority work. To assist you in working successfully with the Communications Department, please keep the following guidelines and timeframes in mind.

Tier 1 Projects—1 page or less, no design

Request time min. two days

Tier 2 Projects—multiple pages text (article, proposal) or small design (postcard, flyer)

Request time min. two weeks

Tier 3 Projects—Full-scale project/event communications plan, brochure, newsletter, presentation, video, professional photography

Request time min. one month

POLICY EFFECTIVE OCT. 11, 2016

Failure to follow this policy may result in disciplinary action up to and including termination.

Recommendations Re: Branding and Logo Usage

A logo identifies a company or organization via the use of a mark, symbol, or signature (“Look, the ‘F’ — that’s Ferndale”). A logo does not sell the company directly nor does it describe a business. In a nutshell, think of logos like people. We prefer to be called by our names — James, Mary, John — rather than by the confusing and forgettable description of ourselves such as “the girl who always wears pink and has blonde hair”. In this same way, a logo should not literally describe what the business does, but rather identify the business in a way that is recognizable and memorable.

Why are logos important?

Remember, a logo is not about describing (“I’m a fire department so I should have a fire shield and hose”). Professionals spend considerable time researching organizations and developing logos that are simple and powerful enough to evoke strong, positive associations for thousands of people, yet general enough to suit all departments and divisions within.

Why is it recommended that we use the organization’s logo versus creating our own sub-logo?

- Having multiple, competing logos for departments can contribute to confusion and dilution of our visual identity. Think of Apple: iPods are quite different than Mac computers, and the divisions within the company that make these items are quite different as well. But even when the names of the products differ, we feel confident in them because they bear that same black apple logo.
- Research has proven that strong brands lead to more positive reputations and build confidence, trust, and respect. The best way to build a strong identity is through consistent use of logo and a recognizable look and feel.

What are other similar department doing?

- Royal Oak—Has their own “Royal Oak Police” uniform badge and guiding principles, but otherwise branded with City “RO” logo and housed in City website. Police cars have wording only, no logo.
- Birmingham—Has their own “Birmingham Police” uniform badge, but otherwise housed in City website/with City branding. Police cars have wording only, no logo.
- Grosse Pointe—Uses “Grosse Pointe Public Safety” wording only; no separate logo or visual.

Recommendation

To increase the strength of the City’s brand and visual representation, to increase public recognition, to build peoples’ confidence in the City, and to illustrate cohesion between the multiple internal departments, my recommendation is as follows:

- All solo or sub branding should be removed from: Police, Fire, DPW, and Recreation (note: some of these department have already done so).
- The City itself, as well as all four high-level departments contained within, should officially adopt the ‘F’ logo.
- The ‘F’ logo is the only design, mark, or visual representation that is permissible on external-facing communications or any materials that may reach the media or public.

- The 'F' logo may not be stretched, diluted, altered, added to, or changed in any way.
- All future logo, branding, and public-facing marketing work (including signage and advertising) shall be performed with recommendation/review/assistance by the Communications Department.

Social Media Policy

City of Ferndale

Applicability

The City of Ferndale Social Media Policy applies to all employees, elected officials, appointed members of boards and commissions of the City, interns and assistant positions both paid and unpaid, and any other group or individual that serves or is affiliated with the City of Ferndale.

Definition

In the rapidly expanding world of electronic communication, *social media* can refer to many things. For the purpose of the City of Ferndale's policy, social media refers to all means of communicating or posting information, content, or imagery of any sort on the Internet or through other means of electronic communication, including (but not limited to) personal websites, blogs, online journals/diaries, social networking sites (Facebook, Twitter, LinkedIn, YouTube, Flickr, Instagram, Tumblr, MySpace, WordPress, etc.), online groups and public/community forums, and wiki pages—whether or not they are associated with the City of Ferndale.

Official Social Media Usage (City accounts)

The City of Ferndale does not permit the creation or development of social media accounts, pages, forums, or groups on behalf of any department, staff group or entity, Board, Commission, or volunteer group or entity. All social media activity on behalf of the City, its staff, its volunteers, and/or its elected officials will be communicated through the official channels:

- Facebook.com/ferndale.michigan
- Facebook.com/FerndaleParksandRec
- Twitter @FerndaleMich
- Twitter @FerndalePolice

Permission to create or develop a new page or account is submitted through the Communications Director and ultimately approved or denied by the Communications Director and the City Manager and/or City Council.

Encouraged Social Media Usage (Personal)

The City of Ferndale is a highly engaged community with numerous avenues for online discussion and conversation, including blogs, forums, and social media networks. These avenues of communication can be extremely useful and positive avenues for communicating with one another and our citizens/residents. As such, we encourage our employees, volunteers, elected officials, and affiliates to engage on social media by sharing the City's news (sharing our Facebook photos and announcements, retweeting the City's tweets), engaging in positive discussions about the City's news and events, and generally acting as good stewards of the City's brand and messaging.

Please remember that in engaging in communication with citizens, fellow employees, and community members—regardless of whether you're speaking personally or professionally—you will be viewed first and foremost by others as an employee of the City of Ferndale. Others will view you as spokespersons, representatives, and faces of the local government. Don't allow the fact that you're behind a screen

allow you to change your judgment. As you comment, share, and post, ask yourself: would I say this to my supervisor's face? Would I say it to the City Manager or the Mayor? If the answer isn't a resounding yes, it shouldn't be said online.

Social Media Guidelines

- Do not post confidential, private, or proprietary information that may pertain to the City, its staff, or its residents.
- Do not comment on work-related matters unless you are an official spokesperson of the City, or have the approval of the City Manager's Office to do so. In addition, talking about internal planning, decision making, unannounced information, or similar matters can create a lot of trouble; please refrain from doing so.
- If you choose to engage in City of Ferndale-related online discussions as a community member, you must identify yourself with your name and, when relevant, your role with the City. We have very few official spokespeople, and if you are not one of them you must make clear that you are speaking for yourself and not for the City. You can use a disclaimer like "These comments are my own and do not represent the position, strategy or opinions of the City of Ferndale".
- Never use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the City of Ferndale workplace. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory (like religion or politics).
- Tagging photos opens users to additional data-mining and identifies them without approval, which can be considered an invasion of privacy. Staff and residents may tag themselves in photos, choosing to be associated with the photographic representation or the context in which the photo is represented, but the City should not make the decision for them.
- Have you posted something incorrect, false, or untrue? Be the first to respond to your own mistake.
- Never use your City .gov email address to engage in discussions on online forums, blogs, etc.
- Internal email messages should never be forwarded or mentioned externally—no exceptions. If the City chooses to share information with the public or news media, we will handle it accordingly.
- Be aware that others will associate you with your employer when you identify yourself as such. Please ensure that your Facebook, LinkedIn, Instagram, and similar profiles/related content are consistent with how you wish to present yourself with residents and colleagues.
- You are personally responsible for the content you publish. When in doubt, contact the Director of Communications before you hit the send button.

Website Use Policy

City of Ferndale

This Policy outlines the terms of use on which you may make use of our websites, whether as a guest or a registered/internal user:

- www.ferndalemi.gov
- www.parkferndale.com
- [//ferndalemoves.com](http://ferndalemoves.com)
- [//ferndaledot.com](http://ferndaledot.com)

By using our sites, you indicate that you accept these terms of use and that you agree to abide by them. If you do not agree to these terms of use, please refrain from using our sites.

Accessing our sites

Access to our sites is permitted on a temporary basis, and we reserve the right to withdraw or amend the service we provide on our sites without notice. We will not be liable if for any reason our sites are unavailable at any time or for any period.

If you choose, or you are provided with, login access, password, or any other such pieces of information, you must treat such information as confidential, and you must not disclose it to any third party. We have the right to disable any user login access, whether chosen by you or allocated by us, at any time, if in our opinion you have failed to comply with any of the provisions of these terms of use.

You are responsible for making all arrangements necessary for you to have access to our sites. You are also responsible for ensuring that all persons who access our sites through your internet connection are aware of these terms, and that they comply with them.

Intellectual property rights

We are the owner or the licensee of all intellectual property rights in our sites, and in the material published on them.

You may print off copies, and may download extracts, of any page(s) from our sites for your personal reference and you may draw the attention of others within your organization to material posted on our sites.

You must not modify the paper or digital copies of any materials you have printed off or downloaded in any way, and you must not use any illustrations, photographs, video or audio sequences or any graphics separately from any accompanying text.

Our status (and that of any identified contributors) as the authors of material on our sites must always be acknowledged.

You must not use any part of the materials on our sites for commercial purposes without obtaining a license to do so.

Reliance on information posted

Commentary and other materials posted on our sites are not intended to amount to advice on which reliance should be placed. We therefore disclaim all liability and responsibility arising from any reliance placed on such materials by any visitor to our sites, or by anyone who may be informed of any of their contents.

Our site changes regularly

We aim to update our sites regularly, and may change the content at any time. If the need arises, we may suspend access to our sites, or close them indefinitely. Any of the material on our sites may be out of date at any given time, and we are under no obligation to update such material.

Linking to our site

You may link to our site pages, provided you do so in a way that is fair and legal and does not damage our reputation or take advantage of it, but you must not establish a link in such a way as to suggest any form of association, approval, or endorsement on our part where none exists.

You must not establish a link from any website that is not owned by you.

We reserve the right to withdraw linking permission without notice. The website from which you are linking must comply in all respects with the City of Ferndale's content standards.

If you wish to make any use of material on our sites other than that set out above, please address your request to Communications Director Kara Sokol at ksokol@ferndalemi.gov.

Links from our site

Where our site contains links to other sites and resources provided by third parties, these links are provided for your information only. We have no control over the contents of those sites or resources, and accept no responsibility for them.

External links, or links that direct users to a site other than a City of Ferndale site, are not allowed, except in the following instances:

- Community Partners site page, www.ferndalemi.gov/services/community-partners
- Contact information or content deemed essential from partner or contractual organizations
- Linked content (PDFs, images) from the City of Ferndale's Google Drive account

By limiting links that direct users away from City of Ferndale sites, we deliver a more streamlined and secure digital experience and retain the clean, simplified spirit in which our website was designed and created.

Your concerns

If you have any concerns about material which appears on our site, please contact Communications Director Kara Sokol at ksokol@ferndalemi.gov.

Thank you for visiting our site.



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Deputy Director
CC: none
Date: 5/9/19
Re: SAD Plan/Hazardous Sidewalk Repairs

At the April meeting of the DDA Board of Directors, information from DPW on the condition of curbs and sidewalks in the downtown was submitted. DPW's assessment identified areas needing immediate attention and presented an estimate for those repairs. It has been determined that there is no program in place to address sidewalk replacements/repairs in the DDA district, as these types of issues were included in past capital streetscape projects. With the majority of the downtown streetscape projects now completed, it is now time to consider a plan moving forward.

DDA and City staff will work towards creating a more sustainable solution for addressing public right-of-way improvements through a sidewalk improvement zone plan for the DDA district, similar to the citywide SAD plan, to present to the Board at a future meeting.

In the meantime, the areas identified by DPW as posing an immediate threat to the safety of pedestrians navigating the downtown need to have corrective repair action, including emergency cement work, sawcutting and/or replacement, taken as soon as possible. Although the cost for this work is not included in the current budget, unbudgeted funds received from the State of Michigan for PPT reimbursement could be used.

Recommended Action

To APPROVE the attached list of in an amount not to exceed \$10,500.

Below is the list of sections that need attention:

Affirmations – 5x5
Assaggi – 15x3
Detroit Axe – 15x5
Bangkok Café- 5x5
Le'Host – 5x5
Anti Hero – 15x3
Hi Hat – 9x10
Free Phoenix – 9x10
Detroit Bike – 10x3 ¼
Clean Plates – 15x4 w/ 4' of curb
Verda Media – 10x4
Pearl Vision – 5x1 ½
Corner Pearl – 13x1 ½
Union Barber – 5x1 ½

The City's sidewalk replacement program this year incorporates the northside of 9 Mile from Woodward to Pinecrest. We decided not to move forward with the program in that area because of the Dot construction and Schiffer Park. The list we came up with is just the bad ankle breakers.

Thanks,

Daniel Antosik
Administrative Manager
Department of Public Works
City of Ferndale
248-546-2525 ext. 602
dantosik@ferndalemi.gov

DDA Cement Work @ OT Hours			
Demo and Prep	Hourly Rate	Hours	Cost
Labor	\$54.91	64	\$3,514.24
Skid Steer	\$38.94	16	\$623.04
Dump Truck	\$60.11	16	\$961.76
Cement Saw	\$8.30	16	\$132.80
Backhoe	\$46.54	16	\$744.64
Install			
Labor	\$54.91	40	\$2,196.40
Pick-up	\$14.87	8	\$118.96
Pick-up	\$14.87	8	\$118.96
Cement Buggy Rental	\$300	1	\$300.00
Cement			\$1,700
Total			\$10,410.80



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Deputy Director
CC: none
Date: 5/9/19
Re: DDA Team Building/Visioning Session

The board chair is recommending that the DDA hire a coach to take the Board through a public visioning session to align its commitments with the culture that the organization wants to build within the Ferndale DDA. The goal of this session is to identify the traits and qualities the DDA is looking for in its next Executive director and DDA team. This information will be used by the City Manager and HR director to write up a job description and posting to start the process of an executive search. It is expected to cost no more than \$4,000.

The process of preparing the DDA for a visioning session will include a 2 hour discovery meeting with the executive committee, DDA staff and potentially members of the city staff and council, and will include offline research, 1 on 1 conversations and offline prep before the session. The public visioning session is expected to be about 4 hours and will include one of the 2 state mandated public budget presentation as well as a review of the CIP draft, and TIF renewal.

Recommended Action

To AUTHORIZE the Executive Committee and/or DDAPU to interview and select an appropriate consultant to conduct a DDA Visioning Session and to APPROVE an amount not to exceed \$4,000 for services.



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Deputy Director
CC: none
Date: 5/9/19
Re: DDA Temporary Position

With the departure of the Executive in April, the DDA entered into an agreement with the City to form a DDA Planning Unit (DDAPU) leadership team for 120-180 days to allow time for the DDA Board to consider replacing the vacancy of executive leadership moving forward.

This agreement offers City assistance with administration and strategy, planning and economic development and communications, but still leaves gaps in addressing the current increased workload on DDA staff. The City Manager and Executive Board are recommending creating a temporary position to assist with businesses communications and relationships.

Recommended Action

To APPROVE funding a new position at an amount not to exceed \$_____



MEMO

To: DDA Board of Directors
From: Cindy Willcock, Deputy Director
CC: none
Date: 5/9/19
Re: Temporary Parking Solutions Budget Allocations

Summary of Temporary Parking Solutions

The DDA Board allocated \$50,000 per year for FY 2018-19 and FY 2019-20 for business support services, including temporary parking solutions (TPS) during construction of *The dot*. To date \$5,600 has been spent on 800 Lyft codes to be used by employees of downtown businesses. Due to Chariot ending its service, the Auto Parking Fund covered the costs incurred up until the end date.

Lyft

Originally, 700 Lyft codes were purchased and distributed to 29 businesses who expressed an interest in the program after attending *The dot* informational meetings. However, other businesses who were unable to attend the meetings also were interested in the program and an additional 100 codes were purchased, with a portion of those being allocated to 4 additional businesses. Currently, 732 codes have been distributed to 33 businesses, with 69 left unassigned. Through the end of March (April numbers have not yet been reported from Lyft), 3 businesses have redeemed a total of 49 codes have been redeemed. Low redemption rates could be due unclear instructions with the original distribution.

Valet

Free valet service is offered Friday and Saturday from 5:00pm-10:00pm (revised from original hours of service of 4-9), with usage increasing and Fridays consistently outperforming Saturdays, although parking activity overall is higher on Saturdays.

As the weather becomes nicer, we anticipate more visitors to Downtown Ferndale, which will further impact parking availability. With the majority of the current fiscal year funds still available, the DDA can offer additional Lyft codes to businesses and/or look into increasing valet hours of operation. Valet hours could be added to include Thursday evenings and/or to include more hours on Saturday, to accommodate those daytime visitors.

Recommended Action

To ALLOCATE an amount not to exceed \$_____ from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services to purchase additional Lyft codes and to AUTHORIZE the _____ to execute an agreement with Lyft.

And/or

To ALLOCATE an amount not to exceed \$_____ from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services to increase free valet services to include additional hours on Thursdays from 5:00-10:00pm and/or Saturdays from _____ to _____.

May 1, 2019

RE: Payment in Lieu of Parking Update

In light of the request by Traverse City Whiskey, it was requested that staff provide background information to better inform City Council and Downtown Development Authority Board. Below are questions staff heard from both boards and answers based on the Traverse City Whiskey request.

- **What does the payment in lieu of parking ordinance require?**
 - Ferndale City Council passed a resolution on February 22, 2016 to amend Ordinance 1087 (Zoning Ordinance) Section 24-223 to eliminate the off-street parking exemption for restaurant uses with additional and/or accessory use of the sale of alcoholic beverages for on-premises consumption within the Central Business District (CBD) zoning district.
 - The ordinance required new restaurants with additional and/or accessory use of sale of alcoholic beverages for on-premises consumption to provide off-street parking or, in the alternative, payment-in-lieu of providing parking spaces. Those resources were to be used for acquisition, development and maintenance of municipally owned or leased off-street parking facilities for the benefit of the central business district.
 - Adoption of the ordinance did not prohibit the development of restaurant uses with alcohol sales on-premises in the CBD, it only eliminated the exemption for provisions of parking spaces under the zoning ordinance.
- **Why did payment in lieu not apply to Traverse City Whiskey?**
 - Traverse City Whiskey is not an expansion, only a new business taking a portion of the existing Como's space. The intent of the payment in lieu of parking ordinance is to require the use having a perceived impact on the City's peak hour parking supply contribute to the resolution of the issue, not eliminate space that is currently occupied by uses with the sale of alcoholic beverages for on-premises consumption within the CBD.
- **How is Traverse City Whiskey's license request different than Brooks Brewing?**
 - Brooks Brewing's location is in the former P&A Scholars cosmetology school, which occupied multiple storefronts. The previous uses were not that of an alcohol establishment and equated to new square footage for a use with the sale of alcoholic beverages for on-premises consumption within the CBD.
 - Traverse City's Whiskey's proposal would fit within the existing footprint of the previous Como's operation. City Council tabled the item at the first meeting and requested that Brooks Brewing pursue shared parking nearby, but the applicant was unsuccessful in finding an agreement. Since that time, the other storefronts have become occupied by a retailer (Elaine B's Jewelry) and fitness studio (Kinetic Impulse Fitness).



FERNDALE

- ***Was Traverse City Whiskey part of the Planning Commission submittal? Did this have to go back to PC once it was incorporated?***
 - The Planning Commission did not need to review Como's or Traverse City Whiskey because the projects were permitted uses and not expansions. The [Site Plan Review ordinance](#) has requirements for project approval, which determines if a project is reviewed administratively by staff or by the Planning Commission. Similar to Bobcat Bonnie's moving into the previous Zeke's BBQ space, the use did not change, there was not an expansion, and a site plan was not required.
 - The Como's project did go through the City's [Transit Overlay District Pre-Application Review](#) due to façade alterations proposed, which is not an approval body, but does help applicants meet zoning regulations prior to site or building plan submittals.
- ***What has the impact of payment in lieu been as far as downtown alcohol establishments - are there signs it has worked/not worked in limiting the proliferation of these uses downtown? Other observations?***
 - CED staff would estimate 40-50 interested parties have requested zoning information to open new uses with the sale of alcoholic beverages for on-premises consumption within the CBD over the last 4 years, from night clubs and regional chain restaurants to tiki bars and distilleries. *(There is not an official log of potential new uses with the sale of alcoholic beverages for on-premises consumption within the CBD that have looked elsewhere (not everyone fills out a ZDR).*
 - The potential upfront expense of payment in lieu has worked in some respects. Aside from Brooks Brewing, there have not been new alcohol-related licenses and new restaurants/bars to the downtown, and areas outside the Downtown, such as Livernois, Woodward Heights, and E. Nine Mile have seen new restaurants and breweries open. However, the ordinance has been problematic for existing businesses that want to expand, add a license (MiChigo, 8degree plato, Culantro), or enclose an outdoor patio for year-round use (Bobcat Bonnie's, Como's).
 - Voyager is an example of an alcohol-establishment that initially looked for space in the Downtown but located elsewhere due to the payment in lieu of parking ordinance.
 - It might be interesting to study the number of storefront vacancies before/after the zoning change. Vacant storefronts in the Downtown may be tough to fill with traditional retail and possibly office. CED staff has received feedback that there are a number of spaces in the downtown that are too large for small retail (Get Your Game On, former Elegance By Design, former Winezilla) that remain vacant or have uses that do not encourage street level activation the City and DDA hoped.

Please let me know if you have further questions or need clarification.

Thank you,

Justin Lyons
Planning Manager



THE DOT BUSINESS COMMUNICATION PLAN

PREPARED BY THE FERNDALÉ DOWNTOWN DEVELOPMENT AUTHORITY
AND THE CITY OF FERNDALÉ COMMUNICATIONS DEPARTMENT

AUDIENCE IDENTIFICATION

This is a **business** communications plan, focusing on those who own businesses, oversee organizations, or are employed in Ferndale's downtown business district. The audience has been delineated into two key areas:

- Level 1, impacted directly by Troy Lot—Includes all businesses bordering or within direct vicinity of The dot (primarily businesses within the 100 and 200 blocks of W. Troy/W. Nine Mile).
- Level 2, impacted indirectly by the Troy lot—Includes all other businesses in the downtown business district.

COMMUNICATION GOALS

At a **global level**, we seek to achieve the following with our communications:

- Project awareness—To see that every Ferndale business has, at a minimum, an educated awareness of The dot.
- Information identification—To see that every Ferndale business is aware of at least one legitimate information source that they can utilize for project details/updates.
- Reduction in misinformation—To see a significant reduction in the sharing of misinformation, myths, and rumors about the parking development, including person-to-person and the sharing of outside-source websites, articles, and social media groups/pages.
- Messaging advocates—To have at least 5 information advocates who will act as spokespeople and/or leaders among their business communities. Advocates should not be invested in the project, and they do not have to support it; they should merely have the desire to learn and share legitimate facts.
- Clarity—To communicate simply, clearly, and often enough—and in the right locations/using the right sources—so that residents and stakeholders don't feel confused by the process.
- Broadening of viewpoint communication—It is common on controversial projects such as this to focus solely on the negative voices—speaking directly to these groups, answering their questions, publicizing information to speak to their concerns. It will be our goal to listen to all



members of our community, gaining an understanding of the questions/goals/communication needs of the supporters as well, and ensuring that we speak to and for all segments.

CHALLENGES

Moving forward in the construction phase of The dot, there are several known business concerns and misperceptions that must be taken into consideration. **Understanding and addressing these concerns will be critical to the project's success**; the team will use these as a barometer of public perception and project success and will regularly reevaluate and adjust communications accordingly.

Business concerns:

- Development timeline—quelling rumors about the project being “way ahead of schedule” or “way behind schedule” by offering regular, transparent updates
- Parking solutions for over-stressed parking system while construction is ongoing
- Character—impacting “neighborhood feel”; “becoming Royal Oak”
- Increased noise during construction
- Business disruption by elements outside of contractors’ control, such as delays, water or power outages, etc.
- Increased construction traffic—difficulty accessing deliveries; congested roads and alleyways
- Who “owns” the project/where to go for official information—City? DDA? Construction team?

COMMUNICATION TOOLS

- Personal contact—direct-mail letter and/or personal visit by DDA staff member with updates; minimum once per month
- Business-to-business roundtables and educational trainings (*new—in progress*)
- DDA’s *Ferndale Forward* e-newsletter
- Weekly email blast, templated and content-focused on The dot (*new—in progress*)
- Website updates—on DDA’s downtownferndale.com and City’s parkferndale.com
- Alert system (existing)—promotion of news/alert system signup on parkferndale.com
- Alert system (*new—in progress*)—creation of downtown business-only-focused sms text alert system



- Social media content strategy with regular shares of video, digital content, ads, photos, and informational pieces

Note: Specialized communications materials for this project (i.e. video, special supplement print piece, branded digital, social media, and ad content) were created by marketing and communications firm Q+M Media, and are available to anyone who wishes to use them. Additional or new designed pieces will be created by City design resources to ensure consistent tone, branding, and design. Assets are available via the City Communications Department and the DDA.

BENCHMARKS FOR SUCCESS

Success of the The dot communications plan will be judged by how effectively we meet our communications goals, outlined on pgs. 1-2. We will evaluate this in the following ways:

- Gaining verbal feedback from audiences by speaking one-on-one with business owners monthly; inquire about understanding of key project components, reduction in confusion/misinformation, and audience questions
- Gaining digital feedback from audiences via surveys, conversation numbers, responses to e-blasts, and trends on social media
- Tracking digital analytics—Level of peoples' engagement with digital content, video, emails (include both audience numbers and trends of conversations)
- Tracking misinformation and outside-source content, including private-party websites, social media groups, and petitions/protests
- Seeking feedback that audiences—regardless of location, community standing, and support/non-support for the project—feel heard and represented throughout the process (intangible)



COMMUNICATIONS PLAN AND TIMELINE

	PROJECT/TASK	TIMELINE	RESPONSIBLE
Weekly e-blast focused on The dot			
	Create new MailChimp template with updated branding (set apart from Ferndale Forward)	Complete by May 3	City Comms Kara & Dorothy
	Create short “update blurb” to open each email with	Complete by May 3	DDA Cindy
	Create standing, stand-up 10-minute meeting for every Thursday to obtain bullet-point updates from construction team to share in weekly email	Launch May 9	City Comms, DDA (all)
	Highlight available resources—content from ferndaledot.com, educational opportunities, b-to-b, and more	Weekly	DDA Cindy, Torri
	Highlight temporary parking support resources: valet, Lyft, other	Weekly	DDA Cindy, Torri
	Highlight DDA staff contacts for easy Q&A and access by business owners	Weekly	DDA Cindy, Torri
Northside/southside text alert system			
	Research options for low-cost text alert service (City Comms team advised ClickSend)	Complete by May 13	DDA Torri
	Create sms text address list for Level 1 (southside only) and Level 2 (southside and northside) audiences	Complete by May 13	DDA Cindy
	Create plan for text message tone/style/length	Complete by May 19	DDA Cindy, Torri
	Create rubric/plan for text message send. Consider: <ul style="list-style-type: none"> • What constitutes send? • Plan for emergency sends (staff out of office, after hours, holidays, etc.) 	Complete by May 19	DDA Cindy, Torri



	Create communication plan for highlighting new alert system and clarifying difference between DDA and ParkFerndale alert systems	Complete by launch	DDA Cindy
Training/Business-to-Business			
	Create survey to find out what businesses want to learn/talk about	May 6	DDA Cindy, Torri
	Distribute survey: recommend keep open for 10-14 days only	Week of May 6	DDA Cindy, Torri
	Meet with stakeholders/resources (City Comms team is happy to assist) to study results and create 3-6-month class ideas/calendar of events	Week of May 20 or 27	DDA Cindy, Torri, Jacki, others
	Leverage existing community support for free or low-cost educational opportunities: <ul style="list-style-type: none"> • Kara and/or Lindsey to discuss social media, Canva for free graphics, comm plans, etc. • Heather Coleman Voss for communications, branding, etc. • SheHive • Justin Lyons, City Planning Manager, who can talk about the business communications process for Livernois 		DDA
Lyft (\$5,000 Lyft codes all distributed to some/not all businesses by Barry this winter; only \$315 have been used)			
	Create communication to send to businesses who got Lyft codes <ul style="list-style-type: none"> • How and why to use • What to do with extras if you won't use them 	Complete by May 3	City Comms Lindsey
	Distribute communication to businesses that got Lyft codes	Week of May 6	DDA Cindy, Torri



	<p>Visit all other businesses (those that didn't receive codes) with information and take orders:</p> <ul style="list-style-type: none">• Joe confirms that the DDA has plenty budgeted for this• Taking orders will provide personal contact with businesses and allow you to explain the program more fully• Joe said that he can reach out to Lyft staff to accompany you to visits if you're interested	May 2019	DDA Cindy, Torri