



**FERNDALE DDA  
BOARD OF DIRECTORS MEETING  
THURSDAY, November 10, 2016  
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: October 2016~~
  
- II. Consent Agenda
  - A. Financial Reports
  - B. DDA Staff/Committees Report
  
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
  
- IV. Community Reports
  - A. Chamber of Commerce
  - B. Woodward Avenue Action Association
  - C. Ferndale Public Schools
  
- V. Presentation – Matt Wagner, National Main Street
  
- VI. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
  
- VII. Adjournment

**CALENDAR OF EVENTS**

**November**

- 1<sup>st</sup>  
Design Committee 6pm
- 2<sup>nd</sup>  
Biz Dev Committee 5pm
- 3<sup>rd</sup>  
Executive Committee 5pm
- 10<sup>th</sup>  
DDA Board of Directors 8am  
Ferndale Area Chamber of  
Commerce Gala 6pm
- 11<sup>th</sup>  
*Veterans Day – closed*
- 14<sup>th</sup>  
City Council 7pm
- 16<sup>th</sup>  
Promotions Committee 5pm
- 24<sup>th</sup> – 25<sup>th</sup>  
*Thanksgiving – closed*
- 26<sup>th</sup>  
Small Business Saturday  
Holiday Tree Lighting 6pm
- 28<sup>th</sup>  
City Council 7pm

**December**

- 6<sup>th</sup>  
Design Committee 6pm
- 7<sup>th</sup>  
Biz Dev Committee 5pm
- 10<sup>th</sup>  
Holiday Ice Festival
- 12<sup>th</sup>  
City Council 7pm
- 13<sup>th</sup>  
Parking Public Input 6pm
- 15<sup>th</sup>  
Merry Moonlight Madness
- 21<sup>st</sup>  
Promotions Committee 5pm
- 23<sup>rd</sup> – 30<sup>th</sup>  
*Holidays – closed*

**January 2017**

- 2<sup>nd</sup>  
*New Year's Day – closed*
- 3<sup>rd</sup>  
Design Committee 6pm
- 4<sup>th</sup>  
Biz Dev Committee 5pm
- 5<sup>th</sup>  
Executive Committee 5pm
- 9<sup>th</sup>  
City Council 7pm
- 12<sup>th</sup>  
DDA Board of Directors 8am
- 16<sup>th</sup>  
*MLK Jr. Day – closed*
- 25<sup>th</sup>  
Promotions Committee 5pm
- 26<sup>th</sup>  
DDA 2017 Strategic  
Planning Meeting 6pm

**The mission of the Ferndale DDA is:  
Work together to drive, deliver, and advance the great downtown Ferndale experience.**

User: Bhicks

PERIOD ENDING 06/30/2016

DB: Ferndale

FUND ACCOUNT	DESCRIPTION	2015-16		END BALANCE
		AMENDED BUDGET		06/30/2016
				NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Liabilities				
248 202.000	Accounts Payable			22,307.41
248 257.000	Wages Payable			4,399.31
TOTAL Liabilities				26,706.72
Revenues				
248 402.000	Property taxes	460,250.00		467,986.77
248 403.100	Property Tax Chargebacks		0.00	12,202.53
248 404.000	Voted Property taxes	53,365.00		55,784.54
248 665.000	Interest income		0.00	18,435.05
248 675.000	Contributions	45,000.00		19,812.64
TOTAL Revenues			558,615.00	574,221.53
Expenditures				
248 706.000	Full Time Personnel	95,200.00		97,385.02
248 707.000	Part-Time Personnel	19,000.00		12,461.24
248 715.000	Social Security	8,654.00		8,283.90
248 716.100	Health Insurance	26,000.00		20,398.90
248 716.110	Health Insurance - EE Contribution	(2,800.00)		0.00
248 717.000	Life Insurance - EE	215.00		111.76
248 718.000	Pension- ICMA-RC 401	4,000.00		3,618.34
248 725.000	Workers Compensation	850.00		736.04
248 730.000	Postage, Mail processing	500.00		0.00
248 740.000	Operating Supplies	35,000.00		22,280.00
248 775.000	Repair & Maintenance	1,374.00		1,083.49
248 802.000	Audit/Actuarial Fees	1,000.00		1,000.00
248 818.000	Contractual Services	67,100.00		68,095.36
248 853.000	Phone/Communications	1,500.00		2,155.86
248 873.000	Training/Education	15,000.00		2,328.12
248 885.000	Special programs	44,975.00		26,882.46
248 900.000	Printing & Publishing	16,000.00		4,444.40
248 914.000	Liability Insurance	2,000.00		0.00
248 920.000	Utilities	21,000.00		12,584.71
248 931.000	Facilities Maintenance	134,000.00		141,061.68
248 940.200	Equipment Leases - Non-City owned	200.00		0.00
248 942.000	Building Rental	27,295.00		20,839.56
248 943.000	Equip Rental Alloc - General Fund	1,145.00		1,579.18
248 956.000	Miscellaneous	500.00		0.00
248 958.000	Memberships & Dues	2,000.00		2,045.00
248 974.000	Public Improvements	18,380.00		0.00
248 977.000	Capital Outlay	30,000.00		0.00
TOTAL Expenditures			570,088.00	449,375.02

## Ferndale DDA Approved FY 2016-17 Budget

GL NUMBER	DESCRIPTION	2016-17 CURRENT APPROVED BUDGET
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY		
Revenues		
Dept 000-GENERAL		
248-000-402.000	Property taxes	\$ 462,800
248-000-404.000	Voted Property taxes	\$ 53,365
248-000-675.000	Contributions	\$ 40,000
Total Dept 000-GENERAL		\$ 556,165
Expenditures		
Dept 000-GENERAL		
248-000-706.000	Full Time Personnel	\$ 144,851
248-000-715.000	Social Security	\$ 10,595
248-000-716.100	Health Insurance	\$ 28,000
248-000-716.110	Health Insurance - EE Contribution	\$ 6,365
248-000-717.000	Life Insurance - EE	\$ 105
248-000-718.000	Pension- ICMA-RC 401	\$ 10,140
248-000-725.000	Workers Compensation	\$ 850
248-000-730.000	Postage, Mail processing	\$ 500
248-000-740.000	Operating Supplies	\$ 42,000
248-000-775.000	Repair & Maintenance	\$ 1,374
248-000-802.000	Audit/Actuarial Fees	\$ 1,000
248-000-818.000	Contractual Services	\$ 66,200
248-000-873.000	Training/Education	\$ 6,000
248-000-885.000	Special programs	\$ 44,975
248-000-900.000	Printing & Publishing	\$ 22,000
248-000-914.000	Liability Insurance	\$ 2,000
248-000-920.000	Utilities	\$ 21,000
248-000-931.000	Facilities Maintenance	\$ 134,000
248-000-940.200	Equipment Leases - Non-City owned	\$ 200
248-000-942.000	Building Rental	\$ 1,656
248-000-958.000	Memberships & Dues	\$ 2,000
248-000-961.101	General Fund Admin Allocation	\$ 7,400
248-000-974.000	Public Improvements	\$ 15,000
Total Dept 000-GENERAL		\$ 568,211

User: Bhicks

PERIOD ENDING 10/31/2016

DB: Ferndale

FUND ACCOUNT	DESCRIPTION	2016-17		END BALANCE
		AMENDED BUDGET		10/31/2016
				NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Liabilities				
248 257.000	Wages Payable			1,900.16
248 257.100	Accrued Liability - Payroll			1,492.00
248 257.150	Accrued Liabilities - Health Insurance			372.96
TOTAL Liabilities				3,765.12
Revenues				
248 402.000	Property taxes	462,800.00		263,947.04
248 403.100	Property Tax Chargebacks	(1,000.00)		323.85
248 404.000	Voted Property taxes	53,365.00		36,362.99
248 523.000	Federal grant	525,000.00		0.00
248 610.000	Participation fees	2,500.00		0.00
248 665.000	Interest income	1,000.00		0.00
248 675.000	Contributions	73,265.00		5,544.19
248 675.500	Contributions - DDA - Public Art	0.00		110.00
TOTAL Revenues			1,116,930.00	306,288.07
Expenditures				
248 706.000	Full Time Personnel	148,600.00		34,983.87
248 707.000	Part-Time Personnel	23,400.00		0.00
248 715.000	Social Security	12,950.00		2,676.25
248 716.100	Health Insurance	34,300.00		3,000.28
248 716.110	Health Insurance - EE Contribution	(2,880.00)		0.00
248 717.000	Life Insurance - EE	220.00		55.44
248 718.000	Pension- ICMA-RC 401	6,790.00		2,345.25
248 725.000	Workers Compensation	850.00		704.12
248 730.000	Postage, Mail processing	500.00		0.00
248 740.000	Operating Supplies	53,210.00		10,666.36
248 775.000	Repair & Maintenance	700.00		0.00
248 802.000	Audit/Actuarial Fees	1,000.00		0.00
248 818.000	Contractual Services	26,500.00		10,862.26
248 853.000	Phone/Communications	3,000.00		0.00
248 873.000	Training/Education	8,400.00		666.11
248 885.000	Special programs	44,975.00		1,135.93
248 900.000	Printing & Publishing	21,780.00		0.00
248 914.000	Liability Insurance	2,000.00		0.00
248 920.000	Utilities	21,000.00		2,915.32
248 931.000	Facilities Maintenance	134,000.00		50,088.00
248 940.200	Equipment Leases - Non-City owned	200.00		0.00
248 942.000	Building Rental	28,050.00		138.00
248 943.000	Equip Rental Alloc - General Fund	1,632.00		496.32
248 956.000	Miscellaneous	0.00		75.00
248 958.000	Memberships & Dues	725.00		200.00
248 974.000	Public Improvements	15,000.00		0.00
248 977.000	Capital Outlay	794,200.00		0.00
TOTAL Expenditures			1,381,102.00	121,008.51



## **Matthew Wagner, Ph.D.**

*Vice President of Revitalization Programs*  
National Main Street Center, Inc.  
53 W. Jackson Blvd, Suite 350  
Chicago, IL 60604



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**Matthew Wagner, Ph.D.** recently joined the National Main Street Center as Vice President of Revitalization Programs. In this role, he is responsible for driving the Center's field service initiatives including the development and delivery of technical services for downtown and commercial corridor programs across the U.S.

Prior to his work at the National Main Street Center, Dr. Wagner had a dual role of Director, Global Community Affairs, and President of Johnson Redevelopment Corporation at SC Johnson, a \$10 billion global consumer products company (Glade, Raid, Windex, Ziploc, etc.) Since 2011, he had international responsibilities driving the company's \$35 million philanthropy strategy in sustainability and workforce/economic development areas. Dr. Wagner provided entrepreneurial guidance and leadership to the company, directing the creation of the Lily Pad retail venture featuring SC Johnson branded merchandise for visitors and consumers, to which he received an Officer's Award. Furthermore he served as President of Johnson Redevelopment Corporation, SC Johnson's real estate holding company invested in more than 1 million sq.ft. of retail, office and manufacturing space for third-party tenants. In this role he had responsibility to manage a \$4 million P&L and \$3 million in annual capital allocations.

Dr. Wagner's professional background involves more than 20 years of non-profit management and teaching experience in the area of downtown revitalization, entrepreneurship and economic development. At the University of Wisconsin-Parkside, he focused on aligning students in helping to find business solutions with partner businesses, serving as a lecturer in Entrepreneurship and Director of both the Small Business Development Center and Solutions for Economic Growth Center.

Dr. Wagner has served a leader in the area of downtown and commercial corridor revitalization, directly guiding two nationally recognized downtown revitalization efforts. In Sheboygan Falls, WI, he led downtown redevelopment activities resulting in the community being named one of the first five Great American Main Street Award winners. As Executive Director of the Downtown Racine Corporation (Racine, WI), Dr. Wagner led a downtown planning and implementation initiative that resulted in more than \$100 million in new private investment earning honors from the International Downtown Association, Sierra Club, and the American Institute of Architects for downtown planning. In addition, he has served as a Senior Program Associate at the National Main Street Center providing direct technical assistance to numerous downtowns and commercial corridor districts, with a specialization in economic restructuring activities, including market analysis, real estate development, downtown planning, and business recruitment and retention activities.

Aside from his professional experiences, academically Dr. Wagner has completed his Ph.D. with a focus on urban economic development and entrepreneurship. He is a Fulbright Specialist Scholar, recently

completing a teaching assignment on social entrepreneurship at the University of Hyderabad, India.

Furthermore, Dr. Wagner has a long history of program and service delivery in the area of small business development. As a testament to this work, he has been awarded the U.S. Small Business Administration's Wisconsin Champion for Women's Businesses, for his efforts to support women entrepreneurs. Additional short-term engagements have included service with the White House Council for Auto Communities Economic Development and Entrepreneurship Policy and Michigan State's University Future Innovation Research Strategy Team.