



## **FERNDALE DDA BOARD OF DIRECTORS MEETING November 8, 2018 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 2018
- II. Consent Agenda
  - A. Financial Statements
- III. Community Reports
  - A. Chamber of Commerce
  - B. Ferndale Area District Library
- IV. Action Items
  - A. WXYZ Channel 7 ABC Marketing Opportunity
  - B. Radio Marketing Opportunity
  - C. Toshiba Copier
- V. Discussion Item and Presentation: Downtown Development Plan
- VI. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VII. Adjournment

### **CALENDAR OF EVENTS**

#### **November**

**1<sup>st</sup>**  
Executive Committee 5pm  
**7<sup>th</sup>**  
Biz Dev Committee 5pm  
**8<sup>th</sup>**  
DDA Board Meeting 8am  
**12<sup>th</sup>**  
*Veteran's Day*  
*DDA Office Closed*  
**13<sup>th</sup>**  
Design Committee 5:30pm  
**22<sup>nd</sup>-23<sup>rd</sup>**  
*Thanksgiving Observed*  
*DDA Office Closed*  
**24<sup>th</sup>**  
***Small Business Saturday***  
**26<sup>th</sup>**  
City Council 7pm  
**27<sup>th</sup>**  
Promotions 5pm

#### **December**

**4<sup>th</sup>**  
Design Committee 5:30pm  
**5<sup>th</sup>**  
Biz Dev Committee 5pm  
**6<sup>th</sup>**  
Executive Committee 5pm  
**8<sup>th</sup>**  
***Holiday Ice Festival***  
**10<sup>th</sup>**  
City Council Strategic  
Planning Session  
**10<sup>th</sup>**  
City Council 7pm  
**13<sup>th</sup>**  
DDA Board Meeting 8am  
**18<sup>th</sup>**  
Promotions 5pm  
**20<sup>th</sup>**  
***Merry Moonlight Madness***  
**Dec 24<sup>th</sup> – Jan 1<sup>st</sup>**  
*Holidays Observed*  
*DDA Office Closed*

#### **January**

**3<sup>rd</sup>**  
Executive Committee 5pm  
**8<sup>th</sup>**  
Design Committee 5:30pm  
**9<sup>th</sup>**  
Biz Dev Committee 5pm  
**10<sup>th</sup>**  
DDA Board Meeting 8am  
**14<sup>th</sup>**  
City Council 7pm  
**21<sup>st</sup>**  
*Martin Luther King Junior*  
*DDA Office Closed*  
**28<sup>th</sup>**  
City Council 7pm  
**27<sup>th</sup>**  
Promotions 5pm

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

**Thursday, October 11, 2018**

**8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:01 a.m.

**DDA Board Members Present:** Dean Bach, Mindy Cupples, Heather Cutlip, PJ Jacokes, Blake Scheer, Jacki Smith, Nathan Martin, Chris Johnston, Jerome Raska

**DDA Board Members Absent:** Mayor/Council

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

**Guests:** Joe Gacioch & Kara Sokol (Assistant City Manager's Office), Greg Erne & Ryan Schultz (Versa Wanda LLC)

B. Dismissals: Mayor/Council

C. Approval of Agenda

Motion by Director Smith, Seconded by Director Cupples to amend the agenda by combining items B "Parking Updates" and C "Versa Development", then flip them with item A and approve the agenda as amended. All ayes, motion carries.

D. Approval of Minutes: September 2018

Motion by Director Jacokes, seconded by Director Smith to approve the Minutes for September 2018 as presented. All Ayes, motion carries.

**II. Consent Agenda**

A. Staff Report

B. Financial Statements

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

**III. Community Reports**

A. Chamber of Commerce

Director Scheer

Director Scheer gave a brief update on the Chamber – the Chamber staff is getting ready for the Gala, which will be held on Wednesday, November 7, 2018. Ticket prices are \$40 for one or \$70 for two.

Director Johnston arrives at 8:09 am

Director Raska arrives at 8:10 am

**IV. Presentations**

A. Parking Updates/Versa Wanda LLC

Joe Gacioch, Greg Erne & Ryan Schultz

Joe Gacioch, Assistant City Manager announced that in September 2018, we entered into contract with Versa Wanda LLC, in which they've been courting a potential office tenant – the most challenging part of fulfilling the new development. As of right now, they are looking into options and incentives for temporary wayfinding. Versa Wanda LLC is a boutique real estate company comprised of business partners Greg Erne and Jeff Denha. Their company is in Royal Oak, MI, however, they do have properties in other states as well. Greg believes the plan Joe

Gacioch put together is comprehensive and will be the catalyst project to bring more office space to Ferndale. The goal is to create a more vibrant area while keeping the cost affordable and incorporating the residential aspect. The vision for The dot is to create an opportunity zone project, which will incentivize patient capital investments and is connected to the longevity of an investor's stake in a qualified Opportunity Fund that provides the most upside to those who hold their investment for 10 years or more. The dot will be TIF, no risk – meaning only as it's created. The reimbursement structure with the DDA will be simple and depends on how it's structured, with the recommendation being to capture taxes to gain a steady flow. If reevaluation would be beneficial, the option is available. Director Smith asked if the TIF would carry over to the new owner if it were to be sold. Greg replied, the short answer is yes. Director Hicks added that we can build in limitations as we agree to close the gap and cap it.

- B. Business & Resident Communications for The dot Barry Hicks and Kara Sokol
- Kara Sokol and Barry Hicks have been working on the communications for The dot. The City is handling the communication to the City and the DDA will be handling communication for the TIF district. Kara and Barry have been working on collateral and content plans for all audiences, planning accordingly for the various communication needs affecting each audience. Targeted communication goals are: 1) Information and transparency without overcommunication 2) Educate and inform about walkability 3) Educate and inform about temporary parking solutions 4) Create opportunities for questions, conversations and 2-way engagement 5) Establish messaging advocates 6) Clearly identify information owners. Timelines for communication are: **October** – launch wayfinding & walkability awareness campaign. Print The dot posters, general communication pieces, and Tier 1 and Tier 2 residential communications. **November** – Distribute Tier 1 and Tier 2 residential communications. Create special-edition The dot and parking-themed City newsletter. **December** – Mail special-edition The dot and parking themed City newsletter. Launch biweekly digital and email updates. Director Hicks reported the DDA communication for The dot to consist of regular delivery of information about The dot, construction process/timeline information, street/parking lot closures & utility interruptions, special programs/trainings, promotional opportunities and temporary service changes. There will also be business support promotions and business support Temporary Parking Solutions. Communication will be made on an as needed basis with social media, minimum of twice per month with E-news. Town-Hall meetings 1-2 times per month to start, then on an as needed with project progression basis, depending on participation and in person business visits – as requested or to immediately adjacent impacted businesses for project milestones or to train staff on TPS. According to polls taken by businesses, the preferred method of receiving communication is electronically through Facebook and the E-news. However, based on in person visits, there are still some businesses that prefer to receive communication through snail mail. Due to the high cost, snail mail will be reserved for communication relevant to kickoff and major milestones. Communication regarding The dot will occur through the Downtown Business group on Facebook (roughly 90 members), with the eNews and mail. Communications will consist of any information on The dot, the construction process and timelines. There will be a business promotions portion rolled in as well.
- Discussion:** Director Johnston asked why not run Lyft before everything starts to get people in the habit and established with using the available temporary parking solutions. Director Cupples asked to promote Lyft earlier. Director Raska suggested putting postcards on delivery service items, such as flowers or pizza to aid in passing along the information. Director Johnston suggested beverage napkins with the necessary information. Director Smith suggested using bag stuffers with the relevant information.

C. Hamilton-Anderson

Unavailable

- A. Bill had come to talk about different ideas and options to help his business as he is planning ahead to help alleviate setbacks while construction of The dot is active. Bill is thinking he would like to purchase a liquor license that would enable him to sell beer and wine for his customers to enjoy with their pizza.

**Discussion:** Director Cupples asked if there are different kinds of liquor licenses. Director Bach confirmed – yes, there are indeed more than one kind of liquor license available. Director Smith suggests having the DDA work with MiChigo to find a way in helping them accomplish their goals, being that the main purpose of a Downtown Development Authority is to be sure the downtown businesses are thriving. DDA Board of Directors discuss viable options amongst themselves, one being to pay into the parking in lieu trust – this would help offset the increased demand of parking spaces needed with the added downtown liquor license. Director Hicks is suggesting doing a combination situation. Director Johnston would like to see the statistics associated with events and parking, such as the event that just passed – OktoBeer Fest. Once we have an idea of what impact events put on downtown parking feasibility, Director Johnston would like to add in consideration of The dot as it is being constructed.

**VI. Call to Committee Chairs, Board Members & Staff**

Director Jacokes announced November 11, 2018 is Go Comedy's 10-year anniversary. Stay tuned for added, celebratory festivities to celebrate this exciting milestone!

Director Raska announced the Chamber Gala will be held on Wednesday, November 7, 2018 at Boogie Fever.

Director Hicks attended a Mainstreet Manager meeting recently and would like to give credit where it's due. Hicks is impressed with the specialization efforts he's seeing with the program coordinating specifically to community needs and training with our downtown businesses. Mainstreet will be helping with scholarships and conference registration this year. Nominations for the Main Event will be due April 1<sup>st</sup> and entry submission begins in December, more time to prepare submissions than in years passed.

Deputy Director Willcock mentioned trick or treat in Downtown Ferndale will be on Saturday, October 27<sup>th</sup>. New for Fido Does Ferndale this year, the DDA is partnering with The Broock to bring new and fun activities to the event, which will be held on Thursday, October 25, 2018. Small Business Saturday is rolling along nicely. Holiday Ice has a theme this year- Throwback Holidays. There will be no reindeer this year, trying to replace them with something fun. Also looking at getting some people on board for the People Points pilot program.

Director Bach would like to echo Director Johnston's concern with the analysis of parking and events while considering the development of The dot.

GL NUMBER	DESCRIPTION	BALANCE		2018-19 AMENDED BUDGET	END BALANCE	
		NORMAL	(ABNORMAL)		NORMAL	(ABNORMAL)
Fund 248 - Downtown Development Authority						
Assets						
248-000-001.000	Cash - Comerica Checking		0.00			0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec		27,386.25			11,716.34
248-000-029.000	Est. Uncollectable DELPP Tax		(27,262.37)			(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		943,769.39			1,108,855.75
248-000-084.101	D/F General Fund		(22,942.22)			0.00
248-000-084.731	D/F EE Retir System		0.00			0.00
248-000-108.000	Accrued Interest Receivable		1,012.17			1,552.15
248-000-132.000	Infrastructure		1,574,005.00			1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure		(1,486,239.00)			(1,508,298.00)
248-000-136.000	Buildings		21,360.00			21,360.00
248-000-137.000	Accum.Deprec.- buildings		(1,708.80)			(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			1,029,380.42			1,189,799.98
Liabilities						
248-000-202.000	Accounts Payable		22,503.55			0.00
248-000-206.000	Due to Customers		0.00			0.00
248-000-257.000	Wages Payable		5,410.72			6,794.85
248-000-257.100	Accrued Liability - Payroll		188.70			2,514.00
248-000-257.150	Accrued Liabilities - Health I		0.00			0.00
248-000-260.000	Accrued Sick & Vacation		12,378.57			12,378.57
248-000-262.000	Flexible Benefit Plan		0.00			0.00
248-000-286.000	Deferred Revenues		0.00			0.00
TOTAL LIABILITIES			40,481.54			21,687.42
Fund Equity						
248-000-390.000	Restricted		670,249.53			670,249.53
248-000-390.977	Invested in capital assets, ne		175,255.00			175,255.00
TOTAL FUND EQUITY			845,504.53			845,504.53
Revenues						
248-000-402.000	Property taxes		284,224.34	454,090.00		294,739.47
248-000-402.001	Property Taxes - personal		0.00	0.00		0.00
248-000-402.005	Property Taxes - Loss in Chang		0.00	0.00		0.00
248-000-402.200	Reimbursement for PPT Loss		0.00	0.00		0.00
248-000-403.100	Property Tax Chargebacks		1,263.90	0.00		0.00
248-000-404.000	Voted Property taxes		44,029.85	60,864.00		40,896.57
248-000-404.001	Voted Property taxes - persona		0.00	0.00		0.00
248-000-523.000	Federal grant		0.00	0.00		0.00
248-000-545.000	State grant		0.00	0.00		0.00
248-000-550.010	State PPT Loss Reimbursement		2,060.50	0.00		36,772.69
248-000-610.000	Participation fees		0.00	0.00		0.00
248-000-665.000	Interest income		0.00	0.00		0.00
248-000-675.000	Contributions		13,065.00	25,000.00		4,205.08
248-000-675.248	Proceeds- DDA Special Events		0.00	0.00		0.00
248-000-675.500	Contributions - DDA - Public A		22.00	3,000.00		10,424.54
248-000-676.101	General Fund contrb.		0.00	0.00		0.00
248-000-695.000	Miscellaneous income		0.00	0.00		0.00
248-000-698.000	Net unrealized gains		0.00	0.00		0.00
248-000-699.661	Transfer In from Motor Pool		0.00	0.00		0.00
248-000-699.677	Transfer In from HR Fund		0.00	0.00		0.00
TOTAL REVENUES			344,665.59	542,954.00		387,038.35
Expenditures						
248-000-706.000	Full Time Personnel		70,687.79	156,297.00		55,596.65
248-000-707.000	Part-Time Personnel		0.00	0.00		0.00
248-000-709.000	Overtime		0.00	0.00		0.00
248-000-714.000	Holiday Pay		0.00	0.00		0.00
248-000-714.100	Sick Pay - Annual		0.00	0.00		0.00
248-000-715.000	Social Security		5,377.78	11,957.00		4,253.15
248-000-716.000	Health - premiums		0.00	0.00		0.00
248-000-716.100	Health Insurance		5,274.97	18,506.00		6,259.20
248-000-716.110	Health Insurance - EE Contribu		(183.30)	(2,467.00)		(375.00)
248-000-716.115	Health Insurance - Retiree		0.00	0.00		0.00

GL NUMBER	DESCRIPTION	BALANCE		2018-19 AMENDED BUDGET	END BALANCE	
		NORMAL	(ABNORMAL)		NORMAL	(ABNORMAL)
Fund 248 - Downtown Development Authority						
Expenditures						
248-000-716.150	Health Insurance Waiver		0.00	0.00		0.00
248-000-716.736	Health - OPEB Funding		0.00	0.00		0.00
248-000-717.000	Life Insurance - EE		133.23	211.00		105.60
248-000-718.000	Pension- ICMA-RC 401	4,920.84		10,941.00	3,891.74	
248-000-719.000	Fringe Benefits		0.00	0.00		0.00
248-000-721.000	Longevity		0.00	0.00		0.00
248-000-725.000	Workers Compensation	1,120.49		854.00		0.00
248-000-730.000	Postage, Mail processing		13.30	500.00		0.00
248-000-740.000	Operating Supplies	7,468.85		25,000.00	4,422.08	
248-000-740.248	Operating - DDA Special Projec		0.00	0.00	245.20	
248-000-747.000	Grant Activity		0.00	0.00	0.00	
248-000-752.000	Motor Fuel / Lubricants		0.00	0.00	0.00	
248-000-775.000	Repair & Maintenance		0.00	1,000.00	0.00	
248-000-802.000	Audit/Actuarial Fees		0.00	1,010.00	0.00	
248-000-818.000	Contractual Services	2,787.74		80,000.00	428.59	
248-000-853.000	Phone/Communications		0.00	0.00	128.40	
248-000-853.116	Telecom - Cell Phone EE Reimb.		0.00	2,340.00	0.00	
248-000-873.000	Training/Education		181.46	12,000.00	4,079.33	
248-000-885.000	Special programs	14,754.16		25,000.00	1,436.16	
248-000-900.000	Printing & Publishing	2,251.90		7,000.00	330.00	
248-000-914.000	Liability Insurance		0.00	1,800.00	0.00	
248-000-920.000	Utilities	4,260.22		7,600.00	610.88	
248-000-931.000	Facilities Maintenance	80,072.00		144,000.00	46,503.00	
248-000-940.200	Equipment Leases - Non-City ow		0.00	0.00	0.00	
248-000-942.000	Building Rental		803.00	1,800.00	534.00	
248-000-943.000	Equip Rental Alloc - General F		545.96	2,800.00	0.00	
248-000-956.000	Miscellaneous		500.85	52,800.00	3,251.73	
248-000-958.000	Memberships & Dues		300.00	3,500.00	200.00	
248-000-961.101	General Fund Admin Allocation		0.00	16,508.00	0.00	
248-000-968.000	Depreciation Expense		0.00	0.00	0.00	
248-000-970.000	Bad Debt		0.00	0.00	0.00	
248-000-974.000	Public Improvements		0.00	15,000.00	0.00	
248-000-977.000	Capital Outlay		0.00	5,000.00	0.00	
248-000-996.000	Interest Expense		0.00	0.00	0.00	
TOTAL EXPENDITURES			201,271.24	600,957.00		131,900.71
Total Fund 248 - Downtown Development Authority						
TOTAL ASSETS			1,029,380.42			1,189,799.98
BEG. FUND BALANCE - 2017-18			845,504.53			845,504.53
+ NET OF REVENUES/EXPENDITURES - 2017-18						67,470.39
+ NET OF REVENUES & EXPENDITURES			143,394.35	(58,003.00)		255,137.64
= ENDING FUND BALANCE			988,898.88			1,168,112.56
+ LIABILITIES			40,481.54			21,687.42
= TOTAL LIABILITIES AND FUND BALANCE			1,029,380.42			1,189,799.98

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	11,716.34
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	868,300.43	1,108,855.75
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		954,356.38	1,189,799.98
*** 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	6,794.85
248-000-257.100	Accrued Liability - Payroll	0.00	2,514.00
248-000-257.150	Accrued Liabilities - Health Insurance	0.00	0.00
248-000-260.000	Accrued Sick & Vacation	12,378.57	12,378.57
248-000-262.000	Flexible Benefit Plan	0.00	0.00
248-000-286.000	Deferred Revenues	0.00	0.00
Total Liabilities		41,381.46	21,687.42
*** Fund Balance ***			
248-000-390.000	Restricted	670,249.53	670,249.53
248-000-390.977	Invested in capital assets, net	175,255.00	175,255.00
Total Fund Balance		845,504.53	845,504.53
Beginning Fund Balance - 17-18			845,504.53
Net of Revenues VS Expenditures - 17-18			67,470.39
*17-18 End FB/18-19 Beg FB		912,974.92	
Net of Revenues VS Expenditures - Current Year			255,137.64
Ending Fund Balance			1,168,112.56
Total Liabilities And Fund Balance			1,189,799.98

\* Year Not Closed

User: Bhicks

PERIOD ENDING 12/31/2018

DB: Ferndale

% Fiscal Year Completed: 50.41

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	YTD BALANCE 12/31/2018 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2018		AVAILABLE BALANCE		% BDGT USED
				INCREASE	(DECREASE	NORMAL	(ABNORMAL)	
Fund 248 - Downtown Development Authority								
Revenues								
Dept 000 - General								
248-000-402.000	Property taxes	454,090.00	294,739.47		0.00	159,350.53	64.91	
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	40,896.57		0.00	19,967.43	67.19	
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	0.00		0.00	0.00	0.00	
248-000-545.000	State grant	0.00	0.00		0.00	0.00	0.00	
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	4,205.08		0.00	20,794.92	16.82	
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 contrb.	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	387,038.35		0.00	155,915.65	71.28	
TOTAL REVENUES		542,954.00	387,038.35		0.00	155,915.65	71.28	
Expenditures								
Dept 000 - General								
248-000-706.000	Full Time Personnel	156,297.00	55,596.65		0.00	100,700.35	35.57	
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	4,253.15		0.00	7,703.85	35.57	
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	6,259.20		0.00	12,246.80	33.82	
248-000-716.110	Health Insurance - EE Contribution	(2,467.00)	(375.00)		0.00	(2,092.00)	15.20	
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	105.60		0.00	105.40	50.05	
248-000-718.000	Pension- ICMA-RC 401	10,941.00	3,891.74		0.00	7,049.26	35.57	
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	4,422.08		0.00	20,577.92	17.69	
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	0.00		0.00	1,010.00	0.00	
248-000-818.000	Contractual Services	80,000.00	428.59		0.00	79,571.41	0.54	
248-000-853.000	Phone/Communications	0.00	128.40		0.00	(128.40)	100.00	



GL NUMBER	DESCRIPTION	2018-19	YTD BALANCE	ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 12/31/2018	(DECREASE	NORMAL (ABNORMAL)	BALANCE	
Fund 248 - Downtown Development Authority								
Expenditures								
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	4,079.33		0.00		7,920.67	33.99
248-000-885.000	Special programs	25,000.00	1,436.16		0.00		23,563.84	5.74
248-000-900.000	Printing & Publishing	7,000.00	330.00		0.00		6,670.00	4.71
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	610.88		0.00		6,989.12	8.04
248-000-931.000	Facilities Maintenance	144,000.00	46,503.00		0.00		97,497.00	32.29
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	534.00		0.00		1,266.00	29.67
248-000-943.000	Equip Rental Alloc - General Fund	2,800.00	0.00		0.00		2,800.00	0.00
248-000-956.000	Miscellaneous	52,800.00	3,251.73		0.00		49,548.27	6.16
248-000-958.000	Memberships & Dues	3,500.00	200.00		0.00		3,300.00	5.71
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	0.00		0.00		15,000.00	0.00
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	131,900.71		0.00		469,056.29	21.95
TOTAL EXPENDITURES		600,957.00	131,900.71		0.00		469,056.29	21.95
Fund 248 - Downtown Development Authority:								
TOTAL REVENUES		542,954.00	387,038.35		0.00		155,915.65	71.28
TOTAL EXPENDITURES		600,957.00	131,900.71		0.00		469,056.29	21.95
NET OF REVENUES & EXPENDITURES		(58,003.00)	255,137.64		0.00		(313,140.64)	439.87



# MEMO

**To:** DDA Board of Directors  
**From:** Barry Hicks, Ferndale DDA Executive Director  
**CC:** none  
**Date:** 11/06/2018  
**Re:** **WXYZ Channel 7 ABC Marketing Opportunity**

---

DDA Staff has met with both Comcast and WXYZ Channel 7 (ABC) to research marketing opportunities for the 2018 Holiday season. After reviewing options with both companies, staff is recommending marketing with ABC.

Comcast was targeting a specific area to run adds which included the Woodward Avenue Corridor and I-75 Corridor through Oakland County from Ferndale (South) to Pontiac (North). Comcast would run adds from the week before Small Business Saturday through the third week in December for \$5,000. The ads would be placed on various channels and at various hours in which we had no control over. This means an ad could run on a random cable channel at 3am and it would count towards their overall goal for number of impressions made. The impressions number would be based on the peak viewing hours on those channels, regardless of the time the ads run. There was also a television commercial production cost of \$1,500.

ABC is not offering television spots for our suggested price point, however, they have a broad reach that covers all of Metro Detroit (Wayne, Oakland, and Macomb counties). The number of people reached are included in the attached presentation. Their services would provide exposure on their Facebook page, which boasts the largest number of followers of any media outlet in the Detroit area, and their opt-in email subscribers. They will use video (which we can provide) to put together a video post to engage audiences. Staff felt that ABC had a more multifaceted approach to reach a wider area for a lower cost.

The DDA did not originally budget for this type of service in the FY18-19 approved budget. We would need amend your current fiscal year budget to account for the increased cost. This would come from your fund balance.

## **Recommended Action**

The AUTHORIZE the Executive Director to execute an agreement with WXYZ Channel 7 ABC for advertising for a not-to-exceed amount of \$4,500 from account number 248-000-885.000 (Special Programs), for services outlined in the attached promotions package, and to increase budget line item 248-000-885-000 by \$4,500.



# WXYZ SMALL BUSINESS SATURDAY

Ferndale Holiday Promotion Opportunity



## OVERVIEW

Entrenched in the community for over 70 years now, WXYZ-ABC has thrive by delivering world class news and growing locally owned businesses. Join us this November for an opportunity to amplify your message to our massive audience via this special!

### Sponsorship elements include, but are not limited to:

- 1X co-branded Facebook post to WXYZ's 542,000+ followers
- 1X WXYZ email (content of your choice) to our 95,000 opt-in subscriber
- 200,000 pre-roll video impressions throughout metro-Detroit!
- 200,000 targeted (or conqueting) display impressions throughout market – **FREE!**




# SUCCESS STORIES

**Post Details**

WXYZ-TV Channel 7 with Robertson Brothers Homes.  
June 6 · Paid ·

In this week's Metro Detroit Home Tour, check out this newly constructed beauty in the heart of Milford.  
View photos here... <https://bit.ly/2sFvUO>



WXYZ.COM  
Brand new home hits the market just blocks away from downtown Milford

18,575 people reached

103 Reactions, Comments & Shares

20 Comments 12 Shares

Like Comment Share

**Performance for Your Post**

68,575 People Reached

166 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	104	1
Love	11	0
Wow	20	0
Shares	12	0

3,961 Post Clicks

Click Type	Count
Photo Views	0
Link Clicks	3,582
Other Clicks	379

**NEGATIVE FEEDBACK**

7 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page


Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Post Details**

WXYZ-TV Channel 7 with Robertson Brothers Homes.  
July 25 at 1:00 PM · Paid ·

Prime Location Alert!

Check out these brand new mid-rise condos in Birmingham priced at \$546K. Did we mention they have a Walk Score of 93? 🚶🚶🚶



WXYZ.COM  
Prime Location Alert: Brand New Condo in downtown Birmingham mid-rise could be yours for \$546k

53,822 people reached

317 Reactions, Comments & Shares

95 Comments 46 Shares

Like Comment Share

Write a comment...

**Performance for Your Post**

53,822 People Reached

525 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	274	1
Love	12	0
Haha	62	0
Wow	9	0
Angry	2	0

119 Comments

47 Shares 46 On Post 1 On Shares

3,257 Post Clicks

Click Type	Count
Photo Views	0
Link Clicks	2,710
Other Clicks	547

**NEGATIVE FEEDBACK**


8 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Post Details**

WXYZ-TV Channel 7 with Robertson Brothers Homes.  
August 22 at 9:33 PM · Paid ·

Check out how you can OWN a brand-new move-in ready home for the same payment as your rent in gorgeous Lake Orion!  
DETAILS: <https://www.wxyz.com/.../you-can-own-this-brand-new-home-in-lake-orion>



47,997 People Reached

345 Engagements

3,400 Clicks

View Insights Boost Post

You, Daniel Clark and 225 others 26 Comments 58 Shares

Like Comment Share

**Performance for Your Post**

47,997 People Reached

345 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	226	19
Love	11	1
Haha	11	0
Wow	4	0
Angry	1	0
Comments	33	2
Shares	58	0

3,400 Post Clicks

Click Type	Count
Photo Views	546
Link Clicks	2,444
Other Clicks	410

**NEGATIVE FEEDBACK**

6 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



# SUCCESS STORIES

In a most recent program of similar size and strategy, Robertson Brothers Homes received an average of 4,761,890 impressions on a monthly basis.

Here, Robertson Homes joined powers with WXYZ's most engaging Facebook platform in the state, whilst simultaneously layering in display impressions.

They have found massive draw to their website, but most importantly recurring open houses – ie, the program drove website and foot traffic!

## Highlights:

- Four month campaign

- Similar investment and strategy

- Average Facebook engagement/reach of over 50,000 people

- Average monthly impressions over 4,750,000 people in metro-Detroit



# NEXT STEPS – LAUNCH PLAN

Week of 11/5:	Process order, reserve inventory Begin Facebook/Email production Creative elements to digital and broadcast production services (Graphics, logo's, video, etc.)
Week of 11/12:	Approval of posts, email and custom digital elements Review Launch, Final approval
Week of 11/19:	Launch
Week of 11/26:	Digital maintenance promoting broader holiday events, lead up to Holiday Ice Festival
Week of 12/3:	Touch-base meeting/call
Week of 1/7:	Recap of campaign, community success
Week of 1/28:	Regroup for future construction support

**Total Price: \$4,500**

Approved By (client):

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: (station)

Name: \_\_\_\_\_ Date: \_\_\_\_\_



# MEMO

**To:** DDA Board of Directors  
**From:** Cindy Willcock, Ferndale DDA Deputy Director  
**CC:** none  
**Date:** 11/8/2018  
**Re:** First Quarter Radio Advertising Opportunity

---

DDA Staff has met over the last few months with radio groups Cumulus Media and WJR to explore advertising opportunities to promote the DDA district for 2019 during construction of The dot. Packages presented ranged from \$1,500 to \$3,765 per week and can run for multiple weeks. These rates are substantially lower than their regular rates and are available now for first quarter 2019. Cumulus is willing to split the schedule between weeks, making it \$1,500 per week.

The Highlights of the package details are below (see attached packages for complete details):

**963WDVD** – 140x 30-second announcements per week with streaming (70x each on-air & streaming); can be split between 2 weeks

**WJR** – 57x 30-second announcements per week with streaming (32x on-air and 25x streaming)

## Recommended Action

The AUTHORIZE the Executive Director to execute an agreement with Cumulus Media and/or WJR for DDA district advertising, in accordance with the package received from Cumulus and/or WJR.





## Opportunity Package (Select Weeks)

WJR is offering a limited number of marketing packages with high frequency at a great value. These weekly packages are available to air December 17, 2018 through March 24, 2019. There are a limited number of packages per week (see below for weekly availability).

**This is available for purchase Today thru Thursday, November 8, 2018 ONLY.**

<u>WJR-AM</u>	<u>DAY PART</u>	<u>QUANTITY</u>
Monday – Friday	5:30 a.m. – 8 p.m.	10x
Monday – Sunday	5:30 a.m. – 8 p.m.	6x
Monday – Sunday	5:30 a.m. – 12 a.m.	6x
Saturday – Sunday	5 a.m. – 12 a.m.	<u>10x</u>
		<b>32x</b>
 <u><b>WJR.COM</b></u>		
Monday – Sunday	5 a.m. – 12 a.m.	25x

57x 60-second announcements per week  
**Weekly Investment: \$3,675**

57x 30-second announcements per week  
**Weekly Investment: \$2,565**

*With the purchase of six (6) or more weeks, advertiser will receive an additional 10x 10-second announcements  
M-F, 6 a.m. – 12 a.m.*

12/17 ☐ (5)   12/24 ☐ (5)   12/31 ☐ (5)   01/07 ☐ (5)   01/14 ☐ (5)   01/21 ☐ (5)   01/28 ☐ (5)  
02/04 ☐ (5)   02/11 ☐ (5)   02/18 ☐ (4)   02/25 ☐ (4)   03/04 ☐ (4)   03/11 ☐ (3)   03/18 ☐ (4)

\*Limited number of packages available each week.  
\*All spots are pre-emptible

Advertiser Signature below accepts a firm and non-cancelable agreement:

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date



## 2019 1st Quarter Opportunity Package

NASH FM 93.1 is offering a limited number of marketing packages with high spot frequency at a great value. These packages are available between January – March 31st. There are a limited number of packages each week, first come first serve.

<u>NASH FM</u>	<u>Day Part</u>	<u>Quantity</u>
Monday-Friday	5am – 8pm	20x
Monday-Friday	8pm – 12am	10x
Saturday & Sunday	6am – 9pm	10x
Monday-Sunday	5am – 12am	15x
Monday-Sunday	5am – 5am	15x

### NASHFM931.com (streaming)

Monday-Sunday	6am – 8pm	70x
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**140x 30-second** Announcements per Week with streaming!

**Per Week Net Investment: \$1,500**

Circle Weeks: 12/31, 1/7, 1/14, 1/21, 1/29, 2/4, 2/11, 2/19, 2/25, 3/4, 3/11, 3/18, 3/25

*\*Limited number of packages available each week.*

*Advertiser Signature below accepts a firm and non-cancelable agreement:*

---

*Advertiser Signature*

---

*Company*

---

*Date*

Ray Recchia 586 612-4112 ray.Recchia@cumulus.com



## 2019 1st Quarter Opportunity Package

96.3 WDVD is offering a limited number of marketing packages with high spot frequency at a great value. These packages are available between January – March 31<sup>st</sup>. There are a limited number of packages each week, first come first serve.

<u>WDVD FM</u>	<u>Day Part</u>	<u>Quantity</u>
Monday-Friday	5am – 8pm	20x
Monday-Friday	8pm – 12am	10x
Saturday & Sunday	6am – 9pm	10x
Monday-Sunday	5am – 12am	15x
Monday-Sunday	5am – 5am	15x

### 963WDVD.com (streaming)

Monday-Sunday	6am – 8pm	70x
---------------	-----------	-----

**140x 30-second** Announcements per Week with streaming!

**Per Week Net Investment: \$3,000**

Circle Weeks: 12/31, 1/7, 1/14, 1/21, 1/29, 2/4, 2/11, 2/19, 2/25, 3/4, 3/11, 3/18, 3/25

*\*Limited number of packages available each week.*

*Advertiser Signature below accepts a firm and non-cancelable agreement:*

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

Ray Recchia 586 612-4112 ray.Recchia@cumulus.com



# MEMO

**To:** DDA Board of Directors  
**From:** Barry Hicks, Ferndale DDA Executive Director  
**CC:** none  
**Date:** 11/06/2018  
**Re:** Toshiba Copier

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The DDA has used Toshiba Business Solutions for all of our photocopy needs with the same photocopier that is approximately 7-8 years old. I have put off replacing the machine as long as possible to get the most use out of it. Unfortunately, the tech person on the most recent two service visits in the past month has informed us that some of the components that are breaking are not going to be able to be replaced going forward as the parts are no longer being manufactured. He also noted that there are issues with two of the color cartridges that cannot be fixed and that we will see a decline in the quality of color prints. Additionally, we have run into some software compatibility issues because of the age of the copier. The machine is no longer able to communicate with our network to scan documents which has made the scanning function inoperable.

We print approximately just under 500 black & white and 700 color prints per month. Having the capability to print in-house has saved us a great deal of time and money over the long-run since we rarely have to outsource printing. Currently, the City is looking to replace some of their copiers and we are able to take advantage of a bulk-purchase price if we buy now. Originally, for the same machine shown in the attachment to this memo, we were quoted \$150 per month for 63 months. We can get the same machine for \$135 per month for 63 months at this time. This includes all parts, labor, and toner cartridges for the life of the contract up to the specified amount of prints.

The total cost of the contract is \$8,505 spread over 63 months, which comes out to \$1,620 annually.

## Recommended Action

The AUTHORIZE the Executive Director to execute an agreement with Toshiba Business Solutions to lease a photocopier for a not-to-exceed amount of \$8,505 (plus any applicable taxes) distributed in equal payments of \$135 per month over 63 months from account number 248-000-900.000 (Printing and Publishing).

# Investment Schedule

## FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY

November 5, 2018

- > Award-Winning Products
- > Encompass Managed Print
- > Document & Device Security
- > Eco-Innovation
- > Digital Signage Services
- > Professional Services & Software Solutions



> **Investment Schedule**

**FERNDALE DOWNTOWN DEVELOPMENT -FERNDALE-913510**

**eStudio 2830c**

Service	\$99.00
<b>Total Monthly Expenses</b>	<b>\$99.00</b>

**New Toshiba Digital Solution**

**Model Details**

- > (1) e-STUDIO3015AC 30 PPM Digital Color MFP
  - > Included Features: 100-Sheet RADF, Stand, Inner Finisher, Fax Unit / 2nd Line Fax Unit

**Service Details**

Pool Name	Monthly Pages Included	Monthly Overage Per Page
Mono Pool	500	\$0.00738
Color Pool	700	\$0.04301

**Total Monthly Investment**

- > 63 Month Lease \$135.00

Monthly Investment includes all: parts, labor, service and supplies, everything except paper, staples, and applicable taxes



# Toshiba Technology

## Never Looked Better

The Toshiba e-STUDIO3015AC can increase the efficiency of your workgroups, improve the professionalism of your presentations, and streamline the workflow of your organization. And, that's just for starters.

A 300-sheet high-speed, high-capacity Dual-Scan Document Feeder (DSDF) produces up to 120 IPM simplex and 240 IPM duplex. A conventional RADF is available for less scan-intensive businesses.

Toshiba has developed a customizable MFP to make your job easier. A new 10.1" tablet-style touch screen works intuitively, helping you find instructions, functions, and commands with the swipe of the finger. Toshiba's internally developed Multi-Station Print Enabler allows users to send print jobs from their desktop and retrieve them at any convenient MFP by simply swiping their badge and authenticating at that device.



**e-STUDIO™3015AC**

### Features at a Glance

- > Copy/Print Speed: 30 PPM
- > Print Resolution: 1,200 x 1,200 dpi
- > First Copy Out: 5.9s B&W, 7.8s Color
- > Paper Capacity: Standard 1,200 Sheets / Max 3,200 Sheets
- > Scan Speed: DSDF Scan—240 IPM Duplex, 120 IPM Simplex; RADF Scan—73 IPM
- > Memory: 4GB
- > Reproduction Ratio: 25% to 400%
- > Max Duty Cycle: 180K B&W / 90K Color Mo.
- > 10.1" Color WVGA Touch Screen Tilting Display

### Popular Options

- 100-Sheet RADF or 300-Sheet DSDF
- 550-Sheet Paper Feed Pedestal
- 550-Paper Drawer
- 2,000-Sheet LCF
- Console Finisher
- Saddle-Stitch Finisher
- Job Separator
- Hole Punch Unit