



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, APRIL 14, 2016 at 8:00 A.M.
FERNDALE DDA OFFICE
149 W. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

- A. Roll Call 8:02 a.m.
DDA Board Members Present: Mindy Cupples, Ed Lane, Michael Hennes, Jacki Smith, PJ Jacokes, Jerome Raska and Dean Bach (8:03)
DDA Board Members Absent: Jay McMillan, Chris Johnston, Mayor/Council
Staff Present: Cindy Willcock and Michelle Delacourt
Guests: Joe Gacioch and Justin Lyons (City of Ferndale), Carol Jackson and Kim Hart (Ferndale Area Chamber of Commerce), Gaal Karp and Elizabeth Masserang (Ferndale Haus/PM Environmental)
- B. Dismissals: Jay McMillan (work), Chris Johnston, Mayor/Council, Barry Hicks (ill)
- C. Approval of Minutes March 2016
Motion by Director Hennes, seconded by Director Smith to approve the March 2016 minutes as presented. All Ayes, motion carries.
- D. Approval of Agenda
Motion by Director Raska, seconded by Director Lane approve agenda as presented. All Ayes, motion carries.

II. CONSENT AGENDA

- A. DDA Staff Reports
- B. Finance Report

Motion by Director Lane, seconded by Director Raska to approve the Consent Agenda as presented. All Ayes, motion carries.

III. CALL TO AUDIENCE

Assistant City Manager Gacioch explained that the City is rolling out the Residential Parking Zone (RPZ) program, with April being orientation month and enforcement slated to begin in May. Surveys and traffic counts on the streets in question are being done and the program will again be measured in the fall. They are also developing a business program that will offer more variety as well as providing more information regarding loading zones and other matters. Chair Bach noted that there seems to be a lot of confusing on parking, especially the use of long-term passes and Director Raska inquired as to whether parking information was being put out on the Forum or anyplace else, suggesting this may help clarify things for the community. Gacioch noted that parkferndale.com would be launching in late June as a resource for all things parking related in Ferndale.

The City is partnering with graduate students from the University of Michigan School of Information's Citizen Interaction Design (CID) program which teams municipal governments with students and will "explore new ways by which local government can communicate and interact with its citizenry." The new partnership will start immediately, with the program kicking off in the fall.

IV. COMMUNITY ORGANIZATION REPORTS

- A. Chamber of Commerce Jackson/Hart
Carol Jackson introduced new Executive Director Kim Hart, a local resident, noting that they Chamber is excited to have her on board and she comes from a very diverse background. ED Hart stated she has been a Ferndale resident for 14 years, loves the city and has a background in fundraising. The Chamber is working on the Rainbow Run which is 8 weeks away. This year they have chosen 3 non-profits to benefit from the run – Camp Casey, GUTS and the Ferndale Police Auxiliary. Hart is looking forward to meeting and working with the DDA, Board and businesses.
- B. Woodward Avenue Action Association (WA3)
No report given
- C. Ferndale Public Schools/Citizens for a Fair Ferndale
The Ferndale Education Foundation fundraiser dinner, with its Grammy's theme, is slated for Thursday, April 21st at the Magic Bag.

V. ACTION ITEMS

- A. Consideration of an Interlocal Agreement with City BRA
City Planner Justin Lyons presented an overview of the proposed request by the Ferndale Haus development for a Brownfield Plan for reimbursement of eligible expenses for the project on the current Save-a-Lot site. This reimbursement would come from TIF revenues and would be for up to \$2.1 million over 13-15 years. The process for this approval calls for review and recommendations by three parties: the Brownfield Redevelopment Authority (BRA), which has approved the plan; City Council, who have also approved the plan; and the DDA, since this is located within the DDA and TIF district and requires waiver of TIF for the time period. Details are further explained in the agreement.

Elizabeth Masserang of PM Environmental, who are working with the developers, noted that the request is for 13 years, up to 15 for contingency. The diversion of the TIF capture will also help contribute to public infrastructure such as improvements to the alley way, Schiffer Park, etc. The developers seek to partner with the DDA on improvements during that period of capture. Developer Gaal Karp also noted that because the development will have to put parking underground to accommodate the number of units they want, building costs increase significantly and this agreement will allow them to recoup some of those costs, thereby allowing them to keep rents more affordable. It was also clarified that the DDA will continue to collect TIF funds on the current property value and after the end of the agreement will then realize the incremental increase.

Motion by Director Hennes, seconded by Director Smith to authorize the Chairman to sign a Interlocal Agreement with the City Brownfield Redevelopment Authority in accordance with an approved Brownfield Plan for the project commonly referred to as Ferndalehaus (430 W. Nine Mile); subject to minor modification by the City Attorney for effectuation. All Ayes, motion carries.

- B. Operations Manager Employment Contract
Cindy Willcock served as Operations Manager prior to being appointed as Interim Executive Director in May of 2015. With the hiring of a permanent Executive Director, it is being recommended that she return to her previous title. In an

effort to align DDA staff salaries and benefits with similar non-union City employees, an updated employment contract is being presented. Chair Bach explained that the ED went over the contract with the Executive Board and they approved it.

Motion by Director Raska, seconded by Director Hennes authorize the Executive Director and Chairman to sign the employment agreement with the Operations Manager as presented, subject to minor modification by the City Attorney to effectuate the agreement. All Ayes, motion carries.

C. Consideration of Budget

By Charter, City Council is tasked with amending and approving budgets for the current and upcoming fiscal years by the end of April each year. Worst-case scenario budgets are presented here and are not set in stone. Board Treasurer Smith explained that the current budget reflects a dip into reserves \$11,873, down from a previous amount of approximately \$30,000. She also noted that the FY 2016-17 budget is healthy and is currently assuming 3 full-time staff members with full benefits. Chair Bach also noted that there are ongoing discussions about the City DPW taking over the downtown maintenance contract. Director Smith pointed out that other changes regarding events include aligning event income and expenses within the budget and looking into having a third party put on events for the DDA.

Motion by Director Raska, seconded by Director Cupples to approve and recommend that City Council adopt the proposed Fiscal Year 2015-16 Amended Budget and proposed Fiscal Year 2016-17 Recommended Budget. All Ayes, motion carries.

D. Consideration of BUILD Application for Howe's Bayou

The Board previously decided to table approval of the BUILD request until it was determined if there was enough money in the current fiscal year budget to pay the applicant. The application had previously been reviewed and recommended by the Design Committee.

Motion by Director Smith, seconded by Director Raska to approve the BUILD application request for reimbursement as presented for the amount of \$4,825. Ayes: Directors Cupples, Lane, Smith, Jacokes, Raska and Chair Bach; Nays: None; Abstention: Director Hennes. Motion carries.

VI. REGULAR AGENDA & BUSINESS INFO ITEMS

A. Main Street Oakland County 2016 Awards Event

The Main Event, MSOC's annual awards ceremony will be held on Thursday, April 28th at the Royal Oak Music Theater. Downtown Ferndale has nominated The Magic Bag for outstanding sign and Rick Ax for volunteer of the year. Board support at the event would be appreciated.

B. By-Laws Revisions

Proposed minor changes to bylaw language were included in the Board packet. Director Cupples explained that they were mainly updates, giving the Executive more authority to perform duties such as purchasing and managing the office, as well as removing references to the Main Street 4-point approach. Chair Bach

noted that he would like to have the ED present to discuss the changes and requested that this item be placed on the May Board agenda.

C. Strategic Planning

Kathryn Baker has been working with the ED and the Business Development Committee on the elevator pitch. Additional updates to be given at the May Board meeting.

VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Operations Manager Willcock noted that upcoming ribbon cuttings for new businesses in the district include Loose Cannon Clothing on April 15th and Atom Art on April 16th.

City Planner Lyons provided an update on the development of the property next to Hungry Howie's, noting that it would include 2 floors of office space and it is anticipated that foundations will be poured soon.

Assistant City Manager Gacioch announced that after interviewing 2 candidates for the prime consultant for parking, the selection committee unanimously selected Carl Walker and were hoping to have an agreement to Council for approval on April 25th.

Chair Bach noted that the BBQ Rib Burn Out will be May 14th and he is also working with the organizers of Ferndale Pride for a fundraiser on May 21st.

VIII. ADJOURNMENT

Motion by Director Hennes, seconded by Director McMillan to adjourn meeting. All Ayes, meeting adjourned at 9:00 a.m.