



**FERNDALE DDA  
BOARD OF DIRECTORS MEETING  
THURSDAY, JANUARY 14, 2015  
9:00 A.M. Board Meeting**

Ferndale DDA Office  
149 W. Nine Mile Rd., Ferndale, MI

**AGENDA**

- I. Call to Order
  - A. Roll Call
  - B. Dismissals
  - C. Consideration of Minutes: December 2015
  - D. Consideration of Agenda
  - E. Financial Report
- II. Consent Agenda
  - A. Committee Reports
  - B. DDA Staff Report
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Organization Reports
  - A. Chamber of Commerce
  - B. Woodward Avenue Action Association
  - C. Ferndale Public Schools
- V. **Action Items**
  - A. Annual Planning Meeting Consultant
  - B. Downtown Committee: Parking Recommendation *(to be provided at meeting)*
- VI. Regular Agenda & Business Info Items
  - A. UPDATE: Resolution Regarding Liquor Licenses
  - B. UPDATE: Part-Time Temporary Position
  - C. UPDATE: City Hall Renovations
  - D. Board Meeting Time Change
  - E. Board Member Recruitment
  - F. January 20<sup>th</sup> Planning Commission Meeting Reminder
  - G. Bench Dedication
  - H. Annual Planning Meetings Reminder
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

**CALENDAR OF EVENTS**

**January**

- January 1**  
*DDA Offices Closed*
- January 5**  
Design Committee 6:00pm
- January 6**  
Executive Board 3pm  
Biz Dev 5pm
- January 11**  
City Council Mtg. 7pm
- January 14**  
DDA Board of Directors 9am
- January 18**  
*DDA Offices Closed for MLK Jr. Day*
- January 19**  
Downtown Development Committee 4:30pm
- January 25**  
City Council Mtg. 7pm
- January 27**  
Promotions Committee 5pm
- January 28**  
Annual Planning Meeting 5:30pm – Part 1 of 2

**February**

- February 2**  
Design Committee 6:00pm
- February 3**  
Executive Board 3pm  
Biz Dev 5pm
- February 4**  
Annual Planning Meeting 5:30pm – Part 2 of 2
- February 8**  
City Council Mtg. 7pm
- February 11**  
DDA Board of Directors 9am
- February 15**  
*DDA Offices Closed for President's Day*
- February 16**  
Downtown Development Committee 4:30pm
- February 22**  
City Council Mtg. 7pm
- February 24**  
Promotions Committee 5pm

***The mission of the Ferndale DDA is to support and empower a vibrant Downtown Ferndale and its community of businesses to be a destination to live, shop, work and play.***



**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY**  
**BOARD OF DIRECTORS MEETING**  
**THURSDAY, DECEMBER 10, 2015 at 9:00 A.M.**  
FERNDALE DDA OFFICE  
149 W. 9 MILE  
FERNDALE, MI 48220

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**I. CALL TO ORDER**

A. Roll Call 9:00 a.m.

**DDA Board Members Present:** Dean Bach, Jacki Smith, Mindy Cupples, Ed Lane, Michael Hennes and Jerome Raska

**DDA Board Members Absent:** Jay McMillan, Chris Johnston, Mayor/Council

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

**Guests:** Joseph Gacioch (Ferndale Asst. City Manager), Justin Lyons (Planner, City of Ferndale), Candice Susak (Zipcar), Bob Greager (The Eagles Pledge), Tiffany and Chris Best (The Rust Belt Market, Kevin Canze (Republic Parking)

B. Dismissals: Jay McMillan (vacation), Chris Johnston Dave Coulter/Dan Martin

C. Approval of Minutes November 2015

Motion by Director Lane, seconded by Director Raska to approve the November 2015 minutes as presented. All Ayes, motion carries.

D. Approval of Agenda

Motion by Director Smith, seconded by Director Hennes approve agenda as presented. All Ayes, motion carries.

E. Acceptance of Financial Report

Motion by Director Smith, seconded by Director Lane to accept the financial report as presented. All Ayes, motion carries.

**II. CONSENT AGENDA**

Motion by Director Lane, seconded by Director Raska to accept the consent agenda as presented. All Ayes, motion carries.

**III. CALL TO AUDIENCE**

Bob Greager, gave an overview of the Eagles Pledge (EP), a grant program for up to 4 years of college tuition for all high school graduates modeled after the Kalamazoo Promise. The EP is launching its first major fundraising campaign to activate its own tuition grant pledge for graduating seniors of FPS. To date all funds raised have been either gifts or from their Board. Greager is seeking additional donors or ideas for potential donors as well as assistance in getting the word out. Chair Bach directed that Pitch Black get something out regarding this program.

**IV. COMMUNITY ORGANIZATION REPORTS**

A. Chamber of Commerce

OM Willcock delivered report emailed by Chamber Interim ED Carol Jackson.

The Chamber is looking forward to an awesome year and hoping to collaborate with the DDA in some new projects. Jackson also wished to extend her personal apologies that the Chamber was not able to fully participate in Holiday Hoof because of the staffing issues they are experiencing. The hunt for a new

Executive Director has begun, but they are taking their time in the interview process. Finally, she wanted to wish the Board a happy holiday from the Chamber.

- B. Woodward Avenue Action Association (WA3) (No report provided)  
WA3 continues to go through internal changes and hopes to attend meetings and provide updates in 2016.
- C. Ferndale Public Schools (No report provided)  
The Ferndale Community Concert Band will be having a concert on Sunday, December 13<sup>th</sup> at 3:00 pm in the FHS auditorium.

## V. ACTION ITEMS

### A. Zip Car

Candice Susak, market fleet supervisor, gave an overview of Zip Car (information provided in Board packet). Zip Car is a the world's leading car sharing network whose mission is to provide affordable/sustainable transportation options for anybody at any time. They would like to launch a one-year pilot program in Ferndale with two vehicles. Proposed locations for the vehicles were discussed, with it being noted that close proximity to Woodward was a priority. The proposed first location would be on the west side of Woodward, on Planavon (next to the former Save-A-Lot), which will provide good access to both 9 Mile and Woodward, as well as good visibility and proximity to residential areas. The proposed location for the east side of Woodward is on 9 Mile, just east of Bermuda on the north side of the street. Benefits of this location are the same as listed above. Chair Bach stated he would be more in favor of having the parking in lots rather than on street and Kevin Canze of Republic Parking explained that there is more visibility on-street, as well as from a maintenance standpoint on-street is less disruptive than lot spaces. Assistant City Manager Gacioch also noted that studies show the proposed locations are not utilized at 85% capacity and that this is a one year pilot – cars can always be moved if it proves to be a burden.

Motion by Director Hennes, seconded by Director Raska to recommend that City Council approve Zip Car's proposal to locate two vehicles in Downtown Ferndale, on East 9 Mile near Bermuda and Planavon near West 9 Mile.

Discussion was had regarding clarification of locations, with Assistant City Manager Gacioch indicated that the City parking department would notify businesses.

All Ayes, motion carries.

### B. Liquor License Review – Rust Belt Market

As discussed at the November Board meeting, the Rust Belt Market (RBM) has applied for a Redevelopment Liquor License. The City Liquor Review Committee met in October to review the request and are recommending approval of the request. The DDA Board requested the City draft an agreement that would allow the City to inspect the operation to determine if the owners were operating within the scope of the agreement and allow revocation of the license if it was determined they were in violation of the agreement. The Board also asked that the owners provide additional information regarding where the alcohol will be

sold, how parking during special events will be addressed and compliance with state law hours of operation requirements.

RBM owners Tiffany and Chris Best provided information regarding these questions that was included as an attachment to the Board packet. The Best's indicated theirs is a very fluid business model that always meant for Friday, Saturday, Sunday hours for retail. They will be trying a Thursday game night concept to assist with complying with hours requirements, provided information on parking mitigation and the proposed floorplan of the café/bar area. Directors Raska and Hennes thanked the Bests for their extra work in addressing the Board's concerns.

Motion by Director Raska, seconded by Director Hennes to recommend that City Council approve the Redevelopment Liquor License for the Rust elt Market as reviewed and recommended by the Ferndale Liquor License Review Committee with all of the conditions listed in said document.

All Ayes, motion carries.

C. Resolution to Council Regarding Liquor Licenses

The DDA Executive Board met and discussed concerns regarding parking in the Central Business District as a result of adding liquor-serving establishments and wanted to make a statement to Council through a formal resolution that the DDA Board does not want Council to consider any additional issuance of liquor licenses in the Central Business District until a parking in lieu ordinance is considered.

Motion by Director Smith, seconded by Director Cupples to approve a Resolution requesting that City Council consider the parking In-Lieu Ordinance before considering any additional liquor licenses in the Central Business District.

All Ayes, motion carries.

D. Parking In Lieu Ordinance Revisions

City Staff and the City Attorney are seeking input from the DDA Board regarding a revision to the City's Zoning Ordinance as it pertains to parking in the Central Business District (CBD). Currently, when parking is deemed necessary per the City's Code of Ordinances, developers must comply with providing adequate facilities to accommodate the need for parking that different uses create. This applies all over Ferndale except in the CBD where currently there is not a requirement for parking.

Proposed ordinance changes would change this and require that all restaurants would be required to provide adequate off-street parking on their own private property or, if located in the CBD, pay on a per-space basis. The money paid would go into a special account to be used exclusively for the maintenance and construction of more parking at a future date. This change is made in the ordinance, Part 1(j) CBD parking exemption, item (1). If approved, new restaurants or expansions of existing would be required to provide adequate parking or pay into the parking system. This would not apply to outdoor seasonal spaces. City Planner Lyons explained that upon passing of the DDA Board motion, the Planning Commission will hold a public hearing for January 20, 2016

at which time fees will be set and the PC and public will have the opportunity to speak about the proposed changes. Discussion was had regarding how the number of required spaces is calculated.

Motion by Director Cupples, seconded by Director Smith to recommend that City Council approve an ordinance to amend Section 24-223 to the Zoning Ordinance, Ordinance No. 1087, of the Ferndale Code of Ordinances, as attached.

Discussion was had regarding the proposed ordinance change being a good first step and now it is up to the City to take their step, how quickly construction on a parking deck could commence and the DDA desire to issue a clear statement on managing downtown growth. Planner Lyons encouraged Board members to attend the January 20th Planning Commission meeting at 7:00 pm at City Hall.

All Ayes, motion carries.

E. DDA City Hall Space

In order to facilitate the plan to move the DDA office into City Hall during the first quarter of 2016, construction should begin as soon as possible. The DPW Director received three bids for the build out, but only one included construction of walls to create an office and storage area. This bid was for \$20,860.00. The Board previously authorized an amount not to exceed \$20,000 and at this time the Executive Director is requesting this be revised to an amount not to exceed \$25,000. In the future it is hoped that something this minor could be administratively approved, but in the absence of a DDA purchasing policy, such requests must come before the Board. A purchasing policy will be worked on at a later date.

Motion by Director Lane, seconded by director Raska to authorize the Executive Director to execute the proposal from Allied dated November 24, 2015, to build out new office space for the DDA at City Hall and to allow a not-to-exceed amount of \$25,000 for construction to account for contingencies.

All Ayes, motion carries.

**VI. REGULAR AGENDA & BUSINESS INFO ITEMS**

A. Parking Update

The downtown committee is actively working on some discussions of parking and locations for what sounds like a stand-alone deck on east side of Woodward. Bob Gibbs and Hamilton Anderson have worked on identifying where need is with their report still being finalized. Chair Bach noted that committee has officially said yes to the need for a structure and likely it should be on the east side first, then look on west. The plan is that the company that builds it will fund the project and City will then purchase it with bond money.

B. Customer Service Software Update

ED Hicks has spoken with provider Quick Base about their customer tracking service that is easily sortable and found them to be a good option over Sales Force (\$2,500/year vs. \$20,000/year). This will be presented as a formal item on next month's agenda and may require a budget amendment.

C. DDA Personnel Update

Permanent staffing decisions should be held off until after the annual planning process is completed. In the interim the goal is to bring in temporary part time help for 4-6 months. This should allow ample time to decide a future direction, assess current staff skill sets and identify gaps while still filling immediate needs.

**VII. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF**

Director Cupples mentioned a trip hazard due to tree roots/grate in front of Sneaker's on Woodward.

Director Smith requested tracking results and providing a report on the Holiday Ice Festival to gather some hard numbers that will help determine the future of the event as she has gotten feedback that the event is not well received by businesses. Director Lane stated that last year the event attracted more people to the downtown than ever before.

OM Willcock requested volunteers for the Holiday Ice Festival.

**VIII. ADJOURNMENT**

Motion by Director Lane, seconded by Director Smith to adjourn meeting. All Ayes, meeting adjourned.

| FUND ACCOUNT                                     | DESCRIPTION                            | BALANCE           | 2015-16           | END BALANCE       |
|--|--|-------------------|-------------------|-------------------|
|  |  | 12/31/2014        | AMENDED           | 12/31/2015        |
|  |  | NORMAL (ABNORMAL) | BUDGET            | NORMAL (ABNORMAL) |
| <b>Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY</b> |  |                   |                   |                   |
| <b>Assets</b>                                    |  |                   |                   |                   |
| 248 026.000                                      | Delq.Pers.Prop.Tax/Rec                 | 24,336.66         |                   | 38,540.18         |
| 248 029.000                                      | Est. Uncollectable DELPP Tax           | (33,274.46)       |                   | (39,279.69)       |
| 248 040.000                                      | A/R - Miscellaneous                    | 0.00              |                   | 0.00              |
| 248 078.000                                      | A/R - Other Govt Units                 | 0.00              |                   | 0.00              |
| 248 084.100                                      | D/F Cash Fund                          | 540,923.93        |                   | 369,724.54        |
| 248 084.101                                      | D/F General Fund                       | (2,249.96)        |                   | (3,818.60)        |
| 248 084.731                                      | D/F EE Retir System                    | 0.00              |                   | 0.00              |
| 248 108.000                                      | ACCRUED INTEREST RECEIVABLE            | 1,085.86          |                   | 1,535.27          |
| 248 132.000                                      | Infrastructure                         | 0.00              |                   | 1,574,005.00      |
| 248 133.000                                      | Accum.Deprec.- infrastructure          | 0.00              |                   | (1,441,402.00)    |
| 248 146.000                                      | Equipment                              | 0.00              |                   | 50,400.00         |
| 248 147.000                                      | Accum.Deprec.- equipment               | 0.00              |                   | (50,400.00)       |
| 248 148.000                                      | Vehicles                               | 0.00              |                   | 23,140.00         |
| 248 149.000                                      | Accum.Deprec.- vehicles                | 0.00              |                   | (23,140.00)       |
| <b>TOTAL Assets</b>                              |  | <b>530,822.03</b> |                   | <b>499,304.70</b> |
| <b>Liabilities</b>                               |  |                   |                   |                   |
| 248 202.000                                      | Accounts Payable                       | 0.00              |                   | 2,000.00          |
| 248 206.000                                      | DUE TO CUSTOMERS                       | 0.00              |                   | 0.00              |
| 248 257.000                                      | Wages Payable                          | 0.00              |                   | 0.00              |
| 248 257.100                                      | Accrued Liability - Payroll            | 0.00              |                   | 2,188.63          |
| 248 257.150                                      | Accrued Liabilities - Health Insurance | 0.00              |                   | 171.64            |
| 248 262.000                                      | Flexible Benefit Plan                  | 0.00              |                   | 0.00              |
| 248 286.000                                      | Deferred Revenues                      | 0.00              |                   | 0.00              |
| <b>TOTAL Liabilities</b>                         |  | <b>0.00</b>       |                   | <b>4,360.27</b>   |
| <b>Fund Equity</b>                               |  |                   |                   |                   |
| 248 390.000                                      | Restricted                             | 389,070.60        |                   | 477,057.15        |
| 248 390.977                                      | Invested in capital assets, net        | 0.00              |                   | 175,255.00        |
| <b>TOTAL Fund Equity</b>                         |  | <b>389,070.60</b> |                   | <b>652,312.15</b> |
| <b>Revenues</b>                                  |  |                   |                   |                   |
| 248 402.000                                      | Property taxes                         | 237,766.94        | 460,250.00        | 0.00              |
| 248 402.001                                      | Property Taxes - personal              | 0.00              | 0.00              | 0.00              |
| 248 402.005                                      | Property Taxes - Loss in Change of PPT | 0.00              | 0.00              | 0.00              |
| 248 402.200                                      | Reimbursement for PPT Loss             | 0.00              | 0.00              | 0.00              |
| 248 403.100                                      | Property Tax Chargebacks               | (3,222.80)        | (10,000.00)       | 0.00              |
| 248 404.000                                      | Voted Property taxes                   | 46,111.19         | 53,365.00         | 0.00              |
| 248 404.001                                      | Voted Property taxes - personal        | 0.00              | 0.00              | 0.00              |
| 248 523.000                                      | Federal grant                          | 0.00              | 0.00              | 0.00              |
| 248 545.000                                      | State grant                            | 0.00              | 0.00              | 0.00              |
| 248 550.010                                      | State PPT Loss Reimbursement           | 30,618.39         | 0.00              | 0.00              |
| 248 610.000                                      | Participation fees                     | 200.00            | 2,500.00          | 0.00              |
| 248 665.000                                      | Interest income                        | 4,177.09          | 1,000.00          | 0.00              |
| 248 675.000                                      | Contributions                          | 44,005.24         | 73,265.00         | 34,683.93         |
| 248 676.101                                      | General Fund contrb.                   | 0.00              | 0.00              | 0.00              |
| 248 695.000                                      | Miscellaneous income                   | 0.00              | 0.00              | 0.00              |
| 248 698.000                                      | Net unrealized gains                   | 7,892.59          | (10,000.00)       | 0.00              |
| 248 699.661                                      | Transfer In from Motor Pool            | 0.00              | 0.00              | 0.00              |
| 248 699.677                                      | Transfer In from HR Fund               | 0.00              | 0.00              | 0.00              |
| <b>TOTAL Revenues</b>                            |  | <b>367,548.64</b> | <b>570,380.00</b> | <b>34,683.93</b>  |
| <b>Expenditures</b>                              |  |                   |                   |                   |
| 248 706.000                                      | Full Time Personnel                    | 48,455.88         | 147,090.00        | 35,549.44         |
| 248 707.000                                      | Part-Time Personnel                    | 0.00              | 23,400.00         | 8,437.49          |
| 248 709.000                                      | Overtime                               | 0.00              | 0.00              | 0.00              |
| 248 714.000                                      | Holiday Pay                            | 0.00              | 0.00              | 0.00              |
| 248 714.100                                      | Sick Pay - Annual                      | 0.00              | 0.00              | 0.00              |
| 248 715.000                                      | Social Security                        | 3,542.71          | 12,830.00         | 3,365.00          |
| 248 716.000                                      | Health - premiums                      | 0.00              | 0.00              | 0.00              |
| 248 716.100                                      | Health Insurance                       | 7,817.75          | 33,250.00         | 3,000.93          |
| 248 716.110                                      | Health Insurance - EE Contribution     | 0.00              | (2,800.00)        | 0.00              |
| 248 716.115                                      | Health Insurance - Retiree             | 0.00              | 0.00              | 0.00              |
| 248 716.150                                      | Health Insurance Waiver                | 0.00              | 0.00              | 0.00              |
| 248 716.736                                      | Health - OPEB Funding                  | 0.00              | 0.00              | 0.00              |
| 248 717.000                                      | Life Insurance - EE                    | 52.80             | 215.00            | 26.40             |
| 248 718.000                                      | Pension- ICMA-RC 401                   | 2,199.24          | 6,725.00          | 901.90            |
| 248 719.000                                      | Fringe Benefits                        | 0.00              | 0.00              | 0.00              |
| 248 721.000                                      | Longevity                              | 0.00              | 0.00              | 0.00              |

| FUND ACCOUNT                              | DESCRIPTION                       | BALANCE           | 2015-16    | END BALANCE       |
|---|-----------------------------------|-------------------|------------|-------------------|
|   |                                   | 12/31/2014        | AMENDED    | 12/31/2015        |
|   |                                   | NORMAL (ABNORMAL) | BUDGET     | NORMAL (ABNORMAL) |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY |                                   |                   |            |                   |
| Expenditures                              |                                   |                   |            |                   |
| 248 725.000                               | Workers Compensation              | 650.62            | 850.00     | 588.79            |
| 248 730.000                               | Postage, Mail processing          | 0.00              | 500.00     | 0.00              |
| 248 740.000                               | Operating Supplies                | 16,896.21         | 56,720.00  | 6,143.25          |
| 248 747.000                               | Grant Activity                    | 0.00              | 0.00       | 0.00              |
| 248 775.000                               | Repair & Maintenance              | 1,076.33          | 1,374.00   | 669.49            |
| 248 802.000                               | Audit/Actuarial Fees              | 0.00              | 1,000.00   | 0.00              |
| 248 818.000                               | Contractual Services              | 15,514.63         | 37,500.00  | 23,955.40         |
| 248 853.000                               | Phone/Communications              | 1,772.49          | 3,000.00   | 516.30            |
| 248 873.000                               | Training/Education                | 2,028.35          | 8,400.00   | 423.59            |
| 248 885.000                               | Special programs                  | 21,925.83         | 44,975.00  | 6,703.36          |
| 248 900.000                               | Printing & Publishing             | 9,698.53          | 21,780.00  | 3,494.40          |
| 248 914.000                               | Liability Insurance               | 0.00              | 2,000.00   | 0.00              |
| 248 920.000                               | Utilities                         | 6,542.88          | 21,000.00  | 5,128.02          |
| 248 931.000                               | Facilities Maintenance            | 70,896.00         | 134,000.00 | 78,752.24         |
| 248 940.200                               | Equipment Leases - Non-City owned | 0.00              | 200.00     | 0.00              |
| 248 942.000                               | Building Rental                   | 13,708.00         | 27,500.00  | 12,915.85         |
| 248 943.000                               | EQUIP RENTAL ALLOC-GENERAL FUND   | 2,093.96          | 0.00       | 804.80            |
| 248 956.000                               | Miscellaneous                     | 0.00              | 0.00       | 0.00              |
| 248 958.000                               | Memberships & Dues                | 925.00            | 725.00     | 675.00            |
| 248 961.101                               | General Fund Admin Allocation     | 0.00              | 0.00       | 0.00              |
| 248 968.000                               | Depreciation Expense              | 0.00              | 0.00       | 0.00              |
| 248 970.000                               | Bad Debt                          | 0.00              | 0.00       | 0.00              |
| 248 974.000                               | Public Improvements               | 0.00              | 15,000.00  | 0.00              |
| 248 977.000                               | Capital Outlay                    | 0.00              | 30,000.00  | 0.00              |
| 248 996.000                               | Interest Expense                  | 0.00              | 0.00       | 0.00              |
| TOTAL Expenditures                        |                                   | 225,797.21        | 627,234.00 | 192,051.65        |



## January 2016

### Consent Agenda

Sample Motions:

- A. *To approve the consent agenda in its entirety.*
- B. *To approve the consent agenda, excluding Items \_\_\_\_ (Letter/Letter & Number) \_\_\_\_.*

### REGULAR BUSINESS ITEMS

#### ***Personnel***

The DDA Executive Director is working with the City's Human Resources Director to address temporary staffing needs. The intent will be to hire someone on a temporary part-time basis to replace the recently departed customer relations position. An unpaid, part-time intern is also being considered to assist the DDA through the remaining fiscal year. Approximately 15 applications were received and 3 interviews conducted.

It is recommended to hold off on hiring a new position, whether it be part-time, shared with the City, or full-time with the DDA, until after the DDA Annual meetings to be held in the first quarter of 2016.

### INFORMATIONAL ITEM

#### ***Executive Director Report***

Outreach

- Business visits: Greenspace Café, Rust Belt Market, Grasshopper
- Partner Meetings: City of Ferndale, Ferndale Chamber of Commerce, Oakland County
- Collaborated with the City of Ferndale, Oakland County, and Michigan Works to put on the Ferndale Small Business Collaborative
- Donated several items to the Ferndale Public Schools for PE classes; items were in storage and used to be used for the Holiday Hoof event when it was an obstacle course. The items were no longer needed as the event has become a more traditional 5k in recent years.
- Crain's Detroit: worked with Crain's to feature several new and up and coming restaurants that recently opened or that will be opened soon.

## Property & Business Development

- Former Rent-A-Center – Grenadier moving forward with renovations; working to get additional parking on site and improvement to alley
- Former Buffalo Wild Wings & Twisted Shamrock- under construction; façade approved by ARC; target opening date of late December for Daily Dinette and January for Pops for Italian
- Maurice London Wardrobe Studio is open
- Former Rainy Day Hobbies – Southern Belle’s Bistro has signed lease but targeted has been delayed, but work is now moving forward
- Former Pizza Hut –construction of a multi-tenant building is ongoing
- Former Hodges Subaru – currently being renovated and will be an Art Van Pure Sleep early spring 2016 opening date
- Church site – to be a mixed-use development by Northstar Properties
- Save-A-Lot site – Site plan approved by Planning Commission for a 90 unit residential building that includes a small amount of retail/office space and parking for tenants
- Working with a new restaurant that is considering downtown Ferndale
- Working with former retailer that is considering coming back to Downtown Ferndale

## New Businesses/Expansions/Retention

- Otus Supply Co. – under construction and moving along quickly. Game plan to be open soon. \$3.5million investment
- Greenspace Café –opened December 1<sup>st</sup>
- Valentine Distilling – expansion underway
- Interest in former Lisa D’s and Dangerous Curves space
- Prospect looking for 2,000-2,500 sq. ft. in downtown by Spring 2016

## Planning & Policies

- Downtown development committee continues to meet and is expected to have a recommendation to City Council regarding short and long term plans for downtown parking before the end of the year.
- The Business Development Committee reviewed several documents pertaining to the issuance of liquor licenses in the Central Business District, the Rust Belt’s application for a liquor license, and parking in the Central Business District.

## Communication & Marketing

- Pitch Black has been on Board since mid-May and has been providing weekly status updates. Staff meet with PB and will begin doing a monthly Business Spotlight on the new DDA website. Depending on the success of this program, multiple Business Spotlights may be shared each month.
- Website Redesign – staff will be meeting with the developer in January to discuss launching the website
- Web & Social Media updates – continuous updates; social media impressions improving; posting more business promotions under calendar on web; utilizing CoSchedule management system
- Twice monthly eblasts to consumers as well as twice monthly eblasts to be switched to a every three week rotation; switched over to MailChimp

## Design Projects

- Bike Brochure – final revisions being made; scheduled to go to printer by Spring 2016
- Winter Physical Improvements—install winter plants into downtown planters

## Administrative

- Continued building relationships with the Chamber (see above), the Arts and Cultural Commission, FernCare, WA3, Pleasant Ridge DDA and the City



# MEMO

To: DDA Board of Directors  
From: Barry Hicks, Ferndale DDA Executive Director  
CC: none  
Date: 01/08/2016  
Re: Annual Planning Meeting Consultant

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The DDA Board expressed interest in simplifying the goals and objectives of the DDA and to identify how the organization will be structured under the new Executive Director. The Executive Director spoke with three (3) organizations/companies that could facilitate this process.

- Oakland County Main Street – \$4,500
- Advicoach – \$6,500
- Capricorn Leadership - \$12,000

After reviewing each option, it is recommended to utilize Advicoach's services. Advicoach and Capricorn Leadership were comparable in terms of the services they offered. Oakland County Main Street was focused on the four (4) point approach and did not offer an organizational structuring plan nor any follow-up. Additionally, the DDA may be eligible to receive a \$4,500 grant through Oakland County to help cover the cost of these services regardless of which consultant is chosen.

## Recommended Action

To AUTHORIZE the Executive Director to sign the proposal from Advicoach dated December 30, 2015, to provide consulting services to assist the DDA with the Strategic Planning Process and to allow the Executive Director to make minor modifications to effectuate the proposal.

Attached: Proposal from Advicoach

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**2016 FERNDALE DDA STRATEGIC PLAN AND PLANNING PROCESS**

**PROPOSAL**

**December 30, 2015**

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**OBJECTIVES**

2016 objectives for engaging with AdviCoach:

- Complete a 2016 1-Page Strategic Plan
- Adopt a new quarterly strategic planning process that supports prioritization and focus on top initiatives/goals
- Strengthen the organizations ability to execute
- Create and ensure alignment between the board and staff

**PROCESS OVERVIEW**

- **Initial Strategic Plan Completion**
  - Planning Session with Barry Hicks
  - Survey for board members
  - Full board planning session
  - Executive Committee planning session
  - Full board session for planning
  - 1-Page Strategic plan completed
- **Ongoing Quarterly Process**
  - Monthly call with Barry (review process & accomplishments)
  - Quarterly meetings with full board

## TENTATIVE DATES AND ACTIVITY

### ***Week of January 17<sup>th</sup>***

- Meeting with Barry Hicks
  - Planning session for 1<sup>st</sup> Strategic Planning Session
  - Develop survey questions for board members
  - Review deliverables and scheduling
- Survey sent to board members
- Review old materials / documents from DDA

### ***Week of January 24<sup>th</sup>***

- Meeting with Barry Hicks
  - Review survey results
  - Prepare for Strategic Planning Session I

### ***January 28, 2016 – 2.5 to 3.0 hrs***

- Strategic Planning Session I – entire DDA Board (9 members + 2 or 3 staff)
  - 30 minute presentation – Strategic Planning document and process
  - 2 Hours – Strategic Planning

### ***February 03, 2016 – 1.5 hrs***

- Executive Committee (4 members + 2 or 3 staff)
  - Feedback from strategic planning session
  - Review information captured to date
  - Revise schedule / planning as needed

### ***February 11, 2016 – 2.0 hrs***

- Strategic Planning Session II – entire DDA Board (9 members + 2 staff)
  - Strategic plan presented
  - Additional feedback
  - Review quarterly schedule and process for remainder of 2016

### ***March – December – 30 minutes***

- Monthly coaching call with Barry Hicks

### ***May, August, & November – 1 hour meeting***

- Quarterly meeting with Board

## INVESTMENT

The total investment for the year based on the schedule above is \$ 6,500.

More meetings may be required to complete the strategic plan but that cannot be determined until we work through the process. Additional work to summarize information and populate the initial 1 page strategic plan is included. Additional phone calls with Barry, or an extra meeting with the executive team or staff, will not impact the initial proposal.

### Payment structure for 2016 based on timeline:

| Month        | Payment         |
|--------------|-----------------|
| January      | \$2,500         |
| February     | \$2,500         |
| May          | \$ 500          |
| August       | \$ 500          |
| November     | \$ 500          |
| <b>TOTAL</b> | <b>\$ 6,500</b> |

## OTHER

*Satisfaction is guaranteed. At any time during the process if you feel that the relationship with AdviCoach is not meeting your expectations, we will discontinue our work together.*

## **QUALIFICATIONS**

Kathryn H. Baker, D.M., is an Adjunct Assistant Professor in the Department of Business Communications at Walsh College, in Troy, Michigan. She teaches graduate courses in management communications and provides training and development to local organizations for the Walsh Institute, a division of Walsh College.

Dr. Baker earned a Doctorate of Management in Executive Leadership from Walsh College in 2014. She earned an MBA from Walsh College in 2004 and a Bachelor of Science from the Georgia Institute of Technology, in Atlanta.

Her doctoral dissertation titled, “Business Coaching and Leader Efficacy Development: A Comparative Study,” focused on the business coaching experience and its impact on leader efficacy development. She currently owns and operates AdviCoach of Michigan, a business coaching practice where she and two associates coach business owners and executives, helping them increase profits, build teams of great people, and execute on solid strategies for growth.

With over 10 years of corporate experience, Dr. Baker worked for Ingersoll Rand in the Fluid Technologies Group, as a Business Unit Manager responsible for the Dispensing Technologies business in Rochester Hills, Michigan. In addition, she held positions at Ingersoll Rand as a global marketing manager, a tier-one industry manager, and originally as an area sales manager. Dr. Baker has extensive experience in the disciplines of business development, sales, marketing, strategic planning, and organizational development.

Dr. Baker regularly conducts seminars and workshops on strategic planning and communication, building a performance culture, brand differentiation, sales, and business profitability strategies. She is currently a board member for the Auburn Hills Chamber of Commerce where she serves as treasurer.

## **FOR MORE INFORMATION, PLEASE CALL:**

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