



**FERNDALE DDA
BOARD OF DIRECTORS MEETING
THURSDAY, JANUARY 12, 2017
8:00 A.M. Board Meeting**

Ferndale City Hall; Council Chambers
300 E. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Agenda
 - D. Consideration of Minutes: October 2016
 - E. Consideration of Minutes: November 2016
- II. Consent Agenda
 - A. Financial Reports
 - B. DDA Staff/Committees Report
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Reports
 - A. Ferndale Area Chamber of Commerce
 - B. Ferndale Public Schools
- V. Action Items
 - C. Executive Committee Appointments
 - D. 2017 National Main Street Conference
- VI. Discussion Items
 - E. Strategic Planning 2017
 - F. Upcoming Budget Item – Parking Mitigation
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

January

2nd
New Year's Day – closed
3rd
Design Committee 6pm
4th
Biz Dev Committee 5pm
5th
Executive Committee 3pm
9th
City Council 7pm
12th
DDA Board of Directors 8am
16th
MLK Jr. Day – closed
25th
Promotions Committee 5pm
26th
DDA 2017 Strategic
Planning Meeting 6pm
Jan 27th – Feb 4th
Ferndale Blues & Music
Festival

February

1st
Biz Dev Committee 5pm
2nd
Executive Committee 5pm
7th
Design Committee 6pm
9th
DDA Board of Directors 8am
13th
City Council 7pm
20th
President's Day – closed
22nd
Promotions Committee 5pm
27th
City Council 7pm

March

1st
Biz Dev Committee 5pm
2nd
Executive Committee 5pm
7th
Design Committee 6pm
9th
DDA Board of Directors 8am
11th
City Council Budget
Workshop 9am
13th
City Council 7pm
22nd
Promotions Committee 5pm
27th
City Council 7pm

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

DDA Meeting – October 13, 2016

Roll call –

Present: Directors Bach, Johnston, McMillan, Hennes, Smith, Coulter

Absent: Director Cupples, Lane, Jacokes, Raska

Dismissals: Director Cupples' absence was excused as she was out of town.; Jacokes absence was excused as they had family matters to attend to

Also in attendance: Blake Sheer of Level One Bank, Community and Economic Development Director Jordan Twardy, City Planner Justin, Asst. City Manager Joe Gacioch, City Manager April Lynch, Kim Hart of the Ferndale Area Chamber

Consent Agenda –

Moved by Director Hennes, and seconded to approve the Consent Agenda as submitted.

AYES: All

NAYS: None

MOTION CARRIED

Call to Audience –

Blake Scheer of Level One Bank summarized his background of involvement in Ferndale and it was noted by Chair Bach that Mr. Scheer was a prospective board member.

Community Reports –

Kim Hart of the Ferndale Area Chamber announced the upcoming Chamber, indicated the Chamber was progressing in its move to Credit Union One, and noted she was working with DDA Operations Manager Willcock on Small Business Saturday promotions.

There was no representative present from Ferndale Schools.

Action Items –

Moved to approve the Board of Directors calendar for 2017.

AYES: All

NAYS: None

MOTION CARRIED

Parking Presentation and Resolution for Downtown Parking Deck.

Asst. City Manager Gacioch summarized the recommendation from the Downtown Parking Committee which was formed in early 2015 to determine potential locations for a parking deck. After a study and investigation into the best location, preliminary walk throughs removed lots 9 and 10 from consideration, with lots 6 (West Troy) and 11 (City Hall) being left as the best possibilities.

The West Troy lot structure would offer four levels parking going up, with 389 spaces at 325 sq. ft. per space. The City Hall lot structure would offer 5 levels to get the same amount of parking, with potential commercial development, with 361 spaces at 346 sq. ft. per. space, and would cost more to construct.

Lot 6 currently has 138 parking spaces, and lot 11 currently has 96.

Asst. City Manager Gacioch noted both foundations have similar soil structure. He indicated that Administration had approached Gibbs Planning who evaluated the proposed structure for compliance with the upcoming revision to the Master Land Use Plan, which involves density and mixed use potential. Although both locations were projected to spark short term development the west side best addresses parking need and would best handle a possible economic downturn. Footprint of lot 6 is longer to achieve more parking with one less level. It was suggested that providing residential buffer on Allen could help to soften the experience for existing residents.

Discussion ensued regarding capacity issues with the current system, funding outlets, the importance of collaboration with the DDA and City, prospective tenants for the new structures, concentric parking plans, the feasibility of leasing Credit Union One's structure, and a shuttle service for employees.

If the board approves the next steps are to take the site recommendation to the Planning Commission and City Council.

Moved by Director Smith, seconded by Director Hennes, to approve the recommendation of the downtown committee regarding the plans for the future development of a parking structure in the downtown.

AYES: All

NAYS: None

MOTION CARRIED

Call to committees and staff –

Director Johnston noted the importance of communication during the parking deck building project and suggested closing part of East Nine Mile during construction to offer more parking.

Chair Bach suggested erecting a pavilion over one of the existing parking lots to enclose the space for events and possibly a farmer's market.

Moved by Director Raska, seconded by Director Lane to adjourn meeting.

AYES: All

NAYS: None

MOTION CARRIED

The meeting was adjourned at 8:59am.



FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, NOVEMBER 10, 2016 at 8:00 A.M.
FERNDALE DDA OFFICE/CITY COUNCIL CHAMBERS
300 E. 9 MILE
FERNDALE, MI 48220

I. CALL TO ORDER

A. Roll Call 8:07 a.m.

DDA Board Members Present: Ed Lane, Jay McMillan, Pj Jacokes, Dean Bach, Chris Johnston and Mindy Cupples

DDA Board Members Absent: Jacki Smith, Jerome Raska, Michael Hennes and Mayor/Council

Staff Present: Barry Hicks and Cindy Willcock

Guests: Matt Wagner, National Main Street Center, Alex Hritcu and Leigh Young, Main Street Oakland County, April Lynch, Joe Gacioch and Jordan Twardy, City of Ferndale, Melanie Piana, Ferndale Mayor Pro-Tem, Blake Scheer, Rick Ax, Christina Dibartolomeo and Mark McConnell

B. Dismissals:

C. Approval of Agenda

Motion by Director Lane, seconded by Director Cupples to approve agenda as presented. All Ayes, motion carries.

D. Approval of Minutes October 2016

Minutes will be available at the January Meeting

II. CONSENT AGENDA

A. Financial Reports

B. DDA Staff/Committees Report

Motion by Director Cupples, seconded by Director Johnston to approve the consent agenda as presented. All Ayes, motion carries.

III. CALL TO AUDIENCE

None

IV. COMMUNITY ORGANIZATION REPORTS

A. Chamber of Commerce

McMillan

The Chamber has completed their move from 407 E. 9 Mile into the main level of the Credit Union One branch and are utilizing Renaissance Vineyard Church for excess storage. The annual Gala is tonight at the Rust Belt Market and tickets are available at the door. The new Chamber directory will be coming out next month.

B. Woodward Avenue Action Association (WA3)

No report available. Chair Bach inquired as to how the RTA not passing effects them and City Manager Lynch noted that it really doesn't, as it is separate.

ED Hicks noted that the next DDA Board of Directors meeting will be in January, as the December meeting is being cancelled, and Executive Board elections will need to happen. Other dates of note are November 26th – Small Business Saturday; December 6th – Main Street training in Old Town Lansing, focusing on organizational development; December 10th – Holiday Ice Festival; January 26th – DDA Strategic Planning; and April 25th – City Volunteer Appreciation event at the Rust Belt Market (additional information to follow). Hicks then introduced Mat Wagner, Vice President of Revitalization Programs at the National Main Street Center, noting that his visit was made possible by a \$5,000 technical grant from Main Street Oakland County.

V. PRESENTATION – MATT WAGNER, NATIONAL MAIN STREET CENTER

Dr. Matt Wagner, VP of Revitalization Programs, NMSC overviewed the refreshed Main Street approach. Dr. Wagner then explained that he reviewed the market analysis done previously by the DDA and the city as part of their Master Plan update, to get at the heart of interpreting data so that it has meaning. As part of the discussion, he overviewed methodology and background and discussed the need for targeted strategic programming that needs to take place. Much of the discussion focused on identifying existing business clusters and building/layering these business types/categories to expand the consumer market. Possible transformation strategies include the categories of Arts & Entertainment, Health and Wellness/Green Economy and Residential. Ideas for recruitment were also discussed. Dr. Wagner will prepare a report, which will be provided to the Board and Business Development Committee for further direction/action.

VI. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF

Operations Manager Willcock provided updates/information on Small Business Saturday and the Holiday Ice Festival.

Director Lane announced that he is retiring and will be resigning from the Board.

Director Jacokes noted that the 8th anniversary of Go Comedy is Saturday

Mark McConnell, owner of Twisted Tavern/Red Door requested that the DDA come up with a resolution to Council to request snow removal in the downtown, noting that too many businesses don't take snow removal seriously. McConnell had a conversation with the DPW Director, noting that he's more "cost-based" than "service-based". He also suggested that the new parking system could help off-set costs. McConnell also expressed concern with the Rust Belt Market and private parking, explaining that all the businesses owners on his block are concerned that the Rust Belt secures private parking during peak hours with reserved parking and this is hurting most of them during certain hours. Finally, McConnell would like to see more promotion of the downtown area via social media, helping to better brand Downtown Ferndale as a great destination and create more foot traffic.

Director Cupples inquired as to whether it was the Rust Belt or the event holder that reserves the parking.

VI. ADJOURNMENT

Motion by Director Lane, seconded by Director McMillan to adjourn meeting. All Ayes, meeting adjourned at 9:54 a.m.

ACCOUNT BALANCE REPORT FOR CITY OF FERNDALE DDA
PERIOD ENDING 12/31/2016

FUND ACCOUNT	DESCRIPTION	2016-17 AMENDED BUDGET	END BALANCE 12/31/2016
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY			
Liabilities			
248 202.000	Accounts Payable		0.00
248 257.000	Wages Payable		2,815.04
248 257.100	Accrued Liability - Payroll		2,425.14
248 257.150	Accrued Liabilities - Health Insurance		559.44
TOTAL LIABILITIES			5,799.62
Revenues			
248 402.000	Property taxes	462,800.00	330,913.35
248 403.100	Property Tax Chargebacks	(1,000.00)	323.85
248 404.000	Voted Property taxes	53,365.00	43,316.92
248 523.000	Federal grant	0.00	0.00
248 610.000	Participation fees	2,500.00	0.00
248 665.000	Interest income	1,000.00	0.00
248 675.000	Contributions	73,265.00	12,669.19
248 675.500	Contributions - DDA - Public Art	0.00	110.00
TOTAL REVENUES			387,333.31
Expenditures			
248 706.000	Full Time Personnel	148,600.00	52,640.54
248 707.000	Part-Time Personnel	23,400.00	0.00
248 715.000	Social Security	12,950.00	4,026.99
248 716.100	Health Insurance	34,300.00	4,678.76
248 716.110	Health Insurance - EE Contribution	(2,880.00)	0.00
248 717.000	Life Insurance - EE	220.00	90.64
248 718.000	Pension- ICMA-RC 401	6,790.00	3,581.22
248 725.000	Workers Compensation	850.00	704.12
248 730.000	Postage, Mail processing	500.00	0.00
248 740.000	Operating Supplies	53,210.00	14,813.04
248 775.000	Repair & Maintenance	700.00	0.00
248 802.000	Audit/Actuarial Fees	1,000.00	0.00
248 818.000	Contractual Services	26,500.00	13,461.71
248 853.000	Phone/Communications	3,000.00	0.00
248 873.000	Training/Education	8,400.00	1,757.20
248 885.000	Special programs	44,975.00	8,121.18
248 900.000	Printing & Publishing	21,780.00	314.40
248 914.000	Liability Insurance	2,000.00	0.00
248 920.000	Utilities	21,000.00	5,033.13
248 931.000	Facilities Maintenance	134,000.00	79,911.07

248 940.200	Equipment Leases - Non-City owned	200.00	0.00
248 942.000	Building Rental	28,050.00	565.00
248 943.000	Equip Rental Alloc - General Fund	1,632.00	496.32
248 956.000	Miscellaneous	0.00	236.28
248 958.000	Memberships & Dues	725.00	575.00
248 974.000	Public Improvements	15,000.00	10,820.00
248 977.000	Capital Outlay	0.00	0.00
TOTAL EXPENDITURES		586,902.00	201,826.60
TOTAL REVENUE (YTD)			387,333.31
TOTAL LIABILITIES (CURRENT)			5,799.62
TOTAL EXPENDITURES (YTD)			201,826.60
BALANCE (YTD)			179,707.09

January 2017

Consent Agenda

Sample Motions:

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

Staff reports are presented to the DDA Board of Directors at their regular meetings each month. Staff report is a summary of activities for the previous month and is not intended to be all-inclusive.

Committee Summaries

Business Development

- Retention Program – the committee is working with the City’s Communication Staff to create a fact sheet on the proposed parking deck. Approximately 60 businesses and property owners will be reached out to for face-to-face meetings to gain input and provide information about the proposed project.
- Small/Local Business Events – the Business Development Committee is working on developing a series of “shop small” based events similar to the American Express Small Business Saturday event. The focus will be on different sectors based on the business development report we received from the National Main Street Program, such as Health and Wellness based businesses to start.

Promotions

- Has begun 2017 event planning process to assist Business Development Committee on developing the shop small/local based events
- Art of the Cocktail and Get Reel Movies are in the initial phases of development for 2017
- Staff is working with local media outlets on parking mitigation
- eNews will continue in February (discontinued in August of last year due to consultant/staffing issues) and will feature a new business every month in the Business Spotlight. Information about parking will either be disseminated through this outlet or through another to-be-developed outlet

Design

- 2017 Goals and Objectives were discussed:
 - Build Grant – continue to refine and develop guidelines for applicants
 - Art/Design Guidelines – address the continued growth of private property owners/business owners investment in art; develop principals and work with other community organizations like
 - Design Guidelines/Codes – with the assistance of the Community and Economic Development Department, the committee would like to develop the design guidelines in to enforceable ordinances.

Informational Items

Outreach

- Business visits: Art Van Pure Sleep, Wolf River Development, Mejishi, Premier Care Pharmacy, Fern & Dale's, Rouge, High Hat, Rust Belt Market, Detroit Grooming Co., Modern Natural Baby, Level One Bank, Ferndale Collision, Easy Like Sundae; *potential new businesses, Hair Missus, Alchemy
- Partner Meetings: City of Ferndale, Ferndale Chamber of Commerce, Ferndale Public Schools, Oakland County, Ferndale Area District Library, Ferndale Art and Cultural Commission

Property & Business Development

- Save-A-Lot site – Demolition of the former grocery store is complete. The developer will be redeveloping Schiffer Park (adjacent to the project) and a design has been completed by the City's consultants. It is proposed that there will be 90 residential units with some office/retail on the first floor. Schiffer Park will have movable seating, a water feature, and more greenery than was previously there.
- East Nine Mile Residential Apartment Complex (block north of Credit Union One on Nine Mile) – Wolf River Development has been approved by the Appearance Review Commission and is waiting on final approval from City Council for the construction of 100 new, market rate residential housing units. The project cost is estimated at approximately \$16 million and is waiting on approval of Brownfield Credits estimated to be worth \$2.6 million. Anticipated construction should begin in the spring/summer of 2017. The completion date is TBD.
- Former DDA Office – Clean Plates is renovating the space in to a healthy take-out eatery.
- Church site – to be a mixed-use development by Northstar Properties; the Planning Commission and City Council have approved the demolition of a building on the far west side of the property and a new structure will be built in its place with residential units as part of the renovation of the property.

New Businesses/Expansions/Retention

- New Businesses – Otus Supply, Co., Maestro's Doghouse
- Anticipated New Businesses – Clean Plates
- Old House next to Hungry Howie's has been demolished and construction is ongoing. The developer indicated it will be retail on the first floor and offices on the second.

Administrative

- The Executive Director has been evaluating staff development opportunities which will include training and conferences. Currently, there is a promotions training in February 2017 the Operations Manager will attend and the National Main Street Conference May that all staff will attend.
- We have hired a new employee! Please welcome our new Administrative Assistant – Torri Buback
- The Executive Director is working with Main Street Oakland County and the Downtown Detroit Partnership on how to implement a Business Improvement District; This may be a solution to provide supplemental services such as snow removal or improved trash removal services.

Downtown Management

- Coordinated correspondence between property owner and Ferndale Arts & Culture Commission to install new art (Cupcake Station building by Allen & W. Nine Mile intersection)



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 01/10/17
Re: 2017-18 Executive Committee Positions

In accordance with the Ferndale DDA By-Laws, the Executive Committee is comprised of the Chair, Vice-Chair, Treasurer, and Secretary and must be elected every other year. Each current member of the Executive Committee has completed a two-year term and is eligible to be elected for one more two-year term.

Whomever is elected to any position will be placed on the Executive Committee beginning now (January 2017) and their term shall expire in two years (January 2019).

The current officers are:

- Dean Bach, Chair
- Chris Johnston, Vice-Chair
- Jacki Smith, Treasurer
- Mindy Cupples, Secretary

Recommended Action

The DDA Board must make nominations for each position. This can be done individually for each position by one or more board members, or a board member may make nominations and a motion to elect all four of the positions at once, or any combination thereof.



MEMO

To: DDA Board of Directors
 From: Barry Hicks, Ferndale DDA Executive Director
 CC: none
 Date: 01/10/2017
 Re: 2017 National Main Street Conference

Location: Pittsburgh, PA
 Dates: May 1st – May 3rd.

Registration / Lodging / Transportation / Meal
3 nights and 3 days (Arriving Sunday, April 30th – Departing Wednesday, May 3rd)

Early Bird (before Jan 31): \$395 Member
 Regular: \$495 Member
 Hotel Post Tax Nightly: \$155.15 a night (\$145 pre-tax) / \$465.45 total
 Rental Car (Dodge Minivan): \$375.55 per week
 Fuel Costs: \$90 each way / 4 tanks total / \$180 round trip
Based on a 20-gallon tank assuming 14 MPG @ 300 miles & \$2.25 per gallon
 Meal (breakfast, lunch & dinner): \$45 per day / (4 days) \$180
 Travel Reimbursement / 580 miles roundtrip @ \$.54: \$313

Option 1	Option 2
6 Persons	6 Persons
Early Bird Registration: \$2370	Early Bird Registration: \$2370
Regular Registration: \$2970	Regular Registration: \$2970
Lodging Accommodations: \$2793	Lodging Accommodations: \$2793
Rental Car: \$376	n/a
Fuel Expenses: \$180	Travel Reimbursement: \$313
Meal Expenses: \$180	Meal Expenses: \$180
Early Bird Total: \$5899	Early Bird Total: \$5656
Regular Total: \$6499	Regular Total: \$6256

Recommended Action

Authorize the Executive Director to register and make accommodations for attendance at the 2017 Main Street Conference for up to six (6) persons for a not-to-exceed amount of \$6,500.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 01/10/17
Re: 2017 DDA Strategic Planning

What: 2017 Strategic Planning
When: Thursday, January 26th, 2017 @ 6pm
Where: Ferndale Area District Library
222 E. Nine Mile Road, Ferndale, MI 48220

We will be reviewing the 2016 One-Page Strategic Planning document in preparation for the January 26th meeting. Members of the Executive Committee have reviewed the plan and given feedback on several items.

Things to do different in 2017:

- Have more time for audience participation
 - Similar to City Council meetings (Limit comments to 3 minutes per person)
 - Hold in middle of Planning Session so that the audience has some information to digest before speaking
- Quarterly Updates
 - Provide One-Page Plan each month to DDA Board in packet to keep it relevant
 - Provide quarterly feedback on “Rocks & Accountability” items
 - Provide more in-depth quarterly updates from each committee

We will review the S.W.O.T. analysis (Strengths, Opportunities, Weaknesses, and Threats) and set Quarterly Priorities during the Strategic Planning Session.

Considerations:

- Program Vester Street redesign and infrastructure in to three (3) year budget outlook
- Parking Mitigation – assist businesses and provide resources
 - Retention visits and outreach
 - Events

- Valet services
- Shuttle
- Employee education
- Owner resource guides/opportunities
- Public art

- City of Ferndale Master Land Use Plan:
 - Walkability/From-Based Codes or Design Guidelines become codified
 - Continue utilizing the “fee-in-lieu-of-parking” provisions
 - Business Attraction/Retention Efforts
 - Promote resident and local business oriented events
 - Promote opportunities for pop-up businesses
 - Increase daytime traffic by increasing residential and office development
 - Engage local artists and encourage local art
 - Explore opportunities for open-space/event-space in downtown
 - Investigate and gauge interest in starting a Business Improvement Zone (BIZ)

Attached: 2016 DDA Strategic Plan



1-Page Strategic Plan

S.W.O.T. Analysis

Strengths of organization	Weaknesses of organization	Opportunities to exceed plan	Threats to making plan	Trends to watch
1 Energized new ED with broad skillset	1 Inability to focus and stay on task	1 To ride on the coattails of a stronger and growing Detroit	1 Regional competition from other city's in the region with similar goals and objectives	1 Share of wallet opportunities - must show the "value" of the DDA
2 Strong & dedicated staff with diverse skillsets	2 Lack of planning and solid operational processes	2 Streamline operations	2 Continued inability to motivate/engage with volunteers	2 Funding opportunities
3 Dedicated and engaged board members	3 Negative reputation as a result of a lack of communication and lack of execution	3 Grow funding	3 To become an entertainment district only	3
4 Funding position	4 No clear message or strong communication strategy in place - lack of communication to our constituents	4 Sharing our ideas with the stakeholders, council, their staff, and committees	4 Loss of funding in a changing county and statewide political climate	4
5 Fiscal Responsibility	5 Lack of volunteer support	5 Partnerships - City, Chamber, Schools, etc.	5 Focusing in the wrong areas - not delivering results	5

Core Values/Beliefs <i>Forever</i>	Purpose (Why) <i>10-20 Years</i>	Targets (Where) <i>3 Years (2018)</i>	Goals (What) <i>1 year (2016)</i>	Actions (How) <i>Quarter # 3</i>	Customize	Baseline <i>Historical</i>		
<p>Fun – a positive attitude is key to success</p> <p>Accountable – engaged and transparent in all things</p> <p>Open-minded – different ideas, thoughts, and people energize us</p> <p>Inclusive – we are welcoming and progressive</p> <p>Connectors – it is all about building collaborative relationships</p>	<p>Mission</p> <p>Work together to drive, deliver, and advance the great downtown Ferndale experience.</p>			<table border="1"> <tr> <td>Retention Visits Completed</td> <td>12</td> </tr> </table>	Retention Visits Completed	12		<p>City Council Focus:</p> <ol style="list-style-type: none"> 1) Look at Vester Street 2) 9 Mile & Woodward redesign w/ Bus Mass Transit 3) Public kiosk showing where things are - updates? 4) Impact of the State Fairground redevelopment project - do we have a plan? 5) Culture change to a walkable downtown area - how can we impact this?
	Retention Visits Completed	12						
	<p>Sandbox</p>							
		<p>Businesses, residences and other organizations within the Ferndale DDA District</p>	<p>Key Thrusts/Capabilities <i>3-5 Year Priorities</i></p> <ol style="list-style-type: none"> 1 Branding & Communication: DDA value is established in the community, regular communication with multiple touch pts every year to ensure quantity and clarity of our message 2 Established Business Resource for Ferndale District Business Owners: Clear strategy & execution of programs supporting both new & existing businesses that we <u>facilitate</u> with our strategic partners 3 Value of Downtown Experience: Roadmap in place and annual execution of specific projects related to the downtown experience: beyond basic programs of flowers/aesthetics 4 Strong & Developed Volunteer Base in Place: Growing base of strong and engaged volunteers with the right "system" in place to drive recruitment, organization and outreach 5 Data Driven Organization: Effective use of systems, dashboards & database to drive focus, planning and analysis for events, operations and outreach <u>CRM Business database in place</u>, supporting all of the above 	<p>Key Initiatives <i>Annual Priorities</i></p> <ol style="list-style-type: none"> 1 Communication: Refine identity of the DDA - logo, positioning, message Launch new website Clarify "value" message of the DDA Establish strong communication campaign and ongoing rhythm to ensure effectiveness 2 Business Resource: Define where DDA can bring value - new & existing business owners Establish at least 2 new programs for each in 2016 3 Create 3 year Roadmap for Downtown Experience: Projects defined with timeline of execution for each year, execute on 2016 initiatives 4 CRM Database / Volunteer Database Established and being leveraged for growth: Business capture Volunteer management 5 Organizational Structure & Efficiency: Re-align committee work with planning structure, establish better internal communication rhythm between bd and staff & empower staff for decision making * Bylaws reviewed and updated * Alignment with City on goals & objectives * Resolution of support from the City to continue DDA funding 	<p>Rocks & Accountability <i>Quarterly Priorities (Who / When)</i></p> <ol style="list-style-type: none"> 1 Draft of Downtown Experience 3 year roadmap: Public Art strategy / plan Identify resoration / beautification projects 2 Business Retention: Assign businesses to Bus Dev Ccommittee Finalize 1 to 2 page Information Audit for collecting data Complete 12 visits 3 Volunteer Strategy: Volunteer Database chosen and set up Ease of signing up to be a volunteer must be easier 4 Business CRM database: Update CRM with photos 5 Edit old Downtown Design Guidelines 			
		<p>Other Key Stakeholders focused on these constituents: City of Ferndale Ferndale Chamber of Commerce</p>						
	<p>Elevator Pitch:</p> <ul style="list-style-type: none"> • Build Awareness - Pull additional visitors and residents into the DDA District • Ferndale Experience - Improvement of the downtown experience: aesthetics, parking, venues, events • Business Development & Growth – We are a resource for new and existing businesses in terms of business sustainability & growth 	<p>Business Owners:</p> <p>For the business owner we provide a platform for:</p> <ul style="list-style-type: none"> • Connecting you with business resources • Building awareness for your business with marketing support <ul style="list-style-type: none"> * Our website * Social Media platforms • Delivering your message (feedback, opinions) to the city and other partners with decision making authority in Ferndale 	<p>Residents:</p> <p>For residents we provide a platform that ensures:</p> <ul style="list-style-type: none"> • Your unique Downtown Ferndale experience continues and thrives • The atmosphere of the district and supporting infrastructure supports a great experience – streetscape, lighting, flowers, benches, etc... • Your voice to is heard – opportunity for public input and engagement with the city • Volunteer opportunities for you to connect, collaborate, and engage with the community 	<p>Champions:</p> <p>Branding & Communication: Mindy, Jay Business Resource: Dean, Jackie Downtown Experience: Michael, P.J. Volunteer Base: Chris Data Driven Organization: Jackie, Dave</p>				

NOTES:



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 01/10/17
Re: Upcoming Budget Item – Parking Mitigation

The Executive Director has been in communication with the City Manager's Office regarding the upcoming construction of the downtown parking structure. During the next two (2) fiscal years, the DDA will be responsible for several activities which involve public outreach, alternative parking services, and education programs. While a parking mitigation plan is being worked on at this time, there are some items which will likely involve some costs to be supported by the City, the Parking Fund, and the DDA. The City and Parking Fund will be primarily responsible for the cost of construction, including bond and debt repayment.

The DDA will be partially responsible for the cost of some services such as providing alternative parking locations which may include shuttle or valet services. Other costs may come in the form of marketing, speakers and presentation series, and public outreach to assist business owners during construction.

A cost estimate is being prepared by the City as we go through the FY17-18 budget cycle. The City has asked that we anticipate contributing approximately \$50,000 per year for the next two (2) years to assist with parking mitigation services. This is a preliminary estimate and more information will be available as we move through the parking mitigation process and in to the next fiscal year. Currently, the DDA has approximately \$667,000 in unencumbered savings. The financial resources needed will be reserved from these savings and will show up in your proposed budget for the next fiscal year during your March 2017 Regular Board Meeting.

Additionally, the Assistant City Manager and representatives from Fusco, Shaffer & Pappas, Inc., the architecture firm hired to manage the project, are tentatively scheduled to make a presentation during the DDA March Board meeting to provide project updates.