



FERNDALE DDA BOARD OF DIRECTORS MEETING OCTOBER 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: September 2017
- II. Consent Agenda
 - A. Staff Report
 - B. Parking Citations/Mobile Payments Update
 - C. Financial Statement
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Public Schools
- V. Presentations
 - A. What's Up Michigan (Karl Weyland)
 - B. SeeClickFix App (Joe Gacioch, Assistant City Manager)
 - C. Lyft (Elliot Darvick)
 - D. DDA Business Support Strategy (Barry Hicks & Pulp Detroit)
- VI. Action Items
 - A. 2018 DDA Board of Directors Meeting Schedule
 - B. Library Millage Agreement
 - C. Main Street 2018 Conference
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

October

3rd
Design Committee 6pm
4th
Biz Dev Committee 5pm
5th
Executive Committee 5pm
6th-8th
October & BBQ Festival
9th
City Council 7pm
12th
DDA Board Meeting
19th
Fido Does Ferndale
23rd
City Council 7pm
25th
Promotions 5pm

November

1st
Biz Dev Committee 5pm
2nd
Executive Committee 5pm
7th
Design Committee 6pm
9th
DDA Board Meeting
10th
DDA Office Closed
Veteran's Day
13th
City Council 7pm
22nd
Promotions 5pm
23rd-24th
DDA Office Closed
Thanksgiving Holiday
25th
Small Business Saturday
Tree Lighting
27th
City Council 7pm

December

5th
Design Committee 6pm
6th
Biz Dev Committee 5pm
9th
Holiday Ice Festival
18th
City Council 6:30pm
20th
Promotions 5pm
22nd – 29th
DDA Office Closed
Christmas & New Year's
Holidays

October 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

- Discussed 'The dot' updates – timeline, business visits, valet services (more info in this report under "The Development on Troy")
- Events – discussion of events that could take place during construction that would attract customers to downtown. Ideas included highlighting business sectors from the 2016 National Main Street report.

Promotions

- The 3rd Get Reel Outdoor Movie of 2017 on Vester, Pretty In Pink, took place on September 21st to wrap-up the DDA's summer movie series.
- Recapped Get Reel season and discussed ideas for 2018.
- Signed 3 sponsors for Fido Does Ferndale with ongoing event planning; committee discussed ways to enhance event, including dog prom or dog fashion show, entertainment, photography options, and staging. Reviewed Fido Does Ferndale budget and work plan.
- Discussed theme for Holiday Ice Festival – either Made in Michigan or Holiday Magic – need photographer for morning Photos with Santa session (Erin to check with Rene Lima), as Ed Lane has moved, need to confirm Lunch With Santa location and look into getting carolers to help add ambiance.
- Also discussed business segment events and where to place them in the calendar. Ideas: Retail – Indoor Sidewalk Sale (February); Health/Wellness/Green – Fitness Crawl (April); Beauty/Hair/Fashion – Hair Wars/Show, possibly tie in to an existing 3rd party event (summer); Restaurant – Restaurant Week (September/October). Also discussed other potential business segments, including Arts and Family-Friendly as well as living mannequin window display event.

Design

- Worked with 5 Apples Mediterranean Bistro to assist with designing the front of the building and the main entry. Comments were received by the applicant and they will be making revisions and returning to the Appearance Review Committee on October 11 for final approval.
- Reviewed 'The dot' and commented on design elements. Suggestions offered for design elements included:
 - For security purposes, barricades must be placed around the event plaza space. Using heavy cement planter boxes with fork-lift slits on the bottom were suggested. They could be placed anywhere downtown and moved into position when needed for events. This would provide both security/barricade and also allow for the continued greening of downtown.
 - Wrapping the front of the structure with a green 'swoop' similar to that which is seen on other public parking lots making it more identifiable as a public parking structure. The swoop would emulate the 'Radio City' look and feel to match existing signage downtown.

Informational Items

Outreach

- Business visits: Majeshi Martial Arts, Brooks Brewing, Herbally Concious, Freespace décor, Detroit Cookie Co., Detroit City Skateboards Co., T-Mobile, 5 Apples Mediterranean Bistro, Dino's Lounge, Maestro's Dog House, 8 Degrees Plato, Professional Guitars, Tom Pearlman, Assaggi, Schramm's, Reid, 9 Lives Tattoo, Library Bookstore, Java Hutt, Future Lazer Tiger, Better Business Systems, J's Penalty Box
- Partner Meetings: Michigan Humane Society, Ferndale Public Schools, City of Ferndale, University of Michigan, Ferndale Chamber of Commerce, Oakland County, City of Ferndale Recreation Department, Royal Oak DDA, Royal Oak Chamber of Commerce, City of Berkley DDA
- Majeshi Martial Arts – The Executive Director attended a session with teachers, parents, and business owners on Sunday, October 1st to discuss details of The Development on Troy and answer questions and receive comments/concerns. Some points brought up were:
 - Parents wanted off-premise parking somewhere so they could park and car-pool in; The Kulick Center and Ferndale High School were discussed as possible locations.
 - Most individuals felt a shuttle would better serve this specific business rather than valet.
 - Assuring there is a safe drop-off zone for children during construction was strongly requested.
 - Generally it was felt that activities to enhance the walking experience were needed.
 - It was suggested bike racks should be available on Troy Street because the ones on Nine Mile fill-up during peak-hours downtown.

Property & Business Development

- 415 W. Nine Mile – new office building being constructed next to the Planavon/W. Nine Mile public parking facility. New mural was approved by Appearance Review Committee for the east side of the building facing the Planavon Parking lot.

- Ferndale Haus (former Save-A-Lot site) –
 - Construction continues on the site
 - The Developer is working with the DDA Executive Director and Parks & Recreation Director to finish design for Schiffer Park
 - There will be over 100 residential units with some office/retail on the first floor. The project cost is estimated at approximately \$16 million with approved Brownfield Credits estimated to be worth \$2.6 million.
- 409 on Nine (former Ferndale Area Chamber of Commerce Location) –
 - Plans have been approved by the Appearance Review Committee, Planning Commission, and City Council.
 - Fencing is in place and pre-demolition activities have begun; Demolition and Building plans have been submitted
 - Wolf River Development is proposing the construction of 100 new, market rate residential housing units. The project cost is estimated at approximately \$15 million.

The Development on Troy (The dot)

To see conceptual designs of The dot, check out this link where you can download the full Planned Unit Development District Application:

<http://www.parkferndale.com/ParkingDeck/SitePlan/tabid/118/Default.aspx>

- Planning Commission – Executive Director represented DDA during the September 20th Planning Commission Meeting regarding the City’s presentation of The dot’s Planned Unit Development (PUD) District Application. The Planning Commission voted to recommend City Council approve the request for rezoning the property.
- The week of September 25th, DDA Staff hand-delivered business communication information regarding www.ferndaledot.com to the businesses along W. Nine Mile between Woodward and Planavon and on Troy Street between Woodward and Allen. Resources were mailed to the remaining businesses in the DDA District.
- Appearance Review – The dot went before the Appearance Review Committee on September 27th. It was approved with minor modifications to the streetscape to make it match the existing streetscape in downtown Ferndale.
- Design Committee – The dot was reviewed by the Design Committee on October 3rd (see the “Design Committee” report above for more info).
- The DDA & City Staff met with StarTrax Valet to discuss kicking-off valet services. Some quick facts:
 - 2 valet stands will be placed on W. Nine Mile - each one will be by an alley that cuts through to the rear of the businesses. One will be by Dye Salon and Liberty Tax (West Bound), and the other by The Candle Wick Shoppe & Ferndale Arts Building (East Bound).
 - Vehicles will be parked at Spaulding & Curtin Funeral Directors and Ferndale Foods.
 - Vehicles will have to be brought through the Alley by The Rust Belt Market & Organic Food & Vitamin Center to return them to their owners. Because of this, some minor improvements may have to be made to the crosswalk (new strips) and possibly the installation of a mirror so that cars can see pedestrians around the corner for safety purposes.
 - The Valet will be tested on November 24th – 26th (Small Business Saturday is November 25th) and again during the weekend of Holiday Ice on December 8th – 10th. At this time,

the Valet is scheduled to run from Noon-9pm those days, however, hours may be changed; more details to come.

- StarTrax will keep track of how many cars they park and will ask patrons where they are going.
- The Executive Director met with interested parties at Majeshi Martial Arts on October 1st (see “Outreach” above).
- The City & DDA met with First United Methodist Church (Corner of Woodward & Leroy) on October 2nd and negotiated the use of their parking lot during weekend peak parking hours (Thursday evenings through Saturday nights). Terms were agreed upon and the language is being prepared by the City Attorney for execution.
- The Executive Director has finished a draft Business Support Strategy and will be presenting it at the DDA Board of Director’s October 12th Meeting.
- City Council will be considering approval of The dot’s PUD application during their regular meeting on October 23rd.

New Businesses/Expansions/Retention

- New Businesses – Brooks Brewing (coming soon), Herbally Concious, Freespace décor, Detroit Cookie Co., Detroit City Skateboards Co., Crossfit HCS, Yeah Haus
- Closing Businesses – Local Kitchen & Bar

Projects

- Library Millage – Howard & Howard Attorneys in Royal Oak have drafted language for an agreement between the DDA and Library to allow DDA to continue to capture TIF revenues. Language will be considered by the DDA Board of Directors at their October 12, 2017 meeting.
- Schiffer Park – the Executive Director is working with the Developer at Ferndale Haus on plans for Schiffer Park’s redevelopment. Work on the building is underway and development plans for the park should be finalized this year with construction beginning as soon as the development is near completion next year.
- Building Design Ordinance Revisions – currently being revised by the City’s Planning Consultant.
- Incentives Committee – the Executive Director is working with City on revising their Incentives Policy.

Events

- **Get Reel Outdoor Movies** – Pretty in Pink – final outdoor movie of the season
- **Hurricane Harvey Help Day** – worked with National Main Street, Main Street Oakland County, Texas Main Street and Downtown Ferndale businesses to organize fundraiser to assist those impacted by the hurricane. Finalizing disbursement of funds to La Grange and Cuero. 26 businesses participated and raised approximately \$7,000.
- **Fido Does Ferndale** – sponsorship and vendor sales ongoing, poster & other print collateral as well as ad for C&G to run in their pet issue on October 11th
- **Small Business Saturday** – planning has begun; confirmed with City Manager that Council will issue a support proclamation & drafted proclamation; coordinating with the Chamber to expand reach; preparation has begun on details & communication collateral
- **Holiday Ice Festival** – began drafting communication/sponsorship information for mailing later in October; secured ice sculptor, reindeer and cards for heroes; still need morning photographer

- **Other:** working with University of Detroit-Mercy on promotional opportunities to capitalize on their proximity to Downtown Ferndale to drive business.

Administrative

- The Executive Director & Executive Committee are working on an Employee Development Plan
- The City Manager's Office and DDA Executive Director met twice with the City's Communication Director to coordinate efforts to launch the Business Communication Plan.
- The Business Spotlight program is revamping with some help from volunteers to draft content.
- Staff met with the City's new Sustainability Planner, Erin Quetell, to discuss past projects in the DDA. She will be working with the DDA to assure new development is sustainable and improves the green infrastructure in Ferndale.
- Staff attended training hosted by the City on the upcoming FY 18-19 budget approval process.
- Staff researched costs for 2018 National Main Street Conference.
- Made minor updates to Facebook page and DDA's website to clean-up broken links.
- Staff will be working with CED Director, Jordon Twardy, on reestablishing the Small Business Council
- Red Wings Yearbook ad design
- Radio advertising opportunities with 96.3 WDVD
- Provided updated information and Chamber directories to Beaumont for their internal medicine residency interviewees



MEMO

To: DDA Board of Directors

From: Joe Gacioch, Assistant City Manager
Barry Hicks, Ferndale DDA Executive Director

CC: none

Date: 10/06/2017

Re: Consent Agenda Item: Parking Citations/Mobile Payments Update

Summary about Parking Citations/Mobile Payments RFP

Historically, the City has used a handheld device/printer application provided by Oakland County's CLEMIS to enforce parking. Effective 2018, CLEMIS will no longer provide support for this.

The device currently used can be replaced by several modern mobile application service providers. We intend to submit a RFP for a mobile parking payment and enforcement services in the fall, 2017.

Our hope is to consolidate our mobile payment service provider with our enforcement provider. Going out to bid for this will present the City with a new opportunity to consider our ongoing relationship with Park Mobile and explore some of the several competitors such as Passport Parking.

We have some concerns about changing our mobile payment provider during a construction project. Being mindful of this, we will consider a phased approach that could allow us to implement the enforcement application first and the mobile payment application at a more convenient future date. This will also allow us to support the product with a communications/marketing rollout. The City invited the DDA to attend the pre-bid walk through and DDA staff attended. The DDA will be invited to participate in any selection interviews if they are deemed necessary.

Action schedule:

- Submit bid packet in August
- Bids due: October 12 / selection – October 25
- Training/implementation in October/November.

		2017-18	END BALANCE
FUND ACCOUNT	DESCRIPTION	AMENDED BUDGET	10/31/2017 NORMAL (ABNORMAL)
Fund 248 - Downtown Development Authority			
Liabilities			
248 202.000	Accounts Payable		0.00
248 257.000	Wages Payable		2,588.47
248 257.100	Accrued Liability - Payroll		188.70
248 257.150	Accrued Liabilities - Health Insurance		559.44
TOTAL LIABILITIES			3,336.61
Revenues			
248 402.000	Property taxes	418,400.00	228,160.60
248 403.100	Property Tax Chargebacks	0.00	0.00
248 404.000	Voted Property taxes	56,000.00	35,373.75
248 523.000	Federal grant	0.00	0.00
248 610.000	Participation fees	0.00	0.00
248 665.000	Interest income	0.00	0.00
248 675.000	Contributions	25,000.00	3,775.00
248 675.500	Contributions - DDA - Public Art	1,000.00	22.00
TOTAL REVENUES		500,400.00	267,331.35
Expenditures			
248 706.000	Full Time Personnel	151,744.00	35,669.93
248 707.000	Part-Time Personnel	0.00	0.00
248 715.000	Social Security	11,608.00	2,698.92
248 716.100	Health Insurance	17,624.00	2,534.41
248 716.110	Health Insurance - EE Contribution	(2,350.00)	(93.30)
248 717.000	Life Insurance - EE	211.00	54.03
248 718.000	Pension- ICMA-RC 401	10,622.00	2,469.60
248 725.000	Workers Compensation	850.00	1,120.49
248 730.000	Postage, Mail processing	500.00	0.00
248 740.000	Operating Supplies	25,000.00	0.00
248 775.000	Repair & Maintenance	1,000.00	0.00
248 802.000	Audit/Actuarial Fees	1,000.00	0.00
248 818.000	Contractual Services	28,000.00	(86.25)
248 853.000	Phone/Communications	0.00	0.00
248 873.000	Training/Education	15,000.00	25.06
248 885.000	Special programs	30,000.00	1,008.40
248 900.000	Printing & Publishing	10,000.00	437.50
248 914.000	Liability Insurance	1,800.00	0.00
248 920.000	Utilities	7,600.00	3,646.99
248 931.000	Facilities Maintenance	144,000.00	39,424.00
248 940.200	Equipment Leases - Non-City owned	0.00	0.00
248 942.000	Building Rental	1,800.00	0.00
248 943.000	Equip Rental Alloc - General Fund	1,800.00	272.98
248 956.000	Miscellaneous	102,800.00	0.00
248 958.000	Memberships & Dues	3,500.00	0.00
248 974.000	Public Improvements	18,000.00	0.00
248 977.000	Capital Outlay	5,000.00	0.00
TOTAL EXPENDITURES		587,109.00	89,182.76



The Development on Troy (dot)

Redevelopment of the West Troy Street surface parking lot is designated as a priority Land-Use goal in the City of Ferndale's 2017 Master Land Use Plan. The design for the development will increase the number of parking spaces from 138 to approximately 400 and will also include street level retail, upper level office space, a consolidated trash compaction and collection area and a residential development along Allen Road. Other aspects of the project include redevelopment of the public alley, a public plaza, a special events plaza and redevelopment of Troy Street where adjacent to the project.

The City and Downtown Development Authority (DDA) gathered local business owners and other stakeholders through a series of meetings to discuss the location of the structure. Numerous factors were considered including parking data indicating peak demands for parking in all city lots, the location, underlying environmental conditions based on testing, and potential to not only meet the current need for additional parking but to also accommodate for future potential development. Additionally, the City has reviewed impact to the local businesses and residents such as the height of the structure, traffic and access to the site, and noise and lighting. The overall impact of the project will deliver a more pedestrian friendly and engaging downtown experience without negatively impacting the neighboring homes.

Consideration of all of these factors help assure the City is pursuing the most cost-effective option with the greatest return on investment to support the development. Implementing a mixed-use approach represents a *vision* for providing a lively, friendly downtown space by promoting density, walkability and support for a variety of shops, offices, and housing for the community.

The structure is estimated to cost between \$17-\$20 million and will be supported through parking revenue funds to repay a bond that will be issued for construction.

Benefits:

- More investment in downtown Ferndale to help businesses grow
- Design that welcomes visitors, guests, and friends to our city and our downtown
- More parking for customers
- Green building designs and landscaping installations, improving the look and walkability of the intersection
- Designed to be a safe, quiet, non-obtrusive element in the West Troy/Allen neighborhood.
- More residential and office space for daytime users in our downtown
- Reuse of an existing site to create efficient space for future development
- An identifiable space in downtown with a special events plaza

Quick Facts

Location	Southeast corner of W. Troy and Allen Street (currently there is street level parking there)
When	Early 2018
Height	55 feet (69 feet once 2 stories of offices are built on top which may be developed at a future date)
Parking Spaces	397*
Retail Space	Approximately 11,500 sq. ft. (to be developed now)
Office Space	Approximately 40,000 sq. ft. (to be developed later)
Residential Space	Approximately 24 units @ 500 sq. ft. each (to be developed later)
Cost	Estimated to be \$17-\$20 million
Length of Construction	Estimated to be about 12-15 months after groundbreaking
Street Closures	<p>Intermittent on West Troy Street as needed – we will do everything possible to keep the street open as much as we can during construction.</p> <p>Sign up for notifications at www.ferndaledot.com for updates</p> <p>Also – Keep an eye on the Ferndale Forward eNews from the DDA; you can sign up at www.downtownferndale.com</p>



Looking SE from W. Troy/Allen Intersection



Looking W on Troy



Looking NE from Allen

**Presently there are 138 parking spaces on the West Troy Street surface lot. The proposed structure would increase that number to 397 parking spaces, a net increase of 259 parking spaces. Estimates indicate that 46 spaces would be needed to accommodate future proposed retail on the first floor, 24 spaces for the proposed residential units, and 106 for the proposed offices for a total of 176 parking spaces, leaving 221 additional parking spaces available at all times. Office users would typically leave around 5pm, freeing up those spaces for evening and weekend use by existing local businesses.*



Communication

The City is moving forward with several projects in 2018-19 and we want to be sure that you know what is going on. That's why we've developed the Ferndale Forward brand. Whenever you see the Ferndale Forward logo, you know it is official communication from the Ferndale DDA.

While the DDA is experience residential growth (over 200 units being built in 2018-19) as well as the addition of some office and retail space (about 40,000 sq. ft.), The dot is considered to be the most transformational development of them all! Downtown Ferndale will not only have more retail space, residential units, and office space, and an event space in one spot, but we will also triple the number of parking spaces on the W. Troy Street parking lot.

Official Communication from the City or DDA regarding the dot will always come with the official logo pictured to the right.



Email	The Monthly News Letter – Ferndale Forward – will contain updates/info on the project. You may email questions to info@downtownferndale.com
Monthly Update Meetings	To be held at various locations throughout the downtown to answer questions and receive feedback from business owners
Retention Visits	The DDA will continue to visit businesses in the area one-on-one throughout the process
Website	www.ferndaledot.com
Social Media	Facebook, Instagram, Twitter
Text Messages	Businesses and customers will be able to sign up for text alerts and updates
Phone	(248) 546-1632

Business Support

There are several programs we will be implementing before and during the construction of The dot begins. We want to be sure we are helping provide resources and opportunities that support your business.

Collaboration

The DDA knows that throughout construction you, your customers, and employees will have questions and concerns that you may want relayed to the appropriate people. We maintain several channels of communication that are there for your convenience. We are here to represent your business and make sure your inquiries are getting to the right people so you can get answers. We're your partner and we want to do everything we can to make sure your voice is heard.

Training & Support Services

The Ferndale DDA is a nationally accredited Main Street community which provides access to some unique tools. The National Main Street Center is an organization with a network of downtowns across the United States that supports the economic vitality of communities by providing a blueprint and resources for to assist with a variety of projects. In Michigan, we are fortunate to be a part of Main Street Oakland County (MSOC) – the nation's only certified countywide Main Street program.



Working with our partners at the National Main Street Center and MSOC, we plan on bringing in guest speakers from other communities that have been through major construction projects. These business owners and professionals will be able to provide some insight as to what to expect and how to thrive during construction.

Oakland County also provides services for small businesses and start-ups through their One Stop Shop Business Center with a variety of trainings and workshops, business counseling, mapping and data resources. More information about these services can be found here:

www.oakgov.com/edca/business/OneStopShop

The City of Ferndale has also partnered with The Build Institute in Detroit to provide assistance through a variety of courses, roundtables, and mentorship. Monthly Small Business Council Meetings will be held monthly for businesses to grow their relationships within the community and to learn about support offered through the program.



Events

Our businesses do a great job of attracting customers to Downtown Ferndale. Maintaining and growing our customer base will help assure people continue to enjoy all of the amenities of our beautiful downtown. In 2016, The National Main Street Program completed an analysis that identified several key sectors in our business community. If you would like to view the Business Recruitment Analysis, you can find it [here](#). We plan on hosting a series of events throughout construction that highlights several of these to help draw customers downtown.

Safety

We know Safety for your customers and businesses is a primary concern. Both the Ferndale Police and Fire Departments will know what is going on during all stages of construction. Alternatives for emergency access to all buildings will be taken very seriously and police will continue to monitor parking areas during late hours to make sure employees and customers are making it back to their vehicles safely.



Getting Around

There are several programs we will be implementing before and during the construction of The dot. We want to be sure we are helping provide resources and opportunities that support your business.

Additional Parking Lots

The City of Ferndale and the Ferndale DDA are currently working with private property owners to utilize parking lots around the downtown for additional parking. Incentive programs for those that choose to use the lot are being developed to encourage a slightly longer than normal walk.

Downtown Valet

We're making it easy to drop your car off and avoid having to look for a parking space yourself by providing valet services through Star Trax Valet. Customers can head to downtown nine Mile and find easy valet access free of charge. The valet is ideal for customers who need to make a quick shopping trip, grab a bit to eat, or get your hair styled, but is open to everybody! More information about the valet is available at www.ferndaledot.com



Ride Sharing



The DDA is currently working with Lyft to encourage ride-sharing and offer their services from outlying parking lots and other door-to-door services. Lyft has helped many other communities in the US with similar programs during construction projects in other downtowns and we plan on implementing some similar programs.

Non-Motorized Transportation

While we know people will still want to drive their cars to downtown Ferndale – and we will make this as easy as possible for them with valet services – we also want to encourage other forms of transportation options. Our partnership with Lyft is just one example, however, we also have easily accessible bicycle and pedestrian friendly access. There are numerous bicycle racks for safe storage around downtown and additional temporary bicycle parking areas will be provided during special events. Our sidewalks are accommodating and ADA accessible for pedestrian use and we will be incorporating some fun games and signage throughout construction to keep things interesting.





MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 10/06/2017
Re: **2018 DDA Board of Directors Calendar**

Attached is a proposed Calendar for the DDA Board of Directors Meeting schedule for 2018. Meetings will continue to meet on the second Thursday of each month at 8:00am in Council Chambers at City Hall (300 E. Nine Mile Road).

It is proposed that the DDA Annual Strategic Planning Session will be held on Thursday, January 25, 2018 at 6:00pm (location TBA).

Recommended Actions

To APPROVE the DDA Board of Directors 2018 Meeting Schedule as presented.

Ferndale Downtown Development Authority

Board of Directors

Meeting Schedule for 2018

Strategic Planning Meeting:

January 25th, 6:00pm @ Location TBA

Regular Meetings of the Ferndale Downtown Development Authority meet the **second Thursday of every month (except December) at 8:00 a.m.** All meetings are held at City Hall, 300 E. Nine Mile Road, Ferndale, MI 48220, unless otherwise noted & posted as required.

Regular Meetings:

January 11, 2018

February 8, 2018

March 8, 2018

April 12, 2018

May 10, 2018

June 14, 2018

July 12, 2018

August 9, 2018

September 13, 2018

October 11, 2018

November 8, 2018

December 13, 2018

**Changes to this schedule will be posted 18 hours in advance*

Committee Meetings:

Business Development Committee

Design Committee

Promotions Committee

Executive Board

Organization Committee

1st Wednesday of each month at 5:00 p.m.

1st Tuesday of each month at 6:00 p.m.

4th Wednesday of each month at 5:00 p.m.

1st Wednesday of each month at 3:00

As needed



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 10/06/2017
Re: **Agreement Between Ferndale DDA & Ferndale Public Library**

At the beginning of 2017, the State enacted legislation that automatically made public library millages exempt from capture by DDAs. There are certain exceptions such as when a DDA has a prior debt obligation (such as a contract, bond, ect.) that allow a DDA to continue to capture the millage until the debt obligation is met.

The State legislation does allow a DDA to continue to capture the Library millage if both parties enter into an agreement. Attached is an agreement drafted by the Ferndale DDA Attorney, Howard & Howard. This agreement states that both the DDA Board of Directors and the Ferndale Area District Library Board of Directors agrees to allow the Ferndale DDA to continue to capture all millages approved prior to December 31st, 2016

Recommended Actions

Action #1

To AUTHORIZE the DDA Chairman to sign an agreement with the Ferndale Area District Library allowing for the continuation of library millage capture by the DDA, subject to the terms of the agreement, and subject to minor modification as recommended by the DDA, City, or Library Attorney for effectuation.

Action #2

To DIRECT the Executive Director to submit the agreement on behalf of the Ferndale DDA to the Ferndale Area District Library for consideration.

**AGREEMENT BETWEEN
FERNDALD DOWNTOWN DEVELOPMENT AUTHORITY
AND THE FERNDALD AREA DISTRICT LIBRARY**

THIS AGREEMENT is made this ____ day of _____, 2017, by and between FERNDALD DOWNTOWN DEVELOPMENT AUTHORITY (the “DDA”), whose address is: 300 East Nine Mile Road, Ferndale, Michigan 48220, and FERNDALD AREA DISTRICT LIBRARY (the “Library”), whose address is 222 East Nine Mile Road, Ferndale, Michigan 48220.

R E C I T A L S:

A. Pursuant to Act 197 of the Public Acts of 1975, the City of Ferndale established a Downtown Development Authority in 1980.

B. MCL 125.801, MCL 125.1803, MCL 125.1651, and MCL 125.1655 exempts from tax increment revenues captured by the DDA and valorem property taxes and specific local taxes levied for a millage for public library purposes if obligations of the DDA are paid, unless the library permits such capture.

C. The DDA has various obligations outstanding, including, without limitation, certain contractual obligations pursuant to its Maintenance and Other Services Contract with Worry Free Law Outdoor Services, Inc. dated July 1, 2015.

D. The DDA and the Library hereby confirm that the taxes levied by the Library shall continue to be captured by the DDA as part of its increment revenues.

NOW, THEREFORE, it is agreed as follows:

1. The DDA and the Library hereby agree that the taxes levied by the Library shall continue to be captured by the DDA as part of its increment revenues and shall not be exempt until such time as all DDA contractual obligations currently existing have been satisfied as required by applicable law.

2. This Agreement may be executed in counterparts (including, via facsimile or “pdf”), each of which will be deemed an original, but all of which together will constitute one and the same instrument. Documents executed electronically will have the same legal force and effect as documents executed by hand.

3. This Agreement, constitutes the entire agreement between the parties with respect to the subject matter hereof and supersede all agreements and understandings between the parties with respect to the subject matter hereof made prior to the date hereof. There are no representations, warranties, understandings or agreements relating to the subject matter hereof that are not fully expressed in this Agreement. No amendment, modification, waiver or discharge of this Agreement will be valid unless in writing and signed by an authorized representative of the party against whom such amendment, modification, waiver or discharge is sought to be enforced.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first above written.

FERNDALÉ DOWNTOWN
DEVELOPMENT AUTHORITY

FERNDALÉ AREA DISTRICT LIBRARY

By: _____

By: _____

Its: _____

Its: _____



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 10/06/2017
Re: **2018 Main Street Now Conference**

Each year the National Main Street program hosts a conference to bring together Main Street communities from across the United States to discuss what is going on in their communities and to share ideas.

[Main Street Now 2018 Website](#)

Location: Kansas City, MS
Conference Hotel: Kansas City Marriot Downtown (200 W. 12th St.)
Dates: March 26th – 28th, 2018

Registration / Lodging / Transportation / Meal

4 nights and 5 days (Arriving Sunday, March 25th – Departing Thursday, March 29th)

Early Bird (before Jan 12, 2018):	\$405 Member
Regular (after Jan 12, 2018):	\$505 Member
Hotel:	\$1,065 (\$265 per night / includes local tax)
Airport Parking in Detroit:	\$50 (\$10 per day for outer lots)
Ground Transport in Kansas City:	\$50 +/- (depends on service)
Airline Ticket:	\$400
Meal (breakfast, lunch & dinner):	\$225 (\$45 per day / 5 days)

Cost per person: \$2,140 (with early-bird registration)

Recommended Action

To AUTHORIZE the Executive Director to register and make accommodations for attendance of up to five (5) persons at the 2017 Main Street Conference for a not-to-exceed amount of \$11,000 to be paid for out of the Training/Education Budget.