



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.