



**FERNDALE DDA
BOARD OF DIRECTORS MEETING
OCTOBER 11, 2018
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 2018
- II. Consent Agenda
 - A. Staff Report
 - B. Financial Statements
- III. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- IV.
- V. Presentations:
 - A. Business & Resident Communications for The dot (Kara Sokol & Barry Hicks)
 - B. Parking Updates (Joe Gacioch)
 - C. Versa Development (Greg Erne & Ryan Schultz, Versa)
 - D. Downtown Development & CIP (Angela Hicks, Hamilton-Anderson)
- VI. Discussion Items: Michigo Liquor License
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

October

2nd
Design Committee 5:30pm
3rd
Biz Dev Committee 5pm
4th
Executive Committee 5pm
5th-7th
Oktober Fest
8th
City Council 7pm
11th
DDA Board Meeting 8am
22nd
City Council 7pm
23rd
Promotions 5pm
25th
Fido Does Ferndale

November

1st
Executive Committee 5pm
6th
Design Committee 5:30pm
7th
Biz Dev Committee 5pm
8th
DDA Board Meeting 8am
Executive Committee Vote
12rd
Veteran's Day
DDA Office Closed
24th
Small Business Saturday
26th
City Council 7pm
27th
Promotions 5pm

December

4th
Design Committee 5:30pm
5th
Biz Dev Committee 5pm
8th
Holiday Ice Festival
10th
City Council 7pm
18th
Promotions 5pm
20th
Merry Moonlight Madness
Dec 24th – Jan 1st
Holidays Observed
DDA Office Closed

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, SEPTEMBER 13, 2018
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:01 a.m.

DDA Board Members Present: Mindy Cupples, Nathan Martin, Heather Cutlip, Dean Bach, Blake Scheer, Jacki Smith, Jerome Raska, Chris Johnston

DDA Board Members Absent: PJ Jacokes, Mayor, Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Keith Zendler, Joe Gacioch

B. Dismissals: PJ Jacokes, Mayor, Council

C. Approval of Agenda

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

Director Johnston arrives at 8:06 am.

D. Approval of Minutes: September 2018

Motion by Director Raska, seconded by Director Cutlip to approve the Minutes for September 2018 as presented. All Ayes, motion carries.

II. Consent Agenda

A. Staff Report

B. Financial Statements

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

III. Community Reports

A. Chamber of Commerce

Director Raska

Director Raska updated us on the Chamber- The Best of Ferndale Gala will be held on November 8, 2018 at Boogie Fever. Looking for auction items still. The Chamber partnered with ILEA (International Live Events Association) and will be hosting Jingle Bingo Balls on November 28, 2018 – drag queen bingo. Tickets are \$50.

IV. Presentations

A. People Points

Keith Zendler

Keith Zendler presented on behalf of People Points – an incentive program to help promote our downtown businesses. Currently, Zendler is working around Detroit with businesses and working with India. Once the tools are available, Zendler is requesting that the DDA help promote this program. Currently, People Movers is looking for additional beta partners to help test the program, amongst the probable Southwest Detroit district.

Discussion: Director Cupples asks what will happen after 3 years? At that time, we can decide if we would like to continue or not. Director Smith asks who buys the points? We could have our own DDA account, in which the businesses and customers would be the ones who would purchase points. Director Cutlip asks if the points are interchangeable? The idea is that each entity will create their own program. Director Martin asks how many entities it takes to get the program going? Zendler believes we can come up with 4 or 5 businesses to start. Director Scheer asks if there is an app. Yes, there is an app that can be accessed on a smartphone and an online access point. The idea is that the program will develop with us and will fit right into our normal routine. Director Scheer asks if we solicit businesses to gain participation. The promotion will be up to us and how we choose to encourage businesses to participate. Director Johnston asks what will stop people from coming into unprepared businesses. The items offered can be restricted, points can be identified as we decide, such as DDA rewards, or we can choose another applicable way of differentiating the program/participants. Director Smith asks what happens to the points that are collected. The businesses reward people for helping the DDA, the points are collected and accumulated in the DDA account. Director Martin asks about meeting the B2B consistency with currency and time factors. Eventually, the incentives will get better and communities will become more engaged. Director Scheer asks if the points rollover. The points are granted on a use it or lose it basis. Director Cupples asks how the profile gets updated with points. The goal is that the app will geolocate and update on its own. Some people will get a code, a coupon or another form of redemption/program logistics – all depending on the individual. Director Smith asks how many people are working on this and how long the process will work. We need to get the 3 beta partners on board before moving forward with app development, somebody on the DDA side would need to be designated to work with People Movers and the development of the program. Director Smith asked Director Hicks his thoughts on the program. Director Hicks believes there are kinks that need to be worked out, however the program could assist in altering behavior to do the things we need during construction with ride share programs. Director Smith asked if there is anything we need to do at this time. We'd have to enter into the contract, Hicks responded. Director Raska is not comfortable entering into contract as a retailer, he's not clear and is not sure Keith is clear on the logistics - there are too many questions left unanswered. Raska would like to see the program in place and believes it would be a training nightmare right before the holidays. Director Hicks asked if there is a penalty for opting out. Zendler answered no, there is no penalty, just cancel. Zendler also added, all Director Raska's concerns are legitimate and is also why we need to do the testing. Director Johnston is concerned with the idea we are putting a foreign currency out and no one knows what the foreign currency will do. Director Bach said he is fine with agreeing to the program today. Director Martin confirms the program is for the businesses that wish to participate.

Motion by Director Smith, seconded by Director Cupples to authorize the Executive Director to execute an agreement with PeopleMovers to launch a pilot to test the People Points Program.

B. Parking Updates

Joe Gacioch

Joe Gacioch presented an informal update on The dot – Park Ferndale is producing satisfied users and continues to see regular use. Versa LLC has been selected to develop The dot, as they have a track record of building offices and filling the space. Groundbreaking has been scheduled and the City is moving forward with the public piece and with the January groundbreaking. Monday is the kickoff meeting with the selected construction manager, Colsanti, in which next steps will be addressed. Chariot launched to test for Art, Beats and Eats. Drivers logged the number of trips, tallying up to 80 trips per shuttle with two shuttles in operation. The regular launch will take effect in time for DIY and Funky Ferndale. There has been a rollout of communication material, currently located at City Hall. The City is requesting the DDA's assistance in finding businesses that would have kiosks to house the brochures. The permit app has been updated and shown in the map.

V. Action Items

- A. Downtown Maintenance Proposal (Ferndale Department of Public Works) Director Hicks
Director Hicks has been concerned with exploring alternative ideas for downtown maintenance since the beginning of his employment. Worry Free is one of the contractors that does the work we require. DPW has put together a packet that shows what's possible. DPW would deliver the most bang for our buck. Director Hicks is confident DPW can deliver what we are asking. Director Raska asked how Michael Patrick's landscape design would tie in. There are factors preventing us from moving forward at this time, said Hicks. Director Hicks added that we need to give Worry Free 30 days' notice to exit our current contract with them. DPW is looking into hiring more personnel.

Motion by Director Raska, seconded by Director Scheer to authorize the Chairman and Executive Director to execute an agreement with the City of Ferndale for downtown maintenance services and to cancel the current downtown maintenance agreement with Worry Free Lawn Outdoor Services, Inc.

- B. DDA New Board Member Applications/Appointment Director Hicks
In recent board meetings, we discussed a high volume of resident requests to be on the DDA Board. Director Hicks made the recommendation to appoint Tim Kryckowski to the DDA Board of Directors and that is because Tim is already involved and familiar with the DDA. Deputy Director Willcock added, Tim is very proactive, understanding and enthusiastic. Director Bach explained, ultimately, it's the Mayor's decision. Director Smith stated she'd like to meet with Tim before deciding. Director Bach concluded to table this motion. No need to act at this time.

No action taken.

VI. Call to Committee Chairs, Board Member & Staff

Deputy Director Willcock announced the last outdoor movie is next Thursday. Fido Does Ferndale has moved to the 4th Thursday. Holiday Ice inquiries are coming in and Small Business Saturday planning has started. Buy Nearby program is coming up to encourage people to shop local, event is held 10/5 - 10/7. Vibe Credit Union is having their ribbon cutting next Wednesday.

Director Hicks announced that the Ferndale Small Business collaboration still meets behind the scenes. There will be a PR campaign launched through Q&M. BUILD Institute is still doing classes and next Wednesday will be held at The Rust Belt. Local B2B type storytelling outreach is also happening.

VII. Adjournment

Motion by Director Raska, seconded by Director Cupples to adjourn the meeting. All Ayes, meeting adjourned at 9:18 am.

October 2018

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

- Coordinated delivery of Small Business Saturday information to businesses with Chair Christina DiBartolomeo
 - Initial email out to all DDA businesses that qualify per AmEx rules
 - Partner email sent to Chamber and SoFe representatives, but to date no confirmation on partnership from either
 - Welcome Station to be held at the Rust Belt Market
 - Oakland County Shopper Program and Scavenger Hunt being promoted
 - Additional enhancements for this year include possibly working with schools on business profiles, a partnership with Ferndale Radio and arranging for Chariot service for the entire day.
- Discussed ideas for possible kick-off celebration for The dot
- Updates for the People Points program – DDA, Library, & City Leadership Team are meeting bi-weekly to launch program in January.

Design

- Affirmations Planter – Leah sent Cindy some info on “A Walkable America” grant that may be able to assist with financing. There are a few other grant alternatives we can discuss as well at the meeting. Also, DPW may be able to assist with some design services
- Pedestrian Alley Lighting – The pedestrian alley between Dye & Liberty Tax may need a lighting make-over. The committee considered proposing something to the DDA Board as part of the CIP update.
- E. Nine Dumpster location – The dumpster behind Imperial in the alley may eventually need to be moved due to some other proposed developments in the area, which would probably involve some extensive utility work. Committee discussed some potential ideas for relocation.

- Working with volunteer Dustin Hagfors to repaint art bench in front of Steven B's and touch up Art in SMART shelter.

Promotion

- Organized the Buy Nearby including running social media posts and pushing information out to businesses.
- 3 new volunteers attended the September meeting.
- Final Get Reel Outdoor Movie on Vester, Black Panther, had lighter than average attendance due to weather, but overall attendance was up for the series
- Continued partnership with Axis Music Academy and Ferndale Community Concert Band.
- Fido Does Ferndale planning continues, with sponsors, vendors and partners being lined up
- Volunteer Chair Michele Kress to follow up with previous years' vendors and businesses.
- In process of finalizing theme for Holiday Ice Festival
- Reviewed and discussed ideas for a greatly enhanced calendar of events and promotions for the coming year/construction season
- Preliminary planning is taking place to re-launch Restaurant Week in the spring.
- Met with Oakland County and business representation from south Livernois to discuss cross-promoting Small Business Saturday.

The dot

Construction & Business Support

- Temporary Parking Solutions (TPS) – DDA continues to work with City on promoting temporary parking solutions in preparation for the upcoming construction of the Dot.
 - Chariot
 - The shuttle service was tested over Labor Day weekend and will start running on weekends (Thursday-Saturday evenings) started on September 20th.
 - Staff met with Chariot and discussed performance measures and data collection going forward to determine the cost-benefit of the service.
 - Addressed a number of questions regarding handicap access, bike storage, and pets or children riding in the vehicles.
 - Lyft – the DDA will provide codes to businesses willing to participate in a program that their employees can use to get to and from work for free or at a reduced rate.
 - Valet – valet was tested last year during the holidays and will continue to be a weekend option for people visiting downtown once construction begins.
- Staff attended several meetings regarding the Dot construction. It is anticipated construction will begin in January 2019 and will have no impact on parking for the 2018 holiday season.
- The Architects, Construction GM, City and DDA Staff have meet to review the construction bid package.
 - The total cost of the parking deck portion of the project came in at \$21.4 million.
 - The cost will be reduced based on engineering updates and revisions to include cost saving measures

- The DDA Executive Director and City's Communication Director will give presentations to City Council (Oct 8) and the DDA Board (Oct 11) to update what both entities are planning to do for communication during construction.

Potential Development Agreement

- The Executive Director met with Versa (developer that the City has entered into an Exclusive Negotiating Right Agreement – ENRA)
- The City and DDA Executive Committee wish to keep the retail space on the first floor competitively priced. To do so, Versa may have a gap in their financing that cannot be covered if they are required to reduce their lease rates.
- The DDA is exploring the option of entering into a Letter of Intent or Memorandum of Understanding with Versa to allow for a portion of the new TIF generated as a result of private/taxable development on the site to go towards filling that gap to keep the goal of maintaining affordable rents possible. Versa will present more info during the October DDA Board Meeting.

Informational Items

Events

- **OctoBEER Fest** – October 5th-7th
- **Buy Nearby** – October 5th-7th
- **Fido Does Ferndale** – NEW DATE – Thursday, October 25th
- **Trick or Treat** – Saturday, October 27th
- **Small Business Saturday** – Saturday, November 24th
- **Holiday Ice Festival** – Saturday, December 8th
- **Merry Moonlight Madness** – Thursday, December 20th

Business News & Community Outreach

- **New Businesses:** Vibe Credit Union (in former Smooth Vape's), Lucky Star Salon (23333 Woodward; former Detroit Comics space), Nine Furniture + Design (former Professional Guitar), Bags N Beads (22750 Woodward, Ste. 200), Elaine B Jewelry (Other half of Green Thumb space at 22963 Woodward Ave), La Feast (Former China Ruby at 157 W. Nine Mile)
- **Businesses Coming Soon:** Anti Hero (next to Public House), Bobcat Bonnie's (former Zeke's BBQ), Brooks Brewing (early 2019; former beauty school), Como's (spring 2019), personal trainer (former ½ Green Thumb space), Babylon Garden (formerly B&L Auto),
- **Façade Improvements:** Anti Hero (in progress), The Oakland (complete!), Como's (in progress), Brooks Brewing (in progress)
- **Businesses Closing:** Om Café (23136 Woodward), Elegance By Design (320 W. Nine Mile)
- **Visited:** Le Host, 3 Winks, Steven B's, Hambo, Mejishi, Green Thumb, Free Phoenix, Hi Hat/Lefty's, Elegance by Design, J's Penalty Box, M Contemporary Gallery, Modern Natural Baby,

Detroit City Skateboards, Valentine, The Brook, Reid Salon, MiChigo Pizza, Vibe Credit Union, M.C. 'Wiches, LaFeast, Dino's, The Candle Wick Shoppe, En Soul Yoga, The Oakland

- **Community Outreach:** Ferndale Area District Library, Ferndale Area Chamber of Commerce, Royal Oak Chamber of Commerce, Main Street Oakland County – Small Business Saturday, Oakland County Economic Development Team, Michigan Economic Development Corporation, Quicken Loans, PeoplePoints, Ferndale SOUP!, Ferndale Arts & Cultural Commission, Ferndale Community Foundation, Michigan Retailers Association

Administrative

- Ferndale Small Business Collaborative (FSBC) – met to narrow the focus of the group into four key areas:
 - Deploy a successful Business Development Campaign
 - Define the role of the BUILD Institute for small business training
 - Determine local event options focusing on B2B and specific topics such as accounting
 - Apply for a Workforce Investment Opportunity Act (WIOA) grant to offset some of the impact of losing the Ferndale Michigan Works office
- Downtown Development & Capital Improvement Planning (CIP) – Hamilton Anderson is reviewing past documents and will provide a status update during the October Board Meeting
- Dumpster & garbage issues – tended to several complaints about garbage piling up at certain compactor locations due to equipment failures and improper use of facilities by restaurant staff
- CED/CE items including open front doors
- Woodward sidewalk issues including, but not limited to, repair issues, sandwich board signs, overgrown plant material
- Coordination of alley access for DIY; ARC; Chariot; Golden Ticket package creation; organized Buy Nearby event

Training

- The Executive and Deputy Directors have been attending Main Street America Revitalization Professional Credential training which will continue throughout 2018 and at the 2019 Main Street Now Conference. 5 of 10 online courses have been completed
 - Online courses completed so far include topics of:
 - Advanced Principals of Leadership Development
 - Advanced Principals of Economic Vitality
 - Advanced Principals of Effective Promotion
 - Advanced Principals of Sustainable Organization
 - Advanced Principals of Quality Design
 - Online courses yet to be completed in 2018:
 - Working with Boards
 - Funding Revitalization Programs
 - Comprehensive Downtown Planning
 - Shop Local Campaigns
 - Business Retention
 - In Person Courses yet to be completed:
 - Community Transformation Workshop – Oct. 17-19, 2018 in Chattanooga, TN
 - Leadership Development – March 24-27, 2019 in Seattle, WA

GL NUMBER	DESCRIPTION	BALANCE		2018-19 AMENDED BUDGET	END BALANCE	
		NORMAL	(ABNORMAL)		NORMAL	(ABNORMAL)
Fund 248 - Downtown Development Authority						
Assets						
248-000-001.000	Cash - Comerica Checking		0.00			0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec		27,386.25			12,332.48
248-000-029.000	Est. Uncollectable DELPP Tax		(27,262.37)			(16,828.06)
248-000-040.000	A/R - Miscellaneous		0.00			0.00
248-000-078.000	A/R - Other Govt Units		0.00			0.00
248-000-084.100	D/F Cash Fund		943,769.39			1,068,186.46
248-000-084.101	D/F General Fund		(22,942.22)			0.00
248-000-084.731	D/F EE Retir System		0.00			0.00
248-000-108.000	Accrued Interest Receivable		1,012.17			1,552.15
248-000-132.000	Infrastructure		1,574,005.00			1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure		(1,486,239.00)			(1,486,239.00)
248-000-136.000	Buildings		21,360.00			21,360.00
248-000-137.000	Accum.Deprec.- buildings		(1,708.80)			(1,708.80)
248-000-146.000	Equipment		50,400.00			50,400.00
248-000-147.000	Accum.Deprec.- equipment		(50,400.00)			(50,400.00)
248-000-148.000	Vehicles		23,140.00			23,140.00
248-000-149.000	Accum.Deprec.- vehicles		(23,140.00)			(23,140.00)
TOTAL ASSETS			1,029,380.42			1,172,660.23
Liabilities						
248-000-202.000	Accounts Payable		22,503.55			0.00
248-000-206.000	Due to Customers		0.00			0.00
248-000-257.000	Wages Payable		5,410.72			2,885.25
248-000-257.100	Accrued Liability - Payroll		188.70			3,163.81
248-000-257.150	Accrued Liabilities - Health Insurance		0.00			0.00
248-000-260.000	Accrued Sick & Vacation		12,378.57			12,378.57
248-000-262.000	Flexible Benefit Plan		0.00			0.00
248-000-286.000	Deferred Revenues		0.00			0.00
TOTAL LIABILITIES			40,481.54			18,427.63
Fund Equity						
248-000-390.000	Restricted		670,249.53			670,249.53
248-000-390.977	Invested in capital assets, net		175,255.00			175,255.00
TOTAL FUND EQUITY			845,504.53			845,504.53
Revenues						
248-000-402.000	Property taxes		284,224.34	454,090.00		256,253.54
248-000-402.001	Property Taxes - personal		0.00	0.00		0.00
248-000-402.005	Property Taxes - Loss in Change of PPT		0.00	0.00		0.00
248-000-402.200	Reimbursement for PPT Loss		0.00	0.00		0.00
248-000-403.100	Property Tax Chargebacks		1,263.90	0.00		0.00
248-000-404.000	Voted Property taxes		44,029.85	60,864.00		34,998.90
248-000-404.001	Voted Property taxes - personal		0.00	0.00		0.00
248-000-523.000	Federal grant		0.00	0.00		0.00
248-000-545.000	State grant		0.00	0.00		0.00
248-000-550.010	State PPT Loss Reimbursement		2,060.50	0.00		0.00
248-000-610.000	Participation fees		0.00	0.00		0.00
248-000-665.000	Interest income		0.00	0.00		0.00
248-000-675.000	Contributions		13,065.00	25,000.00		2,610.08
248-000-675.248	Proceeds- DDA Special Events		0.00	0.00		0.00
248-000-675.500	Contributions - DDA - Public Art		22.00	3,000.00		10,424.54
248-000-676.101	General Fund contrb.		0.00	0.00		0.00
248-000-695.000	Miscellaneous income		0.00	0.00		0.00
248-000-698.000	Net unrealized gains		0.00	0.00		0.00
248-000-699.661	Transfer In from Motor Pool		0.00	0.00		0.00
248-000-699.677	Transfer In from HR Fund		0.00	0.00		0.00
TOTAL REVENUES			344,665.59	542,954.00		304,287.06
Expenditures						
248-000-706.000	Full Time Personnel		70,687.79	156,297.00		37,054.82
248-000-707.000	Part-Time Personnel		0.00	0.00		0.00
248-000-709.000	Overtime		0.00	0.00		0.00
248-000-714.000	Holiday Pay		0.00	0.00		0.00
248-000-714.100	Sick Pay - Annual		0.00	0.00		0.00
248-000-715.000	Social Security		5,377.78	11,957.00		2,834.69
248-000-716.000	Health - premiums		0.00	0.00		0.00
248-000-716.100	Health Insurance		5,274.97	18,506.00		3,912.00
248-000-716.110	Health Insurance - EE Contribution		(183.30)	(2,467.00)		(240.00)
248-000-716.115	Health Insurance - Retiree		0.00	0.00		0.00

User: Bhicks

DB: Ferndale

PERIOD ENDING 12/31/2018

GL NUMBER	DESCRIPTION	BALANCE		2018-19 AMENDED BUDGET	END BALANCE	
		NORMAL	(ABNORMAL)		NORMAL	(ABNORMAL)
Fund 248 - Downtown Development Authority						
Expenditures						
248-000-716.150	Health Insurance Waiver		0.00	0.00		0.00
248-000-716.736	Health - OPEB Funding		0.00	0.00		0.00
248-000-717.000	Life Insurance - EE		133.23	211.00		52.80
248-000-718.000	Pension- ICMA-RC 401	4,920.84		10,941.00		2,593.82
248-000-719.000	Fringe Benefits		0.00	0.00		0.00
248-000-721.000	Longevity		0.00	0.00		0.00
248-000-725.000	Workers Compensation	1,120.49		854.00		0.00
248-000-730.000	Postage, Mail processing		13.30	500.00		0.00
248-000-740.000	Operating Supplies	7,468.85		25,000.00		1,468.23
248-000-740.248	Operating - DDA Special Projects		0.00	0.00		245.20
248-000-747.000	Grant Activity		0.00	0.00		0.00
248-000-752.000	Motor Fuel / Lubricants		0.00	0.00		0.00
248-000-775.000	Repair & Maintenance		0.00	1,000.00		0.00
248-000-802.000	Audit/Actuarial Fees		0.00	1,010.00		0.00
248-000-818.000	Contractual Services	2,787.74		80,000.00		84.90
248-000-853.000	Phone/Communications		0.00	0.00		0.00
248-000-853.116	Telecom - Cell Phone EE Reimb.		0.00	2,340.00		0.00
248-000-873.000	Training/Education		181.46	12,000.00		1,003.46
248-000-885.000	Special programs	14,754.16		25,000.00		686.76
248-000-900.000	Printing & Publishing	2,251.90		7,000.00		330.00
248-000-914.000	Liability Insurance		0.00	1,800.00		0.00
248-000-920.000	Utilities	4,260.22		7,600.00		394.03
248-000-931.000	Facilities Maintenance	80,072.00		144,000.00		35,840.00
248-000-940.200	Equipment Leases - Non-City owned		0.00	0.00		0.00
248-000-942.000	Building Rental		803.00	1,800.00		178.00
248-000-943.000	Equip Rental Alloc - General Fund		545.96	2,800.00		0.00
248-000-956.000	Miscellaneous		500.85	52,800.00		31.50
248-000-958.000	Memberships & Dues		300.00	3,500.00		0.00
248-000-961.101	General Fund Admin Allocation		0.00	16,508.00		0.00
248-000-968.000	Depreciation Expense		0.00	0.00		0.00
248-000-970.000	Bad Debt		0.00	0.00		0.00
248-000-974.000	Public Improvements		0.00	15,000.00		0.00
248-000-977.000	Capital Outlay		0.00	5,000.00		0.00
248-000-996.000	Interest Expense		0.00	0.00		0.00
TOTAL EXPENDITURES			201,271.24	600,957.00		86,470.21
<hr/>						
Total Fund 248 - Downtown Development Authority						
TOTAL ASSETS			1,029,380.42			1,172,660.23
BEG. FUND BALANCE - 2017-18			845,504.53			845,504.53
+ NET OF REVENUES/EXPENDITURES - 2017-18						90,911.22
+ NET OF REVENUES & EXPENDITURES			143,394.35	(58,003.00)		217,816.85
= ENDING FUND BALANCE			988,898.88			1,154,232.60
+ LIABILITIES			40,481.54			18,427.63
= TOTAL LIABILITIES AND FUND BALANCE			1,029,380.42			1,172,660.23

Fund 248 Downtown Development Authority			
GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
248-000-001.000	Cash - Comerica Checking	0.00	0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec	16,828.06	12,332.48
248-000-029.000	Est. Uncollectable DELPP Tax	(16,828.06)	(16,828.06)
248-000-040.000	A/R - Miscellaneous	0.00	0.00
248-000-078.000	A/R - Other Govt Units	0.00	0.00
248-000-084.100	D/F Cash Fund	868,827.86	1,068,186.46
248-000-084.101	D/F General Fund	0.00	0.00
248-000-084.731	D/F EE Retir System	0.00	0.00
248-000-108.000	Accrued Interest Receivable	1,552.15	1,552.15
248-000-132.000	Infrastructure	1,574,005.00	1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure	(1,486,239.00)	(1,486,239.00)
248-000-136.000	Buildings	21,360.00	21,360.00
248-000-137.000	Accum.Deprec.- buildings	(1,708.80)	(1,708.80)
248-000-146.000	Equipment	50,400.00	50,400.00
248-000-147.000	Accum.Deprec.- equipment	(50,400.00)	(50,400.00)
248-000-148.000	Vehicles	23,140.00	23,140.00
248-000-149.000	Accum.Deprec.- vehicles	(23,140.00)	(23,140.00)
Total Assets		977,797.21	1,172,660.23
*** Liabilities ***			
248-000-202.000	Accounts Payable	21,584.66	0.00
248-000-206.000	Due to Customers	0.00	0.00
248-000-257.000	Wages Payable	5,908.63	2,885.25
248-000-257.100	Accrued Liability - Payroll	1,509.60	3,163.81
248-000-257.150	Accrued Liabilities - Health Insurance	0.00	0.00
248-000-260.000	Accrued Sick & Vacation	12,378.57	12,378.57
248-000-262.000	Flexible Benefit Plan	0.00	0.00
248-000-286.000	Deferred Revenues	0.00	0.00
Total Liabilities		41,381.46	18,427.63
*** Fund Balance ***			
248-000-390.000	Restricted	670,249.53	670,249.53
248-000-390.977	Invested in capital assets, net	175,255.00	175,255.00
Total Fund Balance		845,504.53	845,504.53
Beginning Fund Balance - 17-18			845,504.53
Net of Revenues VS Expenditures - 17-18			90,911.22
*17-18 End FB/18-19 Beg FB		936,415.75	
Net of Revenues VS Expenditures - Current Year			217,816.85
Ending Fund Balance			1,154,232.60
Total Liabilities And Fund Balance			1,172,660.23

* Year Not Closed

User: Bhicks

DB: Ferndale

PERIOD ENDING 12/31/2018

% Fiscal Year Completed: 50.41

GL NUMBER	DESCRIPTION	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	12/31/2018 NORMAL (ABNORMAL)	MONTH 12/31/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - Downtown Development Authority						
Revenues						
Dept 000 - General						
248-000-402.000	Property taxes	454,090.00	256,253.54	0.00	197,836.46	56.43
248-000-402.001	Property Taxes - personal	0.00	0.00	0.00	0.00	0.00
248-000-402.005	Property Taxes - Loss in Change of PPT	0.00	0.00	0.00	0.00	0.00
248-000-402.200	Reimbursement for PPT Loss	0.00	0.00	0.00	0.00	0.00
248-000-403.100	Property Tax Chargebacks	0.00	0.00	0.00	0.00	0.00
248-000-404.000	Voted Property taxes	60,864.00	34,998.90	0.00	25,865.10	57.50
248-000-404.001	Voted Property taxes - personal	0.00	0.00	0.00	0.00	0.00
248-000-523.000	Federal grant	0.00	0.00	0.00	0.00	0.00
248-000-545.000	State grant	0.00	0.00	0.00	0.00	0.00
248-000-550.010	State PPT Loss Reimbursement	0.00	0.00	0.00	0.00	0.00
248-000-610.000	Participation fees	0.00	0.00	0.00	0.00	0.00
248-000-665.000	Interest income	0.00	0.00	0.00	0.00	0.00
248-000-675.000	Contributions	25,000.00	2,610.08	0.00	22,389.92	10.44
248-000-675.248	Proceeds- DDA Special Events	0.00	0.00	0.00	0.00	0.00
248-000-675.500	Contributions - DDA - Public Art	3,000.00	10,424.54	0.00	(7,424.54)	347.48
248-000-676.101	General Fund contrb.	0.00	0.00	0.00	0.00	0.00
248-000-695.000	Miscellaneous income	0.00	0.00	0.00	0.00	0.00
248-000-698.000	Net unrealized gains	0.00	0.00	0.00	0.00	0.00
248-000-699.661	Transfer In from Motor Pool	0.00	0.00	0.00	0.00	0.00
248-000-699.677	Transfer In from HR Fund	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - General		542,954.00	304,287.06	0.00	238,666.94	56.04
TOTAL REVENUES		542,954.00	304,287.06	0.00	238,666.94	56.04
Expenditures						
Dept 000 - General						
248-000-706.000	Full Time Personnel	156,297.00	37,054.82	0.00	119,242.18	23.71
248-000-707.000	Part-Time Personnel	0.00	0.00	0.00	0.00	0.00
248-000-709.000	Overtime	0.00	0.00	0.00	0.00	0.00
248-000-714.000	Holiday Pay	0.00	0.00	0.00	0.00	0.00
248-000-714.100	Sick Pay - Annual	0.00	0.00	0.00	0.00	0.00
248-000-715.000	Social Security	11,957.00	2,834.69	0.00	9,122.31	23.71
248-000-716.000	Health - premiums	0.00	0.00	0.00	0.00	0.00
248-000-716.100	Health Insurance	18,506.00	3,912.00	0.00	14,594.00	21.14
248-000-716.110	Health Insurance - EE Contribution	(2,467.00)	(240.00)	0.00	(2,227.00)	9.73
248-000-716.115	Health Insurance - Retiree	0.00	0.00	0.00	0.00	0.00
248-000-716.150	Health Insurance Waiver	0.00	0.00	0.00	0.00	0.00
248-000-716.736	Health - OPEB Funding	0.00	0.00	0.00	0.00	0.00
248-000-717.000	Life Insurance - EE	211.00	52.80	0.00	158.20	25.02
248-000-718.000	Pension- ICMA-RC 401	10,941.00	2,593.82	0.00	8,347.18	23.71
248-000-719.000	Fringe Benefits	0.00	0.00	0.00	0.00	0.00
248-000-721.000	Longevity	0.00	0.00	0.00	0.00	0.00
248-000-725.000	Workers Compensation	854.00	0.00	0.00	854.00	0.00
248-000-730.000	Postage, Mail processing	500.00	0.00	0.00	500.00	0.00
248-000-740.000	Operating Supplies	25,000.00	1,468.23	0.00	23,531.77	5.87
248-000-740.248	Operating - DDA Special Projects	0.00	245.20	0.00	(245.20)	100.00
248-000-747.000	Grant Activity	0.00	0.00	0.00	0.00	0.00
248-000-752.000	Motor Fuel / Lubricants	0.00	0.00	0.00	0.00	0.00
248-000-775.000	Repair & Maintenance	1,000.00	0.00	0.00	1,000.00	0.00
248-000-802.000	Audit/Actuarial Fees	1,010.00	0.00	0.00	1,010.00	0.00
248-000-818.000	Contractual Services	80,000.00	84.90	0.00	79,915.10	0.11
248-000-853.000	Phone/Communications	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	2018-19	YTD BALANCE	ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	12/31/2018 NORMAL (ABNORMAL)	MONTH 12/31/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)			
Fund 248 - Downtown Development Authority								
Expenditures								
248-000-853.116	Telecom - Cell Phone EE Reimb.	2,340.00	0.00	0.00	2,340.00	0.00		
248-000-873.000	Training/Education	12,000.00	1,003.46	0.00	10,996.54	8.36		
248-000-885.000	Special programs	25,000.00	686.76	0.00	24,313.24	2.75		
248-000-900.000	Printing & Publishing	7,000.00	330.00	0.00	6,670.00	4.71		
248-000-914.000	Liability Insurance	1,800.00	0.00	0.00	1,800.00	0.00		
248-000-920.000	Utilities	7,600.00	394.03	0.00	7,205.97	5.18		
248-000-931.000	Facilities Maintenance	144,000.00	35,840.00	0.00	108,160.00	24.89		
248-000-940.200	Equipment Leases - Non-City owned	0.00	0.00	0.00	0.00	0.00		
248-000-942.000	Building Rental	1,800.00	178.00	0.00	1,622.00	9.89		
248-000-943.000	Equip Rental Alloc - General Fund	2,800.00	0.00	0.00	2,800.00	0.00		
248-000-956.000	Miscellaneous	52,800.00	31.50	0.00	52,768.50	0.06		
248-000-958.000	Memberships & Dues	3,500.00	0.00	0.00	3,500.00	0.00		
248-000-961.101	General Fund Admin Allocation	16,508.00	0.00	0.00	16,508.00	0.00		
248-000-968.000	Depreciation Expense	0.00	0.00	0.00	0.00	0.00		
248-000-970.000	Bad Debt	0.00	0.00	0.00	0.00	0.00		
248-000-974.000	Public Improvements	15,000.00	0.00	0.00	15,000.00	0.00		
248-000-977.000	Capital Outlay	5,000.00	0.00	0.00	5,000.00	0.00		
248-000-996.000	Interest Expense	0.00	0.00	0.00	0.00	0.00		
Total Dept 000 - General		600,957.00	86,470.21	0.00	514,486.79	14.39		
TOTAL EXPENDITURES		600,957.00	86,470.21	0.00	514,486.79	14.39		
Fund 248 - Downtown Development Authority:								
TOTAL REVENUES		542,954.00	304,287.06	0.00	238,666.94	56.04		
TOTAL EXPENDITURES		600,957.00	86,470.21	0.00	514,486.79	14.39		
NET OF REVENUES & EXPENDITURES		(58,003.00)	217,816.85	0.00	(275,819.85)	375.53		



COMMUNICATIONS UPDATE

The dot

Ferndale City Council

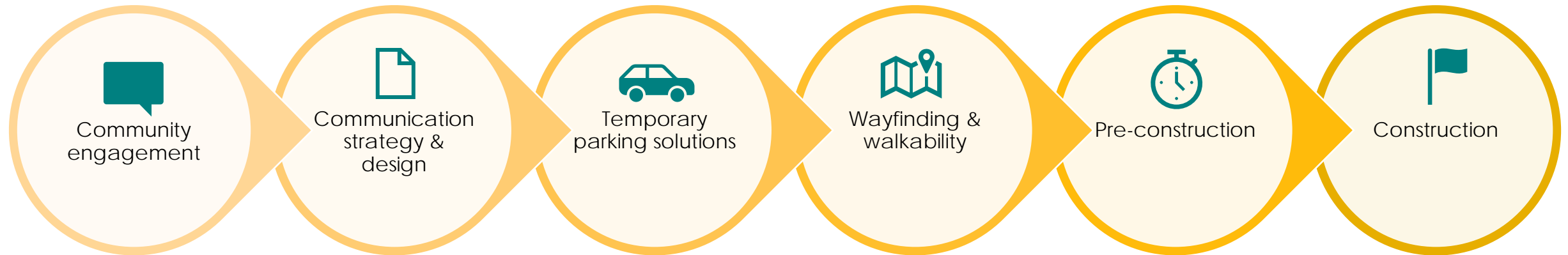
October 8, 2018

Kara Sokol, Communications Director

AGENDA

- PROCESS
- AUDIENCES
- CONTENT & COLLATERAL
- GOALS & STRATEGIES
- TIMELINE
- QUESTIONS

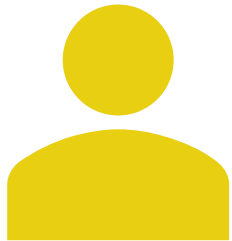
PROCESS



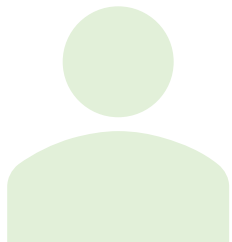
AUDIENCES



TIER 1 | Those living adjacent to or in the direct vicinity/neighborhood of the Troy Lot



TIER 2 | Those living adjacent to or in the direct vicinity/neighborhood of any other public parking lot in Ferndale



TIER 3 | Those who reside in, visit, or utilize the city of Ferndale and its downtown/business district

CONTENT & COLLATERAL

- Residential brochure
- Business brochure
- General-audience brochure
- Informational half-sheet
- Stickers, table tents, and coasters
- Posters
- Microsite
- Video
- Letter templates
- Social media
- Advertising

What is The dot?

The Development on Troy, or The dot, is a new mixed-use parking, retail, and office development coming to downtown Ferndale in 2018. The dot is not your traditional concrete deck—in addition to hundreds of parking spaces, it will bring new retail, daytime employees, and walkability to the heart of downtown.

Great care has been taken to ensure that The dot fits both Ferndale's eclectic downtown and neighboring residential community.

Where?

The dot will be located on West Troy at Allen St., in the area currently occupied by the West Troy Surface Lot (behind Rosie O'Grady's).

Why?

The dot has been developed by and for the community. Limited parking has been a known challenge in downtown Ferndale for years, and we're tackling it the way we do so many other things: **together**. Over the span of a year, dozens of residents, business owners, and community members have worked with Mayor Coulter, City Council and staff, and Downtown Development Authority (DDA) Board and staff to develop a solution that is both bold and sensible.

The dot fits the Ferndale style, and meets the needs of our downtown community—today and in the future.

When?

Construction of The dot is expected to begin in early 2018 and take approximately 12-15 months to complete.

Impact

Once construction begins, the Troy lot will be closed to parking. Please read the Frequently Asked Questions section to learn more about project impacts.

Once construction is complete, you'll be able to enjoy more parking, more shopping, more daytime activity, and a building that reflects the style and character of Ferndale.

Learn more about The dot at Ferndaledot.com

The dot Benefits:

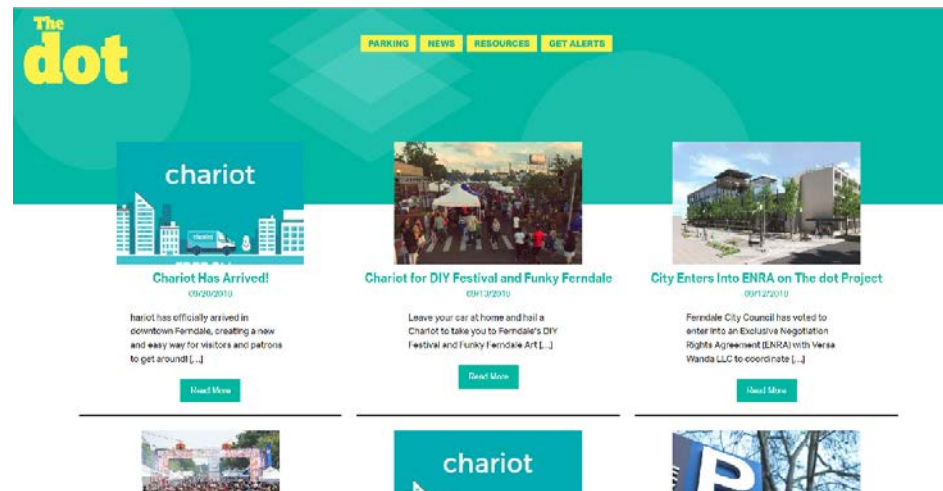
- Sufficient, safe, easy-to-use, inexpensive parking for all
- Design that welcomes visitors, guests, and friends to our city and our downtown
- Allows Ferndale to continue to grow
- Less demand for street parking by non-residents
- New Troy Street businesses
- Designed for walkability and bikeability
- 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

Frequently Asked Questions

What will it look like? How tall will it be?

The dot is a proposed four-level building comprised of one underground level, Troy St. retail and parking, and three upper-level floors for parking. In the future, there is an option to add an additional 1-2 floors for office or residential.

The decision to do one story underground was made in coordination with neighbors on West Troy and Allen Streets in an effort to reduce the overall height of the building. The proposed structure will be 65 feet high, versus the originally-presented 99 feet.

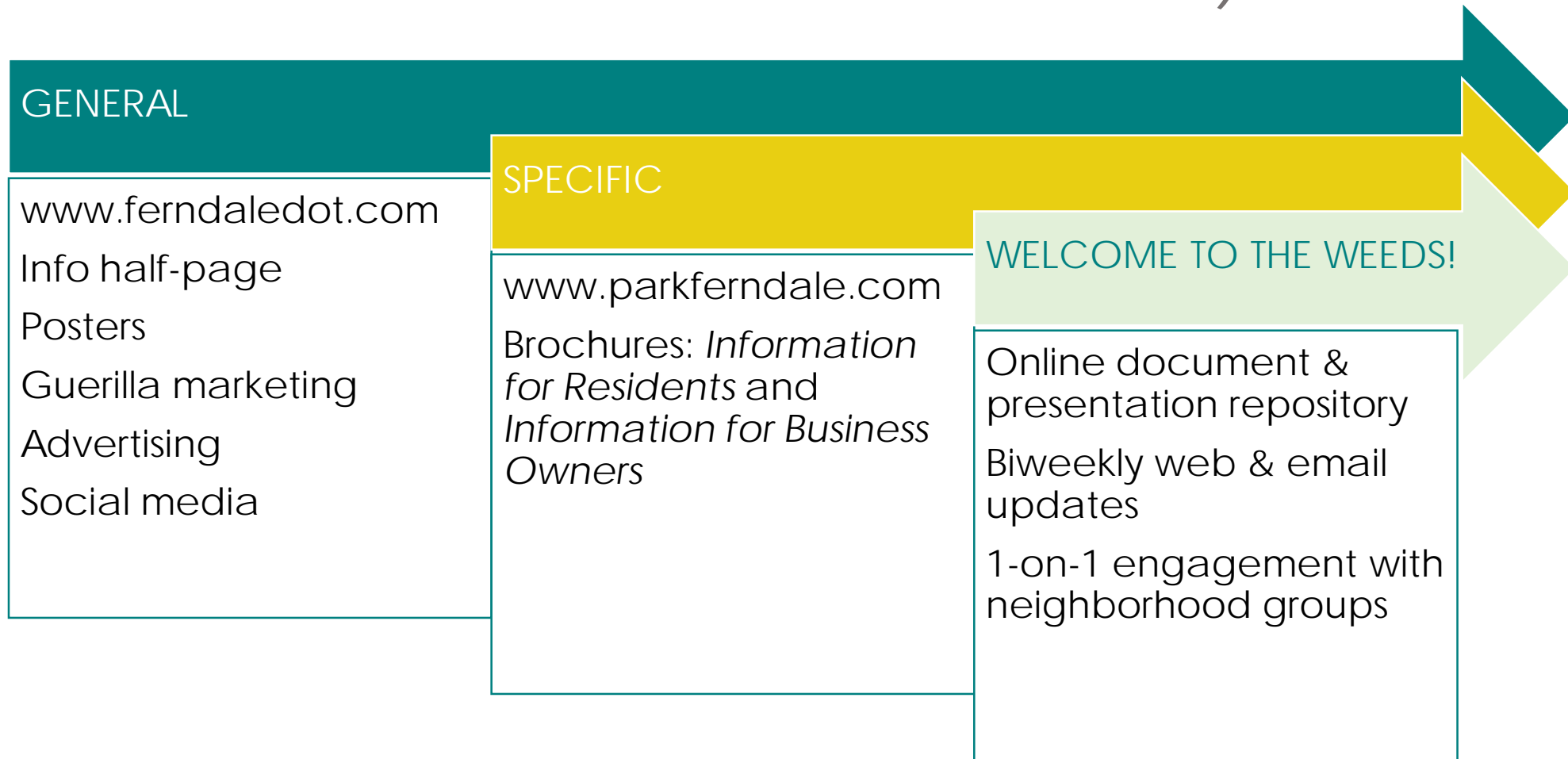


The
dot

Information for
Residents
Ferndaledot.com

The
dot

GOAL 1: INFORMATION & TRANSPARENCY (WITHOUT OVERCOMMUNICATION)



GOAL 2: EDUCATE & INFORM ABOUT WALKABILITY

PARK HERE #WALKFERNDALE
parkferndale.com

MESSAGES:

- Public parking is generally available
- Lot locations and walk distances
- Don't waste time circling Withington



IT'S A
5-MINUTE
WALK TO
DRINKS WITH
FRIENDS

#WALKFERNDALE



IT'S A
5-MINUTE
WALK TO
DINNER

#WALKFERNDALE



IT'S A
5-MINUTE
WALK TO
WOODWARD

#WALKFERNDALE



IT'S A
5-MINUTE
WALK TO ALL
THE STUFF

#WALKFERNDALE



GOAL 3: EDUCATE & INFORM ABOUT TEMPORARY PARKING SOLUTIONS



MESSAGES:

- Come to Ferndale and take a Chariot to get around (for residents and visitors)
- Come to Ferndale and take a Lyft the rest of the way (for business employees)
- Not everyone can do a 5-minute walk—that's okay! We have solutions for all

GOAL 4: THE OPPORTUNITY FOR QUESTIONS, CONVERSATIONS, AND 2-WAY ENGAGEMENT

- Transparent contact information
- Introduction and engagement with construction team leadership
- Biweekly communications
- Alerts
- Neighborhood meetings and focus groups

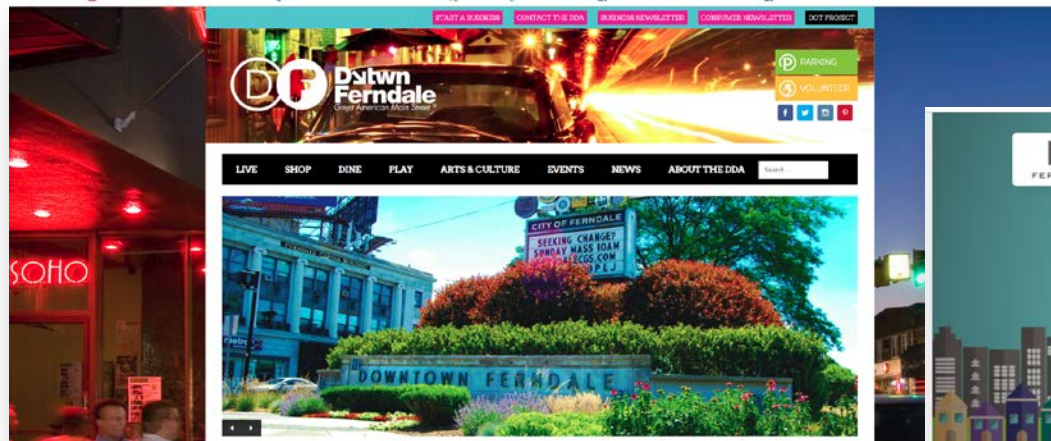
GOAL 6: MESSAGING ADVOCATES



- Establishment of initial group of approximately 20 trusted people
- Diversity of ages, occupations, family structures, and backgrounds
- Monthly digital check-in, information sharing, questions and answers

GOAL 7: CLEAR IDENTIFICATION OF INFORMATION OWNERS

- Co-branding
- Biweekly meetings
- Clear delineation of downtown (DDA) and expanded business, residential, and visitor (City) coverage areas



TIMELINE

OCTOBER

- Launch wayfinding & walkability signage and educational/awareness campaign
- Print *The dot* posters, general communications pieces, and Tier 1 and Tier 2 residential communications

NOVEMBER

- Distribute Tier 1 and Tier 2 residential communications
- Create special-edition *The dot* and parking-themed City newsletter

DECEMBER

- Mail special-edition *The dot* and parking-themed City newsletter
- Launch biweekly digital and email updates

File

Home

Insert

Draw

Page Layout

Formulas

Data

Review

View

Acrobat

Tell me what you want to do

Cut

Copy

Paste

Format Painter

Clipboard

Font

Paragraph

Wrap Text

General

Conditional Formatting

Normal

Cell Styles

Calculation

Note

Updates Available

Updates for Office are ready to be installed, but first we need to close some apps.

Update now

AB99

<



City of Ferndale
Department of Communications
248-546-2503
www.ferndalemi.gov

WEST TROY PARKING DEVELOPMENT RESIDENTIAL COMMUNICATION PLAN

PREPARED BY THE CITY OF FERNDALE COMMUNICATIONS DEPARTMENT

AUDIENCE IDENTIFICATION

This is a residential communications plan, focusing on those who reside in and visit Ferndale and/or its downtown/business district. The audience has been delineated into three key areas:

- Level 1, impacted by Troy Lot—includes anyone who lives adjacent to or in the direct vicinity/neighborhood of the Troy Lot.
- Level 2, impacted by other public lots—includes anyone who lives adjacent to or in the direct vicinity/neighborhood of any other public parking lot in Ferndale.
- Level 3, all others—includes anyone who resides in, visits, or utilizes the city of Ferndale and its downtown/business district.

COMMUNICATION GOALS

At a global level, we seek to achieve the following with our communications:

- Project awareness—To see that every Ferndale resident has, at a minimum, an awareness of the West Troy parking development.
- Information identification—To see that every Ferndale resident is aware of at least one legitimate information source that they can utilize for project details/updates.
- Reduction in misinformation—To see a significant reduction in the sharing of misinformation, myths, and rumors about the parking development, including person-to-person and the sharing of outside-source websites, articles, and social media groups/pages.
- Messaging advocates—To have at least 8-10 information advocates who will act as spokespeople and/or leaders among their neighborhoods or smaller communities. Advocates should not be invested in the project, and they do not have to support it; they should merely have the desire to learn and share legitimate facts.
- Clarity—To communicate simply, clearly, and often enough—and in the right locations/using the right sources—so that residents and stakeholders don't feel confused by the process. (Example: "The city is planning to build a new parking lot in the downtown area.")

Residential misperceptions:

- Development height
- Personal contact
Direct-mail letter and/or personal visit by project team member with updates; min. once per month



WEST TROY PARKING DEVELOPMENT RESIDENTIAL COMMUNICATION PLAN

PREPARED BY THE CITY OF FERNDAL COMMUNICATIONS DEPARTMENT

AUDIENCE IDENTIFICATION

This is a **residential** communications plan, focusing on those who reside in and visit Ferndale and/or its downtown/business district. The audience has been delineated into three key areas:

- Level 1, impacted by Troy Lot—Includes anyone who lives adjacent to or in the direct vicinity/neighborhood of the Troy Lot.
- Level 2, impacted by other public lots—Includes anyone who lives adjacent to or in the direct vicinity/neighborhood of any other public parking lot in Ferndale.
- Level 3, all others—Includes anyone who resides in, visits, or utilizes the city of Ferndale and its downtown/business district.

COMMUNICATION GOALS

At a **global level**, we seek to achieve the following with our communications:

- Project awareness—To see that every Ferndale resident has, at a minimum, an awareness of the West Troy parking development.
- Information identification—To see that every Ferndale resident is aware of at least one legitimate information source that they can utilize for project details/updates.
- Reduction in misinformation—To see a significant reduction in the sharing of misinformation, myths, and rumors about the parking development, including person-to-person and the sharing of outside-source websites, articles, and social media groups/pages.
- Messaging advocates—To have at least 8-10 information advocates who will act as spokespeople and/or leaders among their neighborhoods or smaller communities. Advocates should not be invested in the project, and they do not have to support it; they should merely have the desire to learn and share legitimate facts.
- Clarity—To communicate simply, clearly, and often enough—and in the right locations/using the right sources—so that residents and stakeholders don't feel confused by the process. (Example: Headlee proposal; not every resident was in support, but they were so informed that they literally had no questions leading into the election.)



- Broadening of viewpoint communication—It is common on controversial projects such as this to focus solely on the negative voices—speaking directly to these groups, answering their questions, publicizing information to speak to their concerns. It will be our goal to listen to all members of our community, gaining an understanding of the questions/goals/communication needs of the supporters as well, and ensuring that we speak to and for all segments.

At an **individual level**, we seek to achieve the following with our communications:

- Project awareness—To see that all Level 1 and Level 2 residents have a robust understanding of the W. Troy parking development and how it will affect them/their neighborhood.
- Information identification—To see that all Level 1 and Level 2 residents know not only which tools/sources to visit for information, but also have the name, title, phone number, and email of at least one person working on or closely associated with the project.
- Partnership—To build close enough working relationships with Level 1 residents that they view themselves as project partners or advisory consultants.

CHALLENGES

Going into the design phase of the West Troy project, there are a number of known residential concerns and misperceptions that must be taken into consideration. **Understanding and addressing these concerns will be critical to the project's success**; the team will use these as a barometer of public perception and project success, and will regularly reevaluate and adjust communications accordingly.

Residential concerns:

- Development height—"blocking out the sun"
- Development design—impacting "neighborhood feel"; "becoming Royal Oak"
- Increased noise, particularly late-night
- Increased crime, particularly late-night
- Increased vehicle traffic—difficulty accessing driveways; congested alleyways
- Impacted home and property values
- Want parking but "not in my back yard"

Residential misperceptions:

- Development height
- Construction process timeframe
- Mixed-use element—when it may be added, why it's necessary, how many additional floors, what kind(s) of mixed-use elements, who controls these decisions



- Who “owns” the project/where to go for official information—City? DDA? Architects? Developers?

COMMUNICATION TOOLS

All audience levels:

- City’s quarterly newsletter
- Print advertising
Advertising in the form of a “Monthly Parking Update”, Woodward Talk, Royal Oak Tribune, and Oakland County Times
- Website updates
“Weekly Parking Update” on parkferndale.com with shares to the City’s main website
- Alert system
Promotion of news/alert system signup on parkferndale.com
- Special supplement
Print piece (booklet or brochure) with project information, easy-access URLs and contact information, FAQ answers, and more; to be mailed directly to all Level 1 and Level 2 audiences, plus plentiful distribution throughout the community
- Video
Creation of two or more short, informational videos to be shared broadly across social media and on the City’s WFRN cable access
- Cable
Informational slides and truncated ads/stories to be shared on the City’s WFRN cable access
- Social media
Robust social media content strategy with regular shares of video, digital content, ads, photos, and informational pieces; creation of a #ParkFerndale411 (or similar) hashtag for information, questions, and shares

Audience Levels 1 and 2:

- Personal contact
Direct-mail letter and/or personal visit by project team member with updates; min. once per month
- Standing meeting
City-hosted standing meeting (biweekly or monthly) with open invitation to all Level 1 and Level



2 audience members; open forum for updates, new information, and questions; come in person or attend via Facebook Live; also video for re-air on cable

Audience Level 1:

- **Steering committee**
Leaders/interested individuals to serve as members of neighborhood steering committee; first to learn updates and new information, serve as advisory panel for key decision making, act as spokespeople for neighborhood with expectation that they will disseminate information back to street/area
- **Personalized small-audience engagement**
City will host Level 1 audience engagement event(s); to be potentially hosted in neighborhood/Troy Street outdoor space; City provides food and refreshments, project representatives, elected officials; block captains invite neighbors and act as event co-hosts

Note: The creation of specialized communications materials for this project (i.e. video, special supplement print piece, branded digital, social media, and ad content) will require significant research and design/production time. We are recommending an extenuation of the City's current contract with Bridgeport Consulting to include creation and production of these materials by Q+M Media, a marketing and communications firm and Bridgeport associate. With the City's communications department currently at capacity, we believe this is the best method for creating the timely, successful communications collateral needed for this project. All other materials/initiatives, including the overarching management and rollout of the communications plan, will be managed by the City's communications department and parking team.

BENCHMARKS FOR SUCCESS

Success of the West Troy parking development communications plan will be judged by how effectively we meet our communications goals, outlined on pgs. 1-2. We will evaluate this in the following ways:

- Gaining verbal feedback from priority audiences (Level 1 and Level 2) by speaking one-on-one with residents monthly; inquire about understanding of key project components, reduction in confusion/misinformation, and audience questions
- Gaining feedback from general Ferndale residency via survey and in-person (polls conducted in public spaces and at public events), as well as via conversation numbers and trends on social media
- Tracking digital analytics—Level of peoples' engagement with digital content, video, and customized hashtag (include both audience numbers and trends of conversations)
- Tracking misinformation and outside-source content, including private-party websites, social media groups, and petitions/protests

THE DOT COMMUNICATIONS PLAN

City of Ferndale
Communications Department

[illegible]

Downtown valet launch—social media campaign

Downtown valet launch—advertising campaign

Downtown valet launch—signage & wayfinding

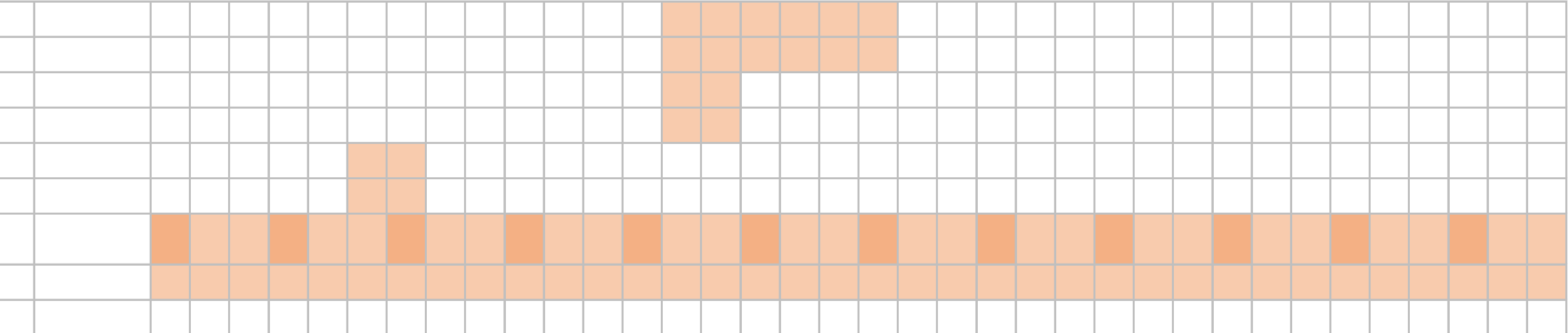
Downtown valet launch—press/media

Create TPS page on parkferndale.com

Create TPS page on ferndaledot.com

Coordinate with DDA on joint messaging, strategies

Social media monitoring/community engagement



TASK	PROGRESS	JULY 2018	AUG 2018	SEPT 2018	OCT 2018	NOV 2018	DEC 2018	JAN 2019	FEB 2019	MARCH 2019	APR 2019	MAY 2019	JUNE 2019
------	----------	-----------	----------	-----------	----------	----------	----------	----------	----------	------------	----------	----------	-----------

Wayfinding/Walkability

"Park Here, #WalkFerndale" campaign development

Sign package—wayfinding signs for all lots

Sign package—#WalkFerndale signs & banners for all lots

Print Shop production—public lot wayfinding signs

Print Shop production—#WalkFerndale signs & banners

Installation—public lot wayfinding signs

Installation—#WalkFerndale signs & banners

Wayfinding launch—digital (web)

Wayfinding launch—social media campaign

Wayfinding launch—advertising campaign

Wayfinding launch—press/media

#WalkFerndale launch—digital (web)

#WalkFerndale launch—social media campaign

#WalkFerndale launch—advertising campaign

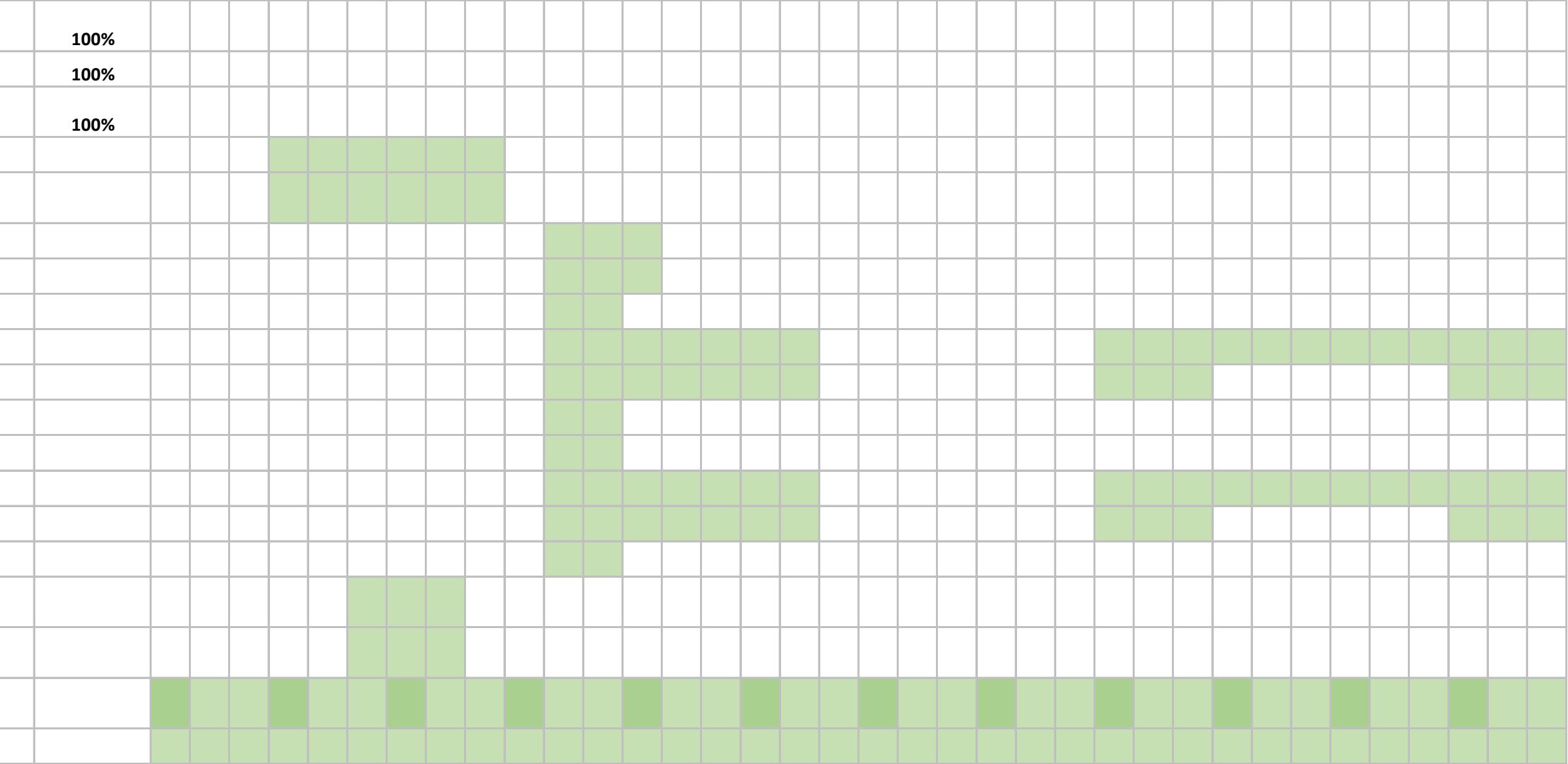
#WalkFerndale launch—press/media

Wayfinding & walkability page added to parkferndale.com

Wayfinding & walkability page added to ferndaledot.com

Coordinate with DDA on joint messaging, strategies

Social media monitoring/community engagement



Temp. Parking Solutions



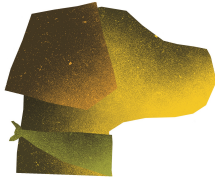
- What is it? – Temporary Parking Solutions (TPS)
 - Solutions/programs designed to alleviate stress on the downtown parking system
 - Solutions designed to promote the downtown businesses to attract customers during construction
 - Solutions that are creative and fun that minimize the impact that construction will have

Communications – What?



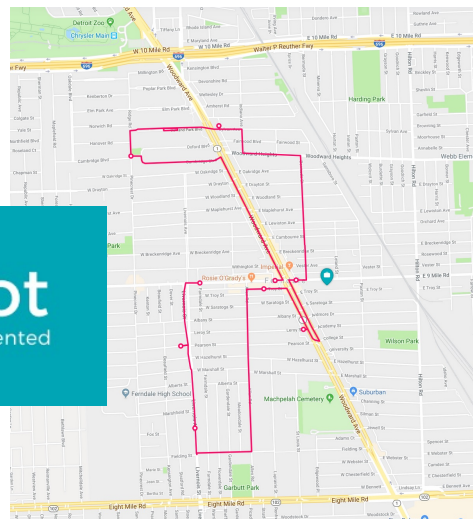
- What is being communicated?
 - Information about The dot
 - Information about the construction process/timeline
 - Street/public parking lot closures & utility interruptions
 - Special programs/trainings
 - Promotional opportunities
 - Temporary service changes (i.e. trash/refuse locations or deliveries)

Business Support - Promo



**Plus more local events, co-marketing opportunities, and engaging programs will be created throughout construction!*

Business Support - TPS



Communications – When?



- When is the DDA communicating with businesses?
 - As-needed with Social Media
 - Minimum of twice per month with eNews
 - Town-Hall meetings 1-2 times per month to start/as-needed as project progresses depending on participation
 - In-Person Business Visits – as requested or to immediately adjacent impacted businesses for project milestones or to train staff on TPS

From the Businesses



- What do the businesses want to hear about?
 - Anything that impacts their day-to-day operations (i.e. street closure)
 - Timeline with milestones (beginning to completion date)
 - What the City & DDA doing to help businesses (i.e. TPS)
 - Anything impacting deliveries (restaurants) or drop-offs (Majisji)
 - Anything concerning safety

Communications – How?



According to a poll through our Facebook business group ...
Businesses would prefer electronic communication via ...

Social Media



& eNews



Communications – How?



However ...
Based on in-person visits to businesses ...

Some business still prefer snail mail ...



... but they understand there is a high cost to this type of communication, so it should be only be used to communicate kick-off and major milestones

Communications – How?

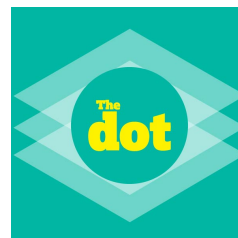


- How is the DDA currently/going to communicate with businesses?
 - Downtown Business Group (about 90 participants)
 - eNews (over 400 business subscriptions – mostly owners & managers)
 - Mail (mailing list for 350 physical locations)
 - In-Person Business Visits with DDA Staff & Volunteers

**We have proposed Town-Hall style meetings to gather business owners/managers to meet with DDA and City staff as well as the Construction GM, however, participation would likely be low if done too often. We should still plan on doing some, particularly at kick-off*

Barry Hicks, DDA Executive Director

**Business Support – Communications
October 2018**





MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 10/11/2018
Re: MiChigo Liquor License

The DDA was approached by MiChigo Pizza (255 W. Nine Mile) about the possibility of serving beer or wine on the premise. The Owner, Bill Hooker, met with DDA and City staff to discuss what would be involved with getting approval. We discussed the parking in lieu restrictions which would require the pizzeria to pay into a parking system. Thought they are not expanding their size or operation, they would still be required to provide on-site parking or pay into the parking system. Mr. Hooker did not think this would be affordable for the business.

MiChigo is looking for alternative revenue streams to entice people to eat-in rather than do carry-out and felt adding beer or wine to the menu might help. He did not express any interest in staying open later or becoming a full-fledged bar.

He understands what the regulations are and I told him I would bring this back to the DDA Board for discussion to provide him some feedback and guidance.

Recommended Action

None at this time.