



The City of Ferndale

Agenda

**VIRTUAL Monthly Meeting of the Downtown Development
Authority (DDA) Board of Directors Downtown Development**

Authority Meeting

THURSDAY, FEBRUARY 11, 2021 @ 8:00 AM

Please click the link below to join the webinar:

[https://us02web.zoom.us/j/87438907850?](https://us02web.zoom.us/j/87438907850?pwd=K3IBZEUwcElzbHBMbkUrRWNkbWFiUT09)

pwd=K3IBZEUwcElzbHBMbkUrRWNkbWFiUT09

Passcode: FERNDALE

**Or Telephone: +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or
+1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782**

Webinar ID: 874 3890 7850

Passcode: 04856724

-
- 1. Call to Order**
 - 2. Electronic Meetings Policy Acknowledgement**
 - 2.a [Acknowledgment of the City of Ferndale Electronic Meetings Policy](#)
 - 3. Election of Officers**
 - 3.a [Election of Officers](#)
 - 3.b [Introduction to New Member JeDonna Dinges](#)
 - 4. Approval of Agenda**
 - 5. Presentations**
 - 5.a [2020 Downtown Business Retention/Loss Report](#)
 - 5.b [Update from the Executive Director](#)
 - 5.c [Budget Update](#)
 - 6. Community Reports**
 - 7. Call to Audience**
 - 8. Consent Agenda**

8.a [Approval of Minutes](#)

9. Regular Agenda

9.a [Woodward Moves Update & Letter of Support](#)

9.b [Social Districts Management and Maintenance Plan](#)

9.c [Date Selection for Annual Strategic Planning Session](#)

10. Call to Committee Chairs, Board Members & Staff (note more than 3 minutes)

11. Adjournment



February 11, 2021

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Acknowledgment of the City of Ferndale Electronic Meetings Policy

INTRODUCTION

N/A

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Acknowledge that the Ferndale DDA will continue to meet virtually in accordance with policy set by the Ferndale City Council at the regular meeting held on January 11, 2021.

ATTACHMENTS:

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Election of Officers

INTRODUCTION

Officers of the Ferndale DDA Board of Directors shall be elected biennially by the Board at a regular or special meeting held in the first quarter of the year. Appointees must have served one full year on the board to be eligible.

SUMMARY & BACKGROUND

The Ferndale DDA Board of Directors must appoint officers every two years. These officers are: Chair, Vice Chair, Secretary, and Treasurer. A member must have served a full year on the board to be eligible for an appointment.

An excerpt from the Ferndale DDA bylaws is included below and the entirety of the document has been attached for reference. The most recent members to hold these positions have been Jacki Smith (Chair), Blake Scheer (Vice Chair), Mindy Cupples (Treasurer), PJ Jacokes (Secretary).

Article IV: Officers and The Executive Board

Section I: Officers: The officers of the Ferndale DDA Board of Directors shall be a Chairperson, Vice-Chairperson, Secretary and Treasurer.

Section II: Election and Term of Office:

Officers of the Ferndale DDA Board of Directors shall be elected biennially by the Board at a regular or special meeting held in the first quarter of the year. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Nominations for the Offices of the Ferndale DDA Board of Directors shall be recommended in at least one meeting prior to the meeting in which the nominations will be considered. Each officer shall hold office until his successor shall have been duly elected and shall have qualified. The same person in the same office may serve a maximum of two consecutive terms. A term of office is two years. No member shall hold more than one office at a time. An officer must be a current voting Board member.

Section III: Removal:

After notice and having been given an opportunity to be heard, the Ferndale DDA Board of Directors may without cause remove any officer elected or appointed by the Ferndale DDA Board of Directors whenever it judges that it is in the best interest of the Ferndale Board of Directors.

Section IV: Vacancies:

A vacancy in office of an officer because of death, resignation, removal, disqualification or otherwise, may be filled by the Ferndale DDA Board of Directors for the unexpired portion of the term.

Section V: Chairperson:

The Chairperson shall preside at all meetings of the Ferndale DDA Board of Directors and shall discharge the duties of the presiding officer and such other duties as may from time to time be assigned by the Ferndale DDA Board. To qualify as a candidate for Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VI: Vice-Chairperson:

In the absence of the Chairperson or in the event of his inability or refusal to act, the ViceChairperson shall perform the duties of the Chairperson, and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. Any Vice-Chairperson shall perform such other duties as from time to time may be assigned to him by the Chairperson or by the Ferndale DDA Board of Directors. To qualify as a candidate for Vice-Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VII: Secretary

The Secretary shall record, review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA Board of Directors meeting minutes, committee minutes and correspondence.

Section VIII: Treasurer

The Treasurer shall review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA fund and expense reports created by the Executive Director of the Ferndale DDA and the Finance Director of the City of Ferndale. In the absence of the Executive Director of the Ferndale DDA or Finance Director of the City of Ferndale, the Treasurer will be responsible for all tracking of all funds, expenses and revenues.

Section IX: Executive Board Members:

The Executive Board shall be made up of the Chairperson, Vice-Chairperson, Treasurer and Executive Director.

Section X: Executive Board Powers:

The responsibilities of the Executive Board shall be to advise the Executive Director on the finances, personnel and administration of the Ferndale DDA. The executive Board shall finalize the annual budget to be approved by the Ferndale DDA Board of Directors and then presented to City Council for approval.

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Elect members to serve as Chair, Vice Chair, Secretary, and Treasurer

ATTACHMENTS:

[Ferndale DDA By-Laws Update May 2020.pdf](#)

**FERNDALD DOWNTOWN DEVELOPMENT AUTHORITY
FERNDALD, MICHIGAN
BY-LAWS**

Adopted by the Ferndale DDA: June 11, 2002

Adopted by the City of Ferndale: June 24, 2002

Amended and adopted by DDA on June 9, 2016; adopted by City of Ferndale June 27, 2016
Amended and adopted by DDA on May 14, 2020; adopted by the City of Ferndale May 26, 2020

Article I: Purpose

Section I – Statement of Purpose and Mission

A. Mission Statement:

The mission of the Ferndale Downtown Development Authority is to create a vibrant urban downtown district in Ferndale by promoting economic growth and preventing or correcting deterioration through the implementation of economic restructuring, design, promotions and organizational plans developed by the Ferndale DDA Board of Directors on behalf of the business owners, property owners, residents and volunteers within Downtown Ferndale.

Also, the purpose of the Ferndale Downtown Development Authority is to act in accordance with Act 57 of the Public Acts of 2018, as such statute may from time to time be amended; including particularly to correct and prevent deterioration in the downtown district; to encourage historical preservation; to create and implement development plans in the district; to promote the economic growth of the district; and to encourage the expansion of commercial enterprises in the downtown district. The Ferndale DDA supplies the funding and the public and private sector leadership to provide for the future success and viability of the Ferndale DDA district.

B. The Ferndale DDA shall have the powers to exercise all powers provided by Act 57 of the Public Acts of 2018.

C. Goals:

1. Improve communication and processes between city and businesses;
2. Increase awareness of Downtown Ferndale;
3. Create a business base that will support and complement one another;
4. Increase foot traffic and business sales in Downtown Ferndale;
5. Improve the physical and visual appearance of Downtown Ferndale;
6. Improve the efficiency and effectiveness of the operating board, staff and volunteers;
7. To nurture community pride in and support of Downtown Ferndale;
8. To promote Downtown Ferndale through marketing, public relations and communications strategies;
9. To establish a coordinated effort among various organizations and agencies to support the revitalization of Downtown Ferndale;
10. To promote economic growth and increase property values in Downtown Ferndale and to eliminate the causes of deterioration;
11. To enhance the image of Downtown Ferndale;
12. To expand and diversify the retail mix in Downtown Ferndale
13. To strengthen residential development and renovation;
14. To maintain and increase private sector investment and expansion;
15. To encourage business excellence and quality in merchandise, services and building appearance;
16. To create a business district that is unique, diverse, friendly, comfortable, active, urban, cutting edge, accessible, creative, and cultural;

D. Goals will be achieved through developing plans and focusing on projects as defined within those plans.

Article II: Offices

Section I – Offices:

The Ferndale DDA may have such offices as the Ferndale DDA Board of Directors may determine or the affairs of the Authority may require from time to time.

Article III: Board of Directors

Section I – General Powers:

The affairs of the Ferndale DDA shall be managed by its Board of Directors.

Section II – Number, Tenure, and Qualifications:

The Ferndale DDA Board of Directors shall consist of the Chief Executive Officer of the City of Ferndale or his or her designee from the governing body of the municipality and not less than 8 or more than 12 members as determined by the governing body of the municipality. The voting members shall be appointed for a term of four years, except that of the members first appointed and shall include an equal number of Board of Directors appointed for one year, an equal number for two years, an equal number for three years, and an equal number for four years. At least a majority of the voting members shall be persons having an interest in property located in Downtown Ferndale. At least one of the voting members shall be a resident of Downtown Ferndale, if the district has one hundred or more persons residing within it. A member shall hold office until the member's successor is appointed and assumes the office. Thereafter, each member shall serve for a term of four years, with a limit of two consecutive terms. Upon serving two consecutive terms a member can be eligible for appointment again only after a period of four years

Section III – Selection of Board Members:

The Chief Executive Officer of the City of Ferndale, with the consent of the City Council, shall appoint the voting members of the Board. Subsequent voting Board members shall be appointed in the same manner as the original appointments at the expiration of each member's term of office.

The Chief Executive Office of the City of Ferndale may ask for the assistance or advice of the Ferndale DDA Board of Directors on selecting voting Board Members for appointment. The Ferndale DDA Board of Directors may then assist the Chief Executive Officer of the City of Ferndale in determining the best candidates for positions on the Ferndale DDA Board of Directors through a thorough recruitment selection process that considers the needs of the Ferndale DDA Board of Directors, needs of the Ferndale DDA and review of applicants. A person so appointed by the Chief Executive Officer of the City of Ferndale shall be declared a voting member of the Ferndale DDA Board of Directors upon taking the oath of office.

Section IV – Expiration of Term; Continuation in Offices; Reappointment; Filling Vacancies:

Board Members whose term of office has expired shall continue to hold office until his successor has been appointed. If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed by the Chief Executive Officer of the Municipality.

Section V – Removal:

Pursuant to notice and after having been given an opportunity to be heard, a member of the board may be removed for cause by the governing body, removal of a member subject to review by the circuit.

Section VI – Disclosure of Interests:

A Board Member who has a direct interest in any matter before the Ferndale DDA Board of Directors shall disclose his interest prior to the Ferndale DDA Board of Directors taking any action with respect to the matter, which disclosure shall become a part of the record of the Ferndale DDA Board of Directors' official proceedings. The Board Member shall not vote on the matter.

Section VII – Strategic Planning Meetings:

A Strategic Planning Meeting of the Ferndale DDA Board of Directors shall be held as needed (the frequency will depend on the needs of the organization at the time) for the purpose of strategic planning, assessment of goals and accomplishments as established at the previous Strategic Planning Meeting(s), and for the transaction of such other business as may come before the meeting.

Section VIII – Regular Meetings:

Regular meetings of the Ferndale DDA Board of Directors shall be held at such time and place, as the board shall from time to time determine. Regular meetings shall be held, at a minimum, once per month, unless the Ferndale DDA Board of Directors determines otherwise. The Chairperson shall determine the specific time and day of each month that regular meetings shall be held based on the availability of Board members. The Chairperson has the authority to cancel a regular meeting.

Section IX – Special Meetings:

Special meetings of the Ferndale DDA Board of Directors may be called by or at the request of City Council, the Board Chairperson or any two voting Board Members. The person or persons authorized to call special meetings of the Ferndale DDA Board of Directors may fix any place within the City of Ferndale as the place for holding any special meeting of the Ferndale DDA Board of Directors called by them.

Section X – Notice of Meetings:

Except as otherwise provided by law, all meetings shall be preceded by public notice in accordance with Public Act 267 of the Public Acts of 1976, as amended.

Section XI – Quorum and Voting:

A majority of the voting members of the Ferndale DDA Board of Directors then in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of Disclosure of Interest (Article III, Section 6), a majority of the remaining voting members of the Ferndale DDA Board of Directors eligible to vote shall constitute a quorum for the transaction of business.

The vote of majority of voting members present at a meeting at which a quorum is present shall constitute the action of the Ferndale DDA Board of Directors unless the vote of the larger number is required by statute or elsewhere in these rules.

Section XII – Public Meetings:

The meetings of the Board shall be public.

Section XIII – Compensation of Members:

Members of the Ferndale DDA Board of Directors shall serve without compensation but shall be reimbursed for actual and necessary expenses subject to authorization by a vote of two-thirds of the majority of the Board members then eligible to vote.

Section XIV – Minutes of all Meetings:

The minutes of any meeting of the Ferndale DDA Board of Directors will be mailed to all members of the Ferndale DDA Board of Directors for their review prior to the next regularly scheduled meeting. Minutes of the proceedings of regular or special meetings shall be prepared at the request of and provided to any member of the Ferndale DDA Board of Directors or the City Council. Minutes of closed meetings shall be maintained in conformity with and shall be subject to the provisions of the Open Meetings Act, Act 267 of the Public Acts of 1976, as amended.

Article IV: Officers and The Executive Board

Section I – Officers:

The officers of the Ferndale DDA Board of Directors shall be a Chairperson, Vice-Chairperson, Secretary and Treasurer.

Section II – Election and Term of Office:

Officers of the Ferndale DDA Board of Directors shall be elected biennially by the Board at a regular or special meeting held in the first quarter of the year. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Nominations for the Offices of the Ferndale DDA Board of Directors shall be recommended in at least one meeting prior to the meeting in which the nominations will be considered.

Each officer shall hold office until his successor shall have been duly elected and shall have qualified. The same person in the same office may serve a maximum of two consecutive terms. A term of office is two years. No member shall hold more than one office at a time. An officer must be a current voting Board member.

Section III – Removal:

After notice and having been given an opportunity to be heard, the Ferndale DDA Board of Directors may without cause remove any officer elected or appointed by the Ferndale DDA Board of Directors whenever it judges that it is in the best interest of the Ferndale Board of Directors.

Section IV – Vacancies:

A vacancy in office of an officer because of death, resignation, removal, disqualification or otherwise, may be filled by the Ferndale DDA Board of Directors for the unexpired portion of the term.

Section V – Chairperson:

The Chairperson shall preside at all meetings of the Ferndale DDA Board of Directors and shall discharge the duties of the presiding officer and such other duties as may from time to time be assigned by the Ferndale DDA Board. To qualify as a candidate for Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VI – Vice-Chairperson:

In the absence of the Chairperson or in the event of his inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson, and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. Any Vice-Chairperson shall perform such other duties as from time to time may be assigned to him by the Chairperson or by the Ferndale DDA Board of Directors. To qualify as a candidate for Vice-Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VII – Secretary

The Secretary shall record, review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA Board of Directors meeting minutes, committee minutes and correspondence.

Section VIII – Treasurer

The Treasurer shall review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA fund and expense reports created by the Executive Director of the Ferndale DDA and the Finance Director of the City of Ferndale. In the absence of the Executive Director of the Ferndale DDA or Finance Director of the City of Ferndale, the Treasurer will be responsible for all tracking of all funds, expenses and revenues.

Section IX – Executive Board Members:

The Executive Board shall be made up of the Chairperson, Vice-Chairperson, Treasurer and Executive Director.

Section X—Executive Board Powers:

The responsibilities of the Executive Board shall be to advise the Executive Director on the finances, personnel and administration of the Ferndale DDA. The Executive Board shall finalize the annual budget to be approved by the Ferndale DDA Board of Directors and then presented to City Council for approval.

Article V: Employment of Personnel:

The Ferndale DDA Board of Directors may employ personnel as deemed necessary. Such personnel may include, but not limited to an Executive Director, treasurer, secretary, legal counsel, ambassador, maintenance staff, and other staff as necessary to achieve the goals and objectives of the Ferndale DDA.

Section I—The Executive Director Role:

The Executive Director shall report directly to the Chairperson of the Ferndale DDA Board of Directors. The Executive Director shall supervise all other staff, contractors, and consultants of the Ferndale DDA.

The Executive Director shall have the authority to spend DDA funds within the approved budget line items. In the event that funds need to be reallocated to accommodate a new or different goal or objective of the DDA the Executive Director shall have the authority to do so up to \$5,000 item without prior consent from the DDA Board of Directors. The Executive Director shall notify the DDA Board of Directors of this action at their next regular meeting.

In the absence of the Executive Director or in the event of his or her inability or refusal to act, the City Manager, or his or her designee, shall carry out the duties and responsibilities of the Executive Director.

Section II—Employment Contract & Hiring

The Executive Director shall sign a written contract of employment signed and approved by the Chairperson with majority support from the board of Directors. The Executive Director shall be responsible for all other staff hiring selections. The Executive Director will be responsible for all personnel decisions and will inform the DDA Executive Board of all hiring, disciplinary, and termination actions. Employment agreements shall be prepared by the Executive Director and reviewed by legal counsel prior to execution. All employment agreements will be signed by the Executive Director and employee.

Article VI: Standing Committees

Section I – Standing Committees:

Standing committees of the Ferndale DDA Board of Directors shall be the design committee, business development committee, promotions committee and the organizational committee. These committees may be restructured or ceased by the DDA Board of Directors at any time. Additional committees may be formed if necessary, to accomplish goals and objectives as outlined in the Strategic Plan.

Section II – Standing Committee Structure:

No fewer than three committee members and no more than eight committee members shall serve on each committee. No more than four Ferndale DDA Board of Directors shall serve on one committee. The DDA Executive Director shall act as a permanent consultant to each committee without needing to be in attendance at all meetings. The committees shall include outside consultants, residents of the city and business people of the DDA district appointed by vote of the Ferndale DDA Board of Directors deemed necessary.

Section III – Term of Office:

Each member of the standing committee shall continue as such until his successor is appointed, unless such member resigns, or unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section IV – Chairperson:

One member of each committee shall be appointed Chairperson by the Ferndale DDA Board of Directors and does not have to be a DDA Board Member.

Section V – Quorum:

Unless otherwise provided in the resolution of the Ferndale DDA Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum, and the acts of the majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Section VI – Power of Committees:

Standing committees shall determine and schedule their meeting times, dates (minimum of monthly) and locations; consult with outside sources; interface with other city-appointed Boards

and Commissions for an exchange of ideas that would then be presented to the Ferndale DDA Board of Directors prior to any action of the Ferndale DDA Board of Directors.

The committees could interface by inviting member(s) of such boards and commissions to a committee meeting, members(s) of the committee attending said Board's meeting, telephone consultation, and written correspondence; make recommendations to the Ferndale DDA Board of Directors for approval; act on decisions made by the Ferndale DDA Board of Directors as delegated by said Board of Directors that are within the authority and means of Ferndale DDA Board of Directors. Standing committees do not have the authority to take action without the approval of the Ferndale DDA Board of Directors; make decisions without the approval of the Ferndale DDA Board of Directors; act on proposed plans without approval of the Ferndale DDA Board of Directors; make recommendations between committees without Ferndale DDA Board of Directors approval; and enter into contracts or purchase agreements.

Section VII – Duties:

The duties of the committees are to notify the DDA Executive Director and Chairperson of all meeting times, dates and locations; keep written summaries of each meeting to be filed with the Ferndale DDA; keep the DDA Executive Director informed of the events of each meeting by means of the Chairperson if unable to attend; fulfill charges of and answer to the Ferndale DDA Board of Directors; present committee reports at Ferndale DDA Board of Directors meetings as necessary; act in the best interest of the Ferndale DDA at all times.

Article VII: Advisory Committees

Section I - Committees of Members:

The Ferndale DDA Board of Directors, by resolution adopted by a majority of the members present at any meeting, may designate and appoint one or more committees to advise the Ferndale DDA Board of Directors, except as otherwise provided in such resolution. The members of such committee may be Board Members, outside consultants or community leaders as authorized by the Ferndale DDA Board of Directors and appointed whenever it is deemed in the best interest of the Ferndale DDA. The Ferndale DDA Board of Directors if deemed in the best interest of the Ferndale DDA may remove any member of an advisory committee.

Section II – Term of Office:

Each member of a committee shall continue as such until his successor is appointed, unless such member resigns, or unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section III – Chairperson:

The Ferndale DDA Board of Directors shall appoint one member of each committee the chairperson of the advisory committee.

Section IV – Quorum:

Unless otherwise provided in the resolution of the Ferndale DDA Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum, and the acts of the majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Article VIII: Contracts, Checks, Deposits and Funds

Section I – Contracts:

The Board may authorize the chairperson, executive director, agents or agents of the Ferndale DDA, to enter into any contract or execute and deliver any instrument in the name of and on the behalf of the authority, and such authorization may be general or confined to specific instances.

The Executive Director shall enter into contracts without further consideration by the DDA Board of Directors for those items that are included in an approved budget.

Section II – Checks, Drafts, etc.:

All orders for the payment of money, notes or other evidences of indebtedness shall be signed by the Executive Director and forwarded on to the Finance Department of the City of Ferndale for the issuance of payment. If for any reason the Ferndale DDA establishes a bank account outside of the City of Ferndale's bank account, then all checks, drafts, and orders for payment of money, notes or other evidences of indebtedness shall be co-signed by two persons of the Executive Board.

Section III – Deposits:

All funds of the Ferndale DDA shall immediately be deposited into the appropriate fund or account to the credit of the Ferndale DDA in such banks, trust companies or other depositories as the Ferndale DDA Board of Directors may select.

Section IV – Gifts:

The Board of Directors may accept on behalf of the Ferndale DDA any contribution, gift, bequest, or devise for the general purposes or for any special purpose of the Ferndale DDA. The Executive Director shall inform the City of Ferndale of the receipt of such gifts. The identity of the donor need not be reported should the donor wish to remain anonymous.

Section V – Budget:

The Ferndale DDA Board of Directors shall set goals and objectives annually to develop and approve a budget for the fiscal year beginning the first day of July. The Ferndale DDA Board of Directors shall submit an annual budget to the City of Ferndale Finance Department by the end of March for inclusion in the annual budget presentation to City Council held prior to April 30 of each year for City approval.

Article IX: Books and Records

The staff of the City of Ferndale, on behalf of, and in concert with the Ferndale DDA, shall keep correct and complete books and records of account. The Ferndale DDA shall keep minutes of the proceedings of its members, Ferndale DDA Board of Directors, and committees having any of the powers of the Ferndale DDA Board of Directors and shall keep at the principal office a record giving the names and addresses of the members entitled to vote. All books and records of the Authority shall be open to the public at all times.

The Executive Director shall provide the Treasurer, Ferndale DDA Board of Directors and City of Ferndale with regular financial reports of the activities of the revenues received and expenditures made by the Ferndale DDA.

All bank accounts maintained by the Ferndale DDA shall incorporate the words “Ferndale Downtown Development Authority” in the title of such accounts. Upon the creation of any new accounts, the Authority shall so advise the City of Ferndale.

Article X: Fiscal Year

The fiscal year of the Ferndale DDA shall begin on the first day of July and end the last day of June each year.

Article XI: Amendments to Rules

These rules may be altered, amended, or repealed and new rules may be adopted by a majority of the members appointed and serving if written notice is given of intention to alter, amend, or repeal or to adopt new rules at such meeting. The full nature of the rule change shall be included in the notice. Adoption of rule changes shall require affirmative votes by five members of the Ferndale DDA Board of Directors. Changes in these rules are subject to approval by the City Council.

Article XII: Political Campaign Activity

The Ferndale DDA shall not expend funds of the Ferndale DDA or otherwise contribute to the advocacy of any political candidate or ballot question.

Article XIII: Parliamentary Authority

The rules contained in the current edition of Robert’s Rules of Order Newly Revised shall govern the Ferndale DDA Board of Directors in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the DDA Board of Directors may adopt.

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February 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Introduction to New Member JeDonna Dinges

INTRODUCTION

N/A

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Welcome and introduction to the newest member of the Ferndale DDA Board of Directors

ATTACHMENTS:



February 11, 2021

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: 2020 Downtown Business Retention/Loss Report

INTRODUCTION

SUMMARY & BACKGROUND

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Review presentation from DDA Engagement Manager regarding new/closed downtown businesses in 2020.

ATTACHMENTS:



February 11, 2021

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Update from the Executive Director

INTRODUCTION

N/A

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

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STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Review and discuss program update from the Executive Director

ATTACHMENTS:

[DDA Board of Directors Tracker Dec 2020.pdf](#)

**Ferndale DDA
Board of Directors Actions
November 2019 - December 2020**

10-Dec-20	7. a) Motion to approve License Agreement by and between 165 E 9 Mile Rd LLC and the Ferndale Scheer/Martin Downtown Development Authority.		All Ayes
19-Nov-20	3. c) Motion to approve FY21 Budget Amendment as Presented by the Executive Director.	Jacokes/Raska	All Ayes
19-Nov-20	3. b) Motion to approve 19 Month Contract for Landscaping and Maintenance with the City of Ferndale Department of Public Works in the amount of \$75,000 for the remainder of FY21, and \$172,000 for FY20. Additional approval for Addendum A for Snow Removal and De-Icing Services as a pilot program with a maximum budget not to exceed \$40,000 for FY21.	Raska/Brown	All Ayes
19-Nov-20	3. a) Motion to approve remote meetings.	Scheer/Raska	All Ayes
8-Oct-20	7. a) Motion to approve draft design and updated project budget not to exceed \$33,970 for Affirmation Bench.	Jacokes/Brown	Quroum met, motion carries.
8-Oct-20	7. b) Motion to support recommendations to City Council for temporary changes to the following policies: sidewalk cafes, outdoor seating, accessory structures, temporary use of parking areas, and mobile vending and sales	Jacokes/Scheer	All Ayes
8-Oct-20	7. c) Motion to approve budget and proposal for Unbox the Holidays - a Shop Local Campaign in partnership with the Ferndale Area Chamber of Commerce and the City of Ferndale.	Jacokes/Raska	All Ayes
8-Oct-20	7. d) Motion to authorize Executive Director to Begin Recruitment Process with City of Ferndale for DDA Board of Directors	Raska/Scheer	All Ayes
10-Sep-20	7. a) Motion for approval of contract with Sadie Quagliotto for social media management services from October 2020 - March 2021	Raska/Martin	All Ayes
27-Aug-20	7. c) Motion to approve proposal from Engagement Manager Sommer Realy to create a free PPE Marketplace for businesses using funding from the Open in Ferndale Patronicity crowdfunding campaign.	Roll Call Vote	All Ayes
July 2020	*via Harassment statement email/phone discussions		N/A
11-Jun-20	6. a) Motion to approve the reallocation of previously budgeted funds as recommended by Executive Director Stevens Services for COVID-19 Recovery	Jacokes/Raska	All Ayes
11-Jun-20	6. b) Motion to approve license agreement by and between 165 E 9 Mile Rd LLC and the Ferndale Downtown Development Authority	Raska/Piana	All Ayes
11-Jun-20	6.c) Motion to approve new conceptual approach and budget for the bench to be located on the sidewalk in front of 290 W Nine Mile Road	Piana/Jacokes	All Ayes
11-Jun-20	6. d) Adoption of resolution in support of the City of Ferndale City Council's Declaration of Commitment to Antiracism	Raska/Semma	All Ayes
14-May-20	7. a) Motion to approve suggested updates to the Ferndale DDA By-Laws as presented, with more review planned for fall 2020	Raska/Scheer	All Ayes
14-May-20	9. Motion of Adjournment	Raska/Brown	All Ayes
9-Apr-20	8. a) Motion to recommend that Ferndale City Council approves applicant's payment in lieu of parking request at 22757 Woodward Ave. in accordance with Ordinance No. 1087, Section 24-223 (k).	Raska/Jacokes	All Ayes
9-Apr-20	8. c) Motion to authorize Executive Director to contract with Everything HR, starting with \$10,000	Jacokes/Brown	All Ayes
12-Mar-20	7. a) Appointment of Member PJ Jacokes to serve as repreesntative for The Dot Experience Planning Committee	Martin/Scheer	All Ayes
12-Mar-20	7. b) Motion to approve the DDA Fiscal Year 2020 Budget provided to city council for approval	Jacokes/Brown	All Ayes
12-Mar-20	10. Motion of Adjournment	Scheer/Brown	All Ayes
13-Feb-20	7. b) Motion to approve incease in Schiffer Park contribution from \$75,000 & no more than \$205,000	Jacokes/Martin	All Ayes
13-Feb-20	7. c) Motion to authorize Executive Director to enter contract with Ideation Orange for experience/art planning at The Dot not exceeding \$36,000	Johnston/Martin	All Ayes
13-Feb-20	7. d) Motion to approve contract with Charles Williams Group, not exceeding \$4000 for Spring Fever 2020.	Brown/Jacokes. Abstained by Johnston.	Quroum met, motion carries.
14-Nov-19	7. b) Motion to authorize DDA contract with Miller Canfield	Pawlica/Raska	All Ayes
14-Nov-19	7. c) Motion to move forward with Option 1: The Dot Campaign	Raska/Scheer	All Ayes



February 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Budget Update

INTRODUCTION

The pandemic has disrupted the traditional budget schedule of the Ferndale DDA. The Executive Director will present an updated budget timeline, and strategies for board members to participate in the process.

SUMMARY & BACKGROUND

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July – June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process.

Traditional Schedule

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Our work has long lasting impact on the community.

- November/December: Review the progress towards goals, using existing planning documents such as the DDA Strategic Plan and Development/TIF Plan. Brainstorm projects and vision for upcoming budget cycle.
- January: Executive Director presents draft budget to the DDA Board of Directors and the City of Ferndale along with mid-year updates to the current fiscal year budget.
- February: Budget workshop at regular meeting AND Executive Director hosts office hours for DDA Board of Directors to meet and ask questions one-on-one.
- Late Feb/Early March POTENTIAL FOR EXTRA CALLED MEETING TO REVIEW UPDATED DRAFT
- March: DDA votes to recommend that the City Council adopt DDA Budget.
- April/May City Council votes to adopt the Triennial Budget, including the DDA and other Agency budgets.

What's New This Year?

In November 2020, the Ferndale DDA adopted an update to the FY20-21 budget (current fiscal year.) This was necessary due to several programmatic changes made related to the pandemic. With

turnover in board membership, pending changes to elected officers, and general exhaustion from the pandemic, the traditional schedule has been disrupted. The Executive Director has prepared an "Executive Budget" which will be presented to the Ferndale DDA during a special called session on February 24 @ 8am. The Board will vote to amend/approve this budget at the regular meeting on March 11, 2021. While this does present an extremely accelerated budget process, it does not preclude the option for budget amendments later in the year at the Board's discretion.

SPECIAL CALLED BUDGET SESSION DETAILS

DATE: February 24

TIME: 8am

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join. [https://us02web.zoom.us/j/84099735014?](https://us02web.zoom.us/j/84099735014?pwd=SWtDRlJUK05rV01WRzVoTnF4Z2ZYUT09)

pwd=SWtDRlJUK05rV01WRzVoTnF4Z2ZYUT09

Passcode: FERNDALÉ

Or iPhone one-tap:

+13126266799,,84099735014#,,,,*86098218# US (Chicago)

+19292056099,,84099735014#,,,,*86098218# US (New York)

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 6833
or +1 253 215 8782

Webinar ID: 840 9973 5014

Passcode: 86098218

International numbers available: <https://us02web.zoom.us/j/84099735014?pwd=SWtDRlJUK05rV01WRzVoTnF4Z2ZYUT09>

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Review budget update from the Executive Director

ATTACHMENTS:



February 11, 2021

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Minutes

INTRODUCTION

Approve minutes from the regular meeting of the Ferndale DDA Board of Directors held on December 10, 2020. Draft minutes can be found online:

<https://downtownferndale.com/wp-content/uploads/2021/02/DDA-Minutes-December-10-2020.pdf>

SUMMARY & BACKGROUND

NA

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Approve minutes from regular meeting on December 10, 2020

ATTACHMENTS:

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Woodward Moves Update & Letter of Support

INTRODUCTION

Staff will provide a presentation on the Woodward Moves project and request approval of a letter of support

SUMMARY & BACKGROUND

The Michigan Department of Transportation (MDOT) is expected to repave Woodward Avenue between I-696 and 8 Mile in 2022. The cities of Ferndale and Pleasant Ridge are working with MDOT officials to prepare for the resurfacing project and implement short term modifications to improve safety and accessibility on the corridor.

More information on the project can be found online here:
<https://ferndalemoves.com/project/woodward-moves-2022>

Most recently, the cities of Ferndale and Pleasant Ridge have held meetings in December 2020 and January 2021 to gather community feedback about possible modifications to Woodward Avenue and inform the community about the upcoming MDOT repaving project. Staff hopes to gain City Council approval to apply for a Transportation Alternatives Program (TAP) grant in late February 2021 to help fund any community supported modifications to Woodward in 2022. If the cities are awarded a TAP grant, then more community engagement on design and construction would be planned for Summer 2021.

The attached letter of support from the Ferndale DDA Board of Directors would be submitted with that grant application if approved by City Council.

On January 19th, two meetings were held to introduce the topic to local businesses. Attendees were provided with a survey to fill out after the meeting.

Meeting Video - <https://www.youtube.com/watch?v=T7p5NIY0Dd8>

Meeting Slides- <https://drive.google.com/file/d/1X4zm7vpnXzknpeVqSIJywAWS9LoTZ7T9/view>

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Accessible Transportation Options

RECOMMENDED ACTION

Approve letter of support for the City of Ferndale and Pleasant Ridge TAP Grant Application

ATTACHMENTS:

[TAP Woodward Ave Letter of Support - Regional Partner - DDA.pdf](#)

[Woodward Moves Business Presentation](#)

February 11, 2021

Southeast Michigan Council of Governments
1000 Woodward Avenue
Suite 1400
Detroit, MI 48226

**Re: Letter of Support for the City of Ferndale and Pleasant Ridge TAP Grant
Application**

Dear TAP Review Committee:

The Ferndale Downtown Development Authority (DDA) Board of Directors would like to express our full support for the City of Ferndale and City of Pleasant Ridge Transportations Alternatives Program (TAP) grant application to improve bicycle and pedestrian facilities on Woodward Avenue.

Woodward Avenue serves as our region's main street, knitting together the historic downtowns of the communities that are located along its length. Woodward has been on the leading edge of transportation innovation for the last century, bringing growth and development as the first concrete paved road in the country and later helping to usher in the era of the automobile. Ferndale and Pleasant Ridge now seek to explore opportunities for non-motorized transportation alternatives that could improve vehicle and pedestrian access to the businesses located along the corridor.

The DDA recognizes the importance of bicycle and pedestrian infrastructure to our residents and business community. Building out a regional network of dedicated bicycle lanes and improving the pedestrian experience aligns with community health, economic development, and climate resilience goals. The mobility solutions proposed as part of this TAP grant will allow Ferndale and Pleasant Ridge to continue to diversify our transportation options, improve the health and safety of our community members, foster continued economic development in our downtowns, and serve as leaders in the future of mobility in the Greater Detroit Region.

The Woodward Avenue project builds upon the strength of the existing Woodward Corridor Neighborhood bicycle route and the Pleasant Ridge cycle track project by implementing dedicated cycle tracks to connect communities along this important link in the regional bike network. This project will provide safe and comfortable dedicated bicycle infrastructure that will be attractive to and usable by bicyclists of all ages and abilities. It will make Woodward a safer, more comfortable place to walk and linger at our businesses. This is an investment not only in transportation alternatives, but also in the economic vitality of our communities.

We enthusiastically submit this letter of support on behalf of the DDA Board of Directors, and urge the Committee to fund the cities of Ferndale and Pleasant Ridge's TAP grant application.

Respectfully,



FERNDALE

WOODWARD MOVES



AGENDA

Introduction by Mayor, Melanie Piana	5 minutes
Woodward: Now and Future	20 minutes
Q&A	10 minutes
Next Steps	5 minutes

HOUSEKEEPING

- Please use the chat feature to send any questions throughout the presentation
- Please remain muted
- We'll record/post the meeting and any answers to questions

MELANIE PIANA

MAYOR, CITY OF FERNDALE



INTRODUCTIONS



LENA STEVENS,
DIRECTOR
DOWNTOWN
DEVELOPMENT
AUTHORITY



JOY WELLS, DIRECTOR
FERNDALE CHAMBER
OF COMMERCE



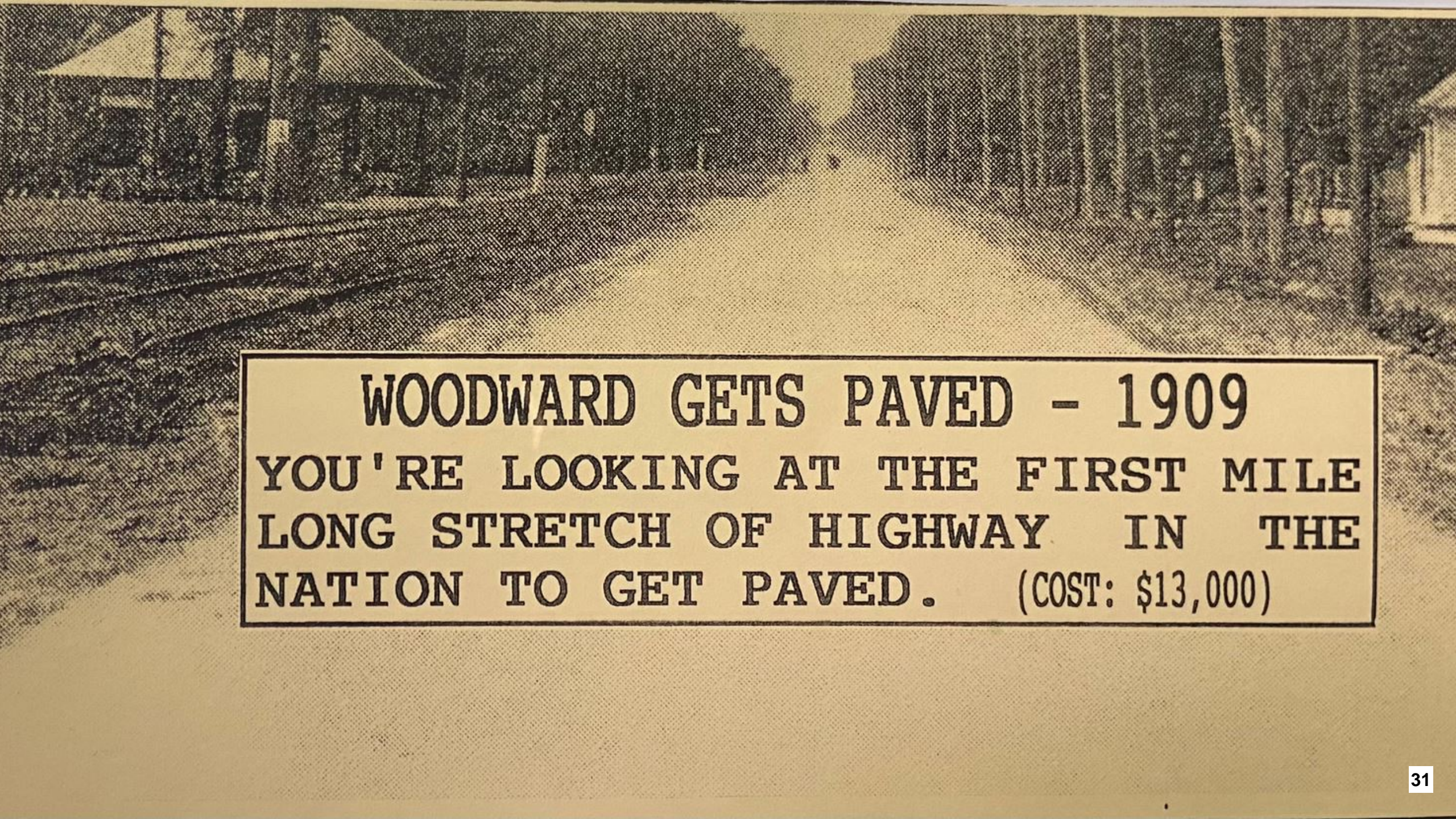
JORDAN TWARDY,
COMMUNITY AND
ECONOMIC
DEVELOPMENT
DIRECTOR
CITY OF FERNDALE



JUSTIN LYONS,
PLANNING
MANAGER
CITY OF FERNDALE



ERIN QUETELL
SUSTAINABILITY
PLANNER
CITY OF FERNDALE

A black and white photograph showing a dirt road in Woodward, 1909. The road is unpaved and stretches into the distance. On the left side of the road, there are several small, simple buildings, possibly houses or small businesses. On the right side, there are more buildings and some trees. The overall scene is a typical small-town street from the early 20th century.

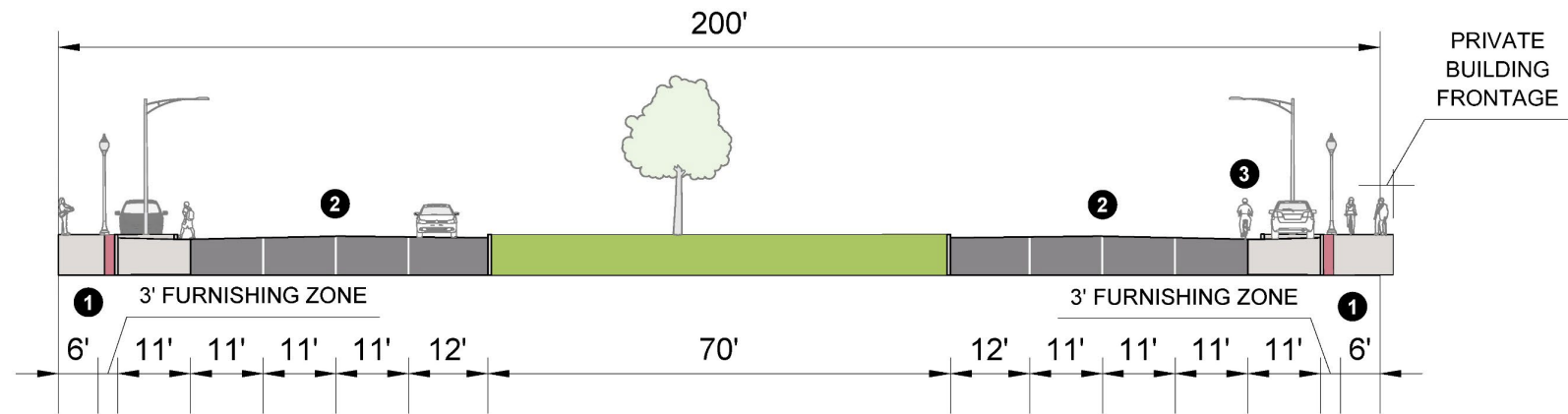
WOODWARD GETS PAVED - 1909
YOU'RE LOOKING AT THE FIRST MILE
LONG STRETCH OF HIGHWAY IN THE
NATION TO GET PAVED. (COST: \$13,000)

Can you guess the percentage of space dedicated to people on Woodward Ave.?

- a) 6%
- b) 25%
- c) 65%
- d) 75%



Sidewalks	6%
Travel Lanes	45%
Parking	11%
Median	35%
Building Frontage	3%



*approximate from general cross section along Woodward

WHAT WE KNOW TODAY

- MDOT will be resurfacing Woodward in 2022 as a maintenance project
- State will fund and manage basic work like standard asphalt milling and ADA modifications (crosswalk ramps)
- Ferndale (and Pleasant Ridge) have been working through traffic and planning studies to make a safer Woodward
- Cities would pay for any additional modifications to the street



PROJECT TIMELINE

Woodward's last resurfacing; conversations about Avenue improvements began

20+ Years Ago

RTA's Regional Master Transit Plan

2016

Community survey and walking audit completed

March-April 2019

Road Diet Feasibility Study; Ferndale Moves mobility plan update; continued discussions with MDOT regarding resurfacing

Summer-Fall 2020

Continued engagement sessions

January 2021

Design work for local mobility and transportation goals due to be included in MDOT bid documents for upcoming resurfacing project

August 2021

2014

RTA's Woodward Ave. Locally Preferred Transit Alternative Analysis Complete

2017

Ferndale Master Plan

2018

Ferndale and Pleasant Ridge awarded \$40k SEMCOG Planning Assistance grant for Woodward Bicycling and Walking Safety Audit

November 2019

MDOT-proposed Woodward resurfacing project initially scheduled for 2021 is delayed to accommodate local construction disruption (I-75, The dot, local roads, etc.)

February 2021

TAP Grant Due Council Meeting Support

2022

MDOT resurfacing project planned

STUDIES AND DATA

SAFETY STUDY & DATA TAKEAWAYS



- 800+ crashes from 2016-2018
- Most crashes occurred at:
 - 10 Mile; Drayton; Cambourne; 9 Mile
- Long wait times for pedestrians to cross Woodward Ave
- Crosswalks greater than 300 ft. from each other
- Lack of comfort walking and biking

- Overall level of service C or better at peak times
- Reduction in one travel lane (both north and south) is feasible
- Removed lanes can be utilized for biking and pedestrian infrastructure modifications
- Generally parking remains in this scenario



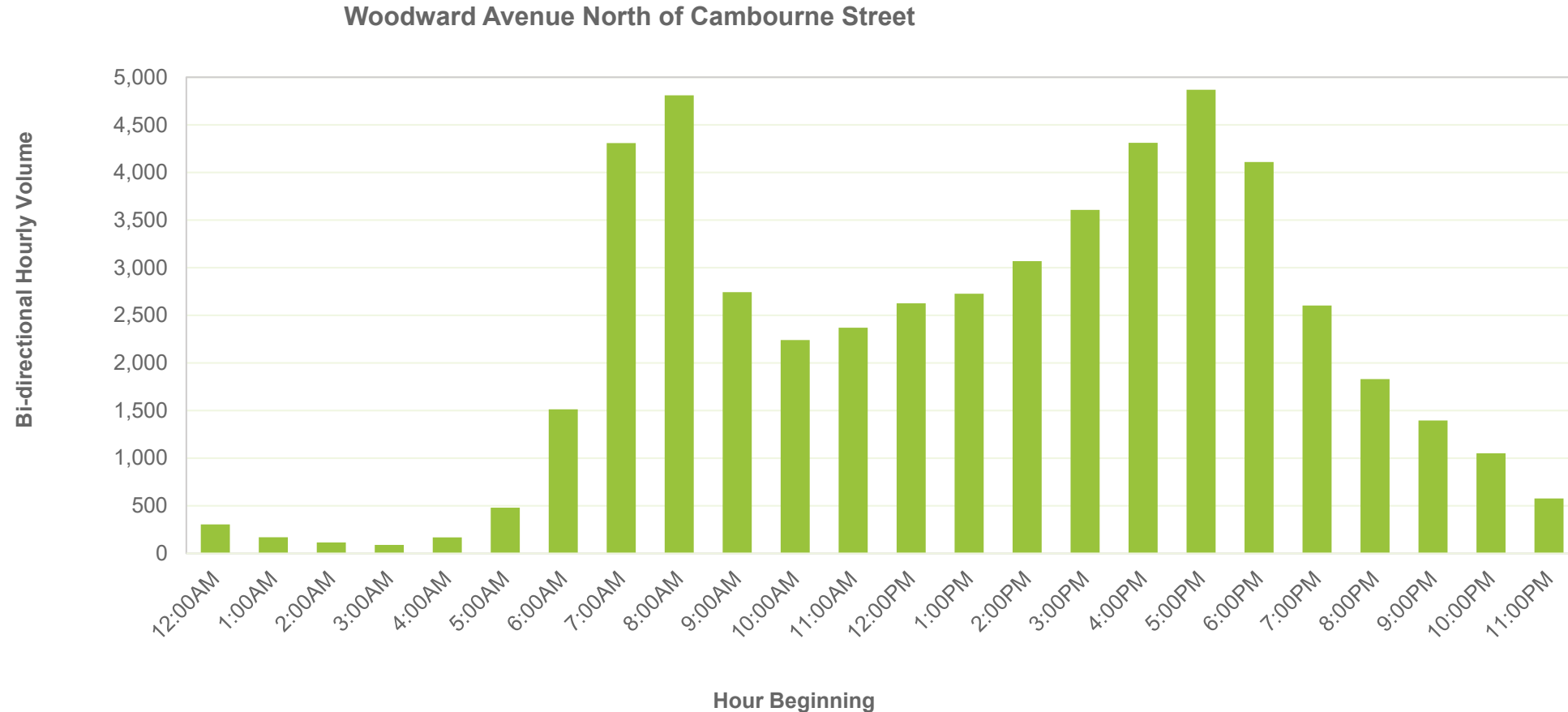
LANE REDUCTION STUDY & DATA TAKEAWAYS

What percentage of vehicle capacity is being used on Woodward each day?

- a) 10%
- b) 42%
- c) 80%
- d) 100%



Existing Vehicular Traffic Conditions



Daily Volume = 42,116

8 Lane Road Capacity = 100,000+

OPPORTUNITY FOR FUTURE

The history of pursuing change on Woodward has been long, but we have opportunities to consider:

SHORT TERM (2022)

- Safety
- Accessibility
- Future planning

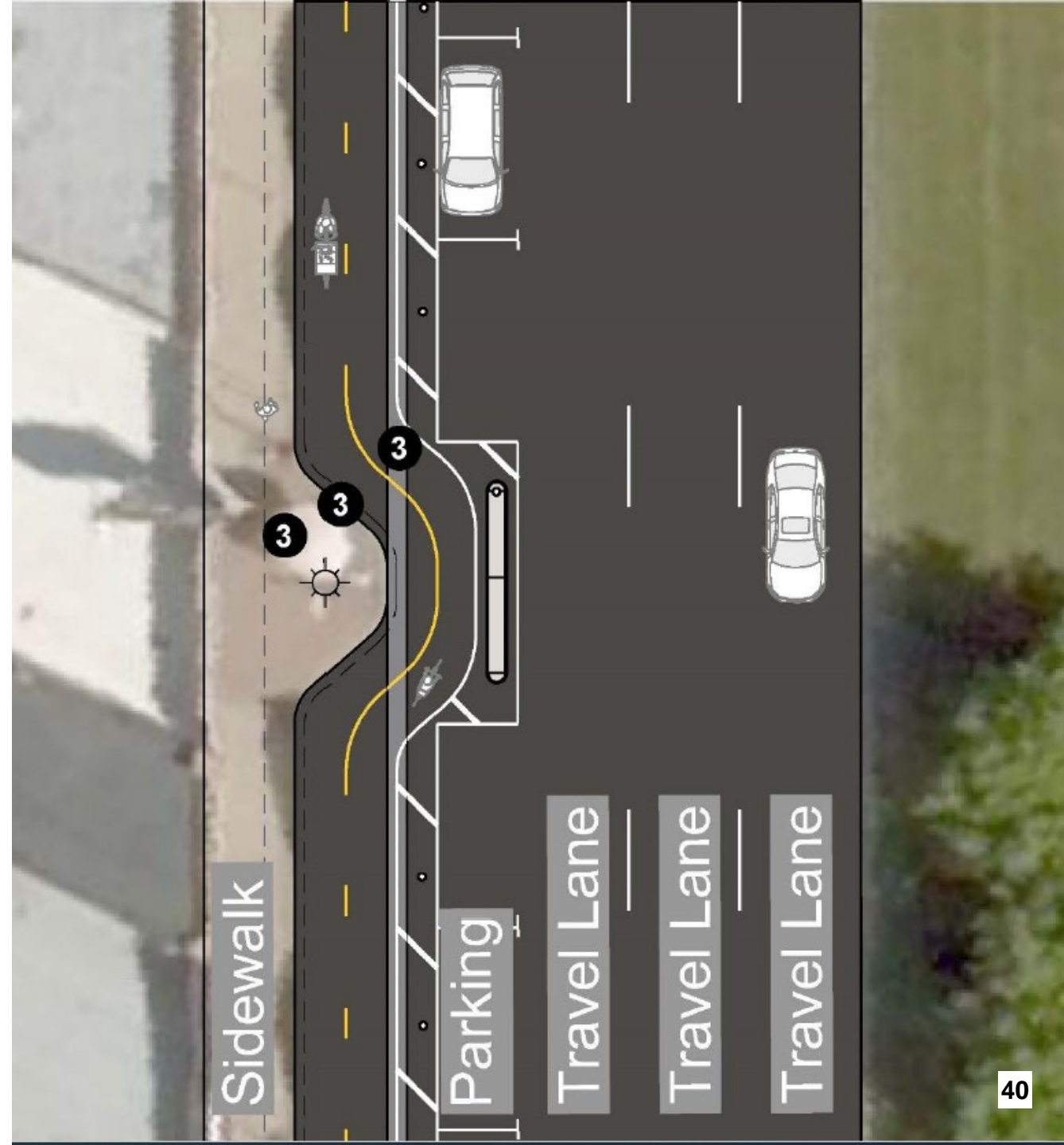
LONG TERM (10-15 years)

- Safety
- Accessibility
- Aesthetics
- Climate

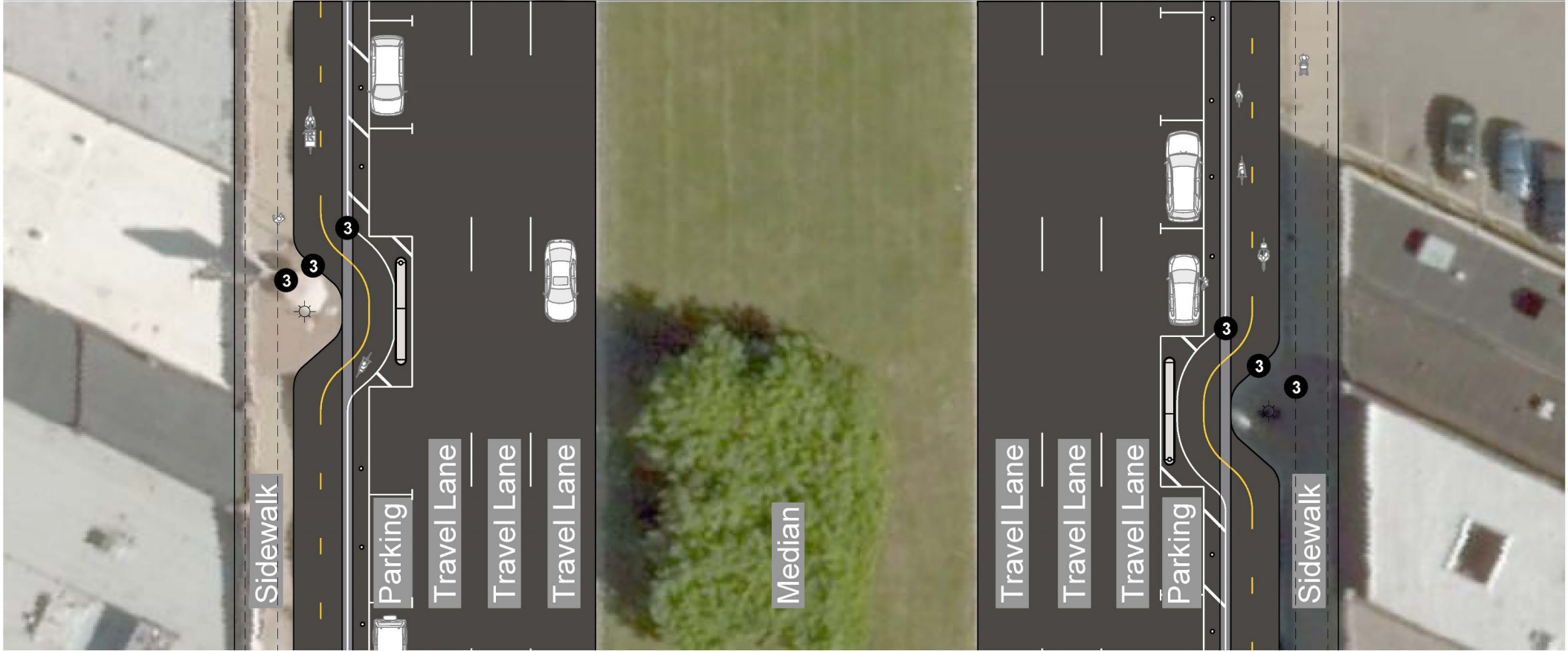
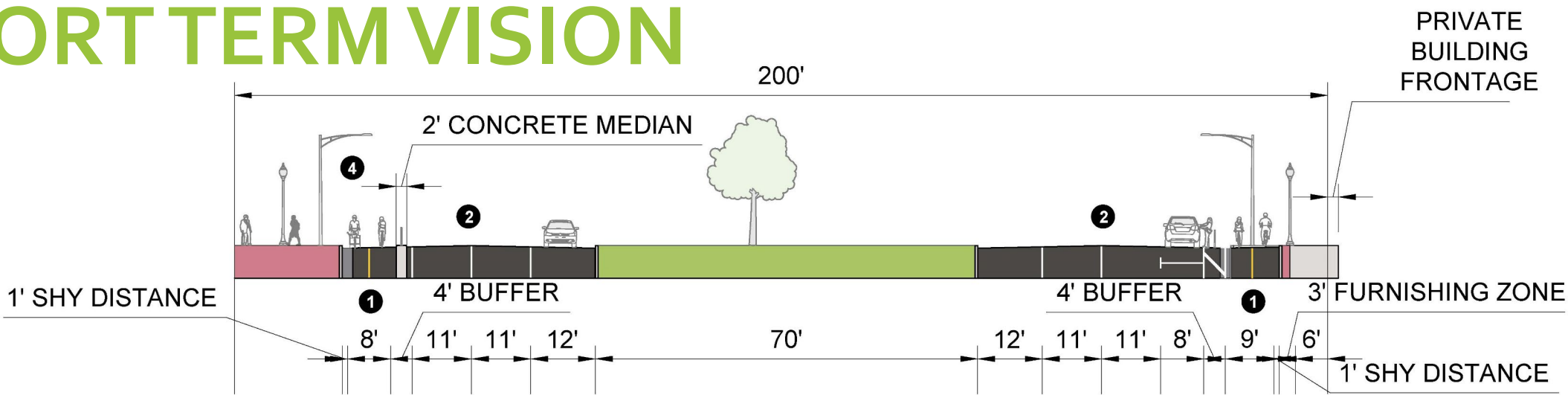


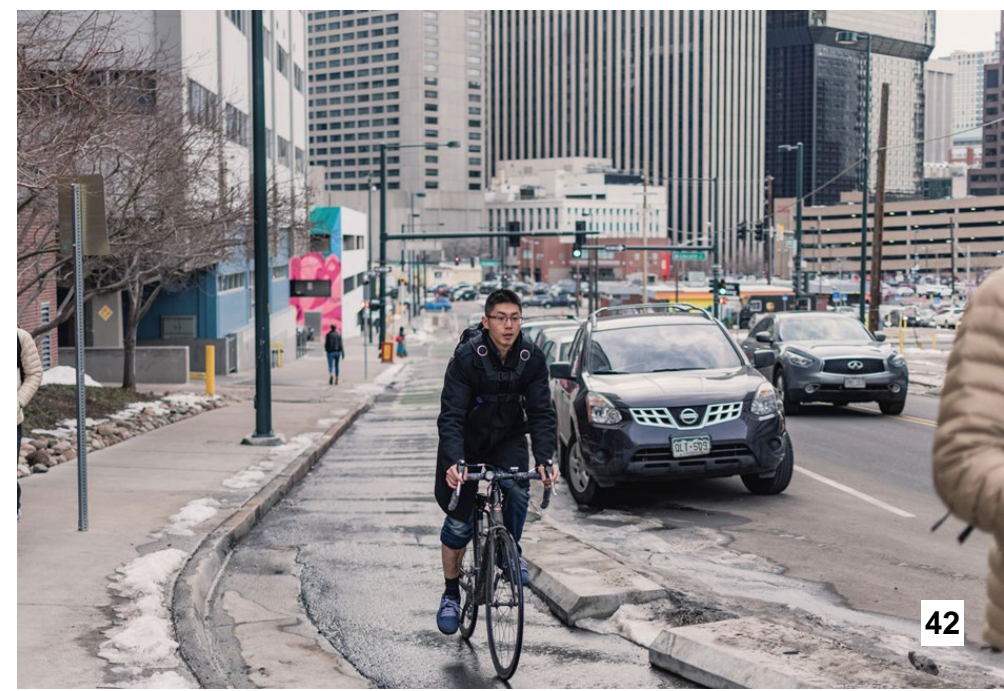
POTENTIAL SHORT-TERM MODIFICATIONS

- Reduction of a travel lane (both north and south)
- Shorter crossing distance for pedestrians at intersections
- Addition of a parking protected bike lane (both north and south)
- Safer intersections with more visibility
- New asphalt and ADA ramps



SHORT TERM VISION





SIGHT LINES AT INTERSECTIONS

CURRENT CONDITION



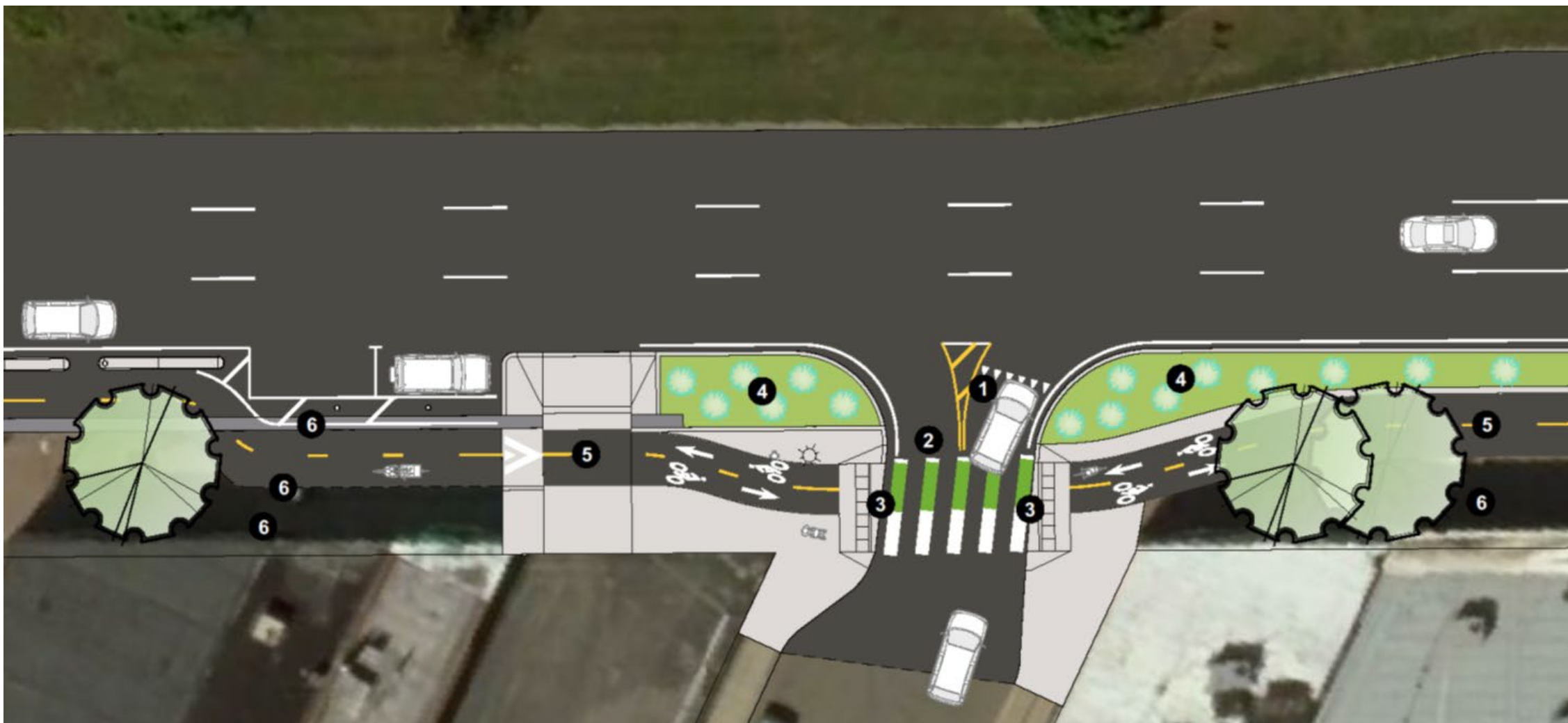
Drivers stop behind crosswalk at cross street and cannot see due to angle of street and buildings.

PROPOSED CONDITION

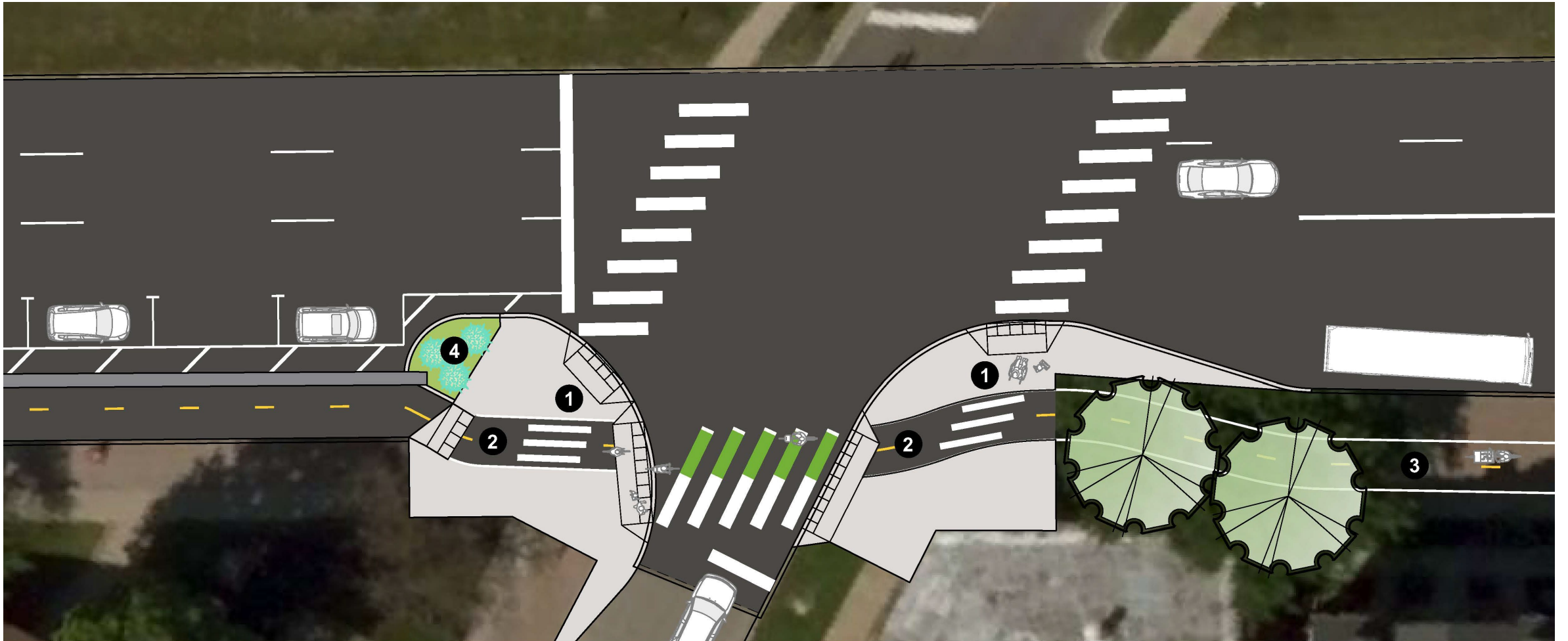


The crosswalk would be moved farther back, and drivers stop beyond crosswalk will have a more unobstructed view.

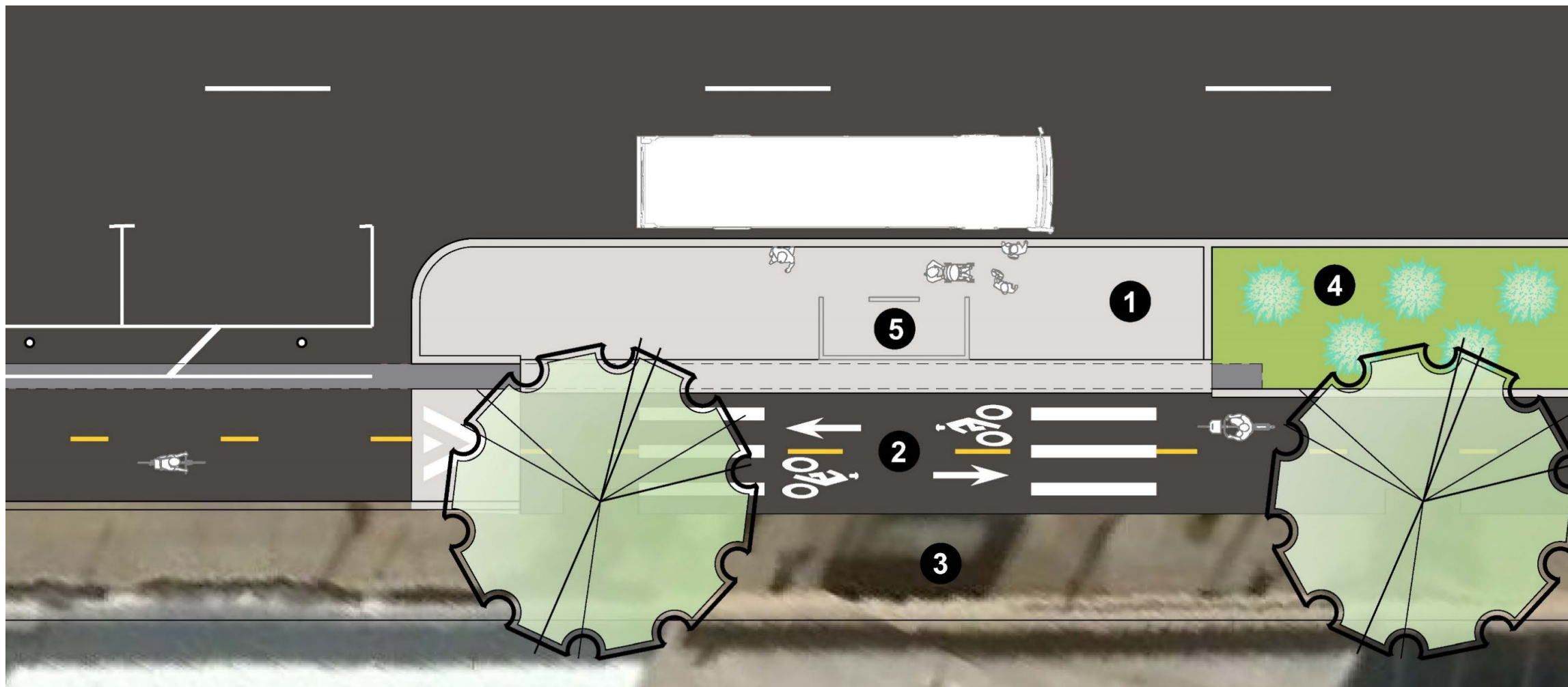
SIDE STREET INTERSECTIONS



SIGNALIZED INTERSECTIONS



BUS STOPS





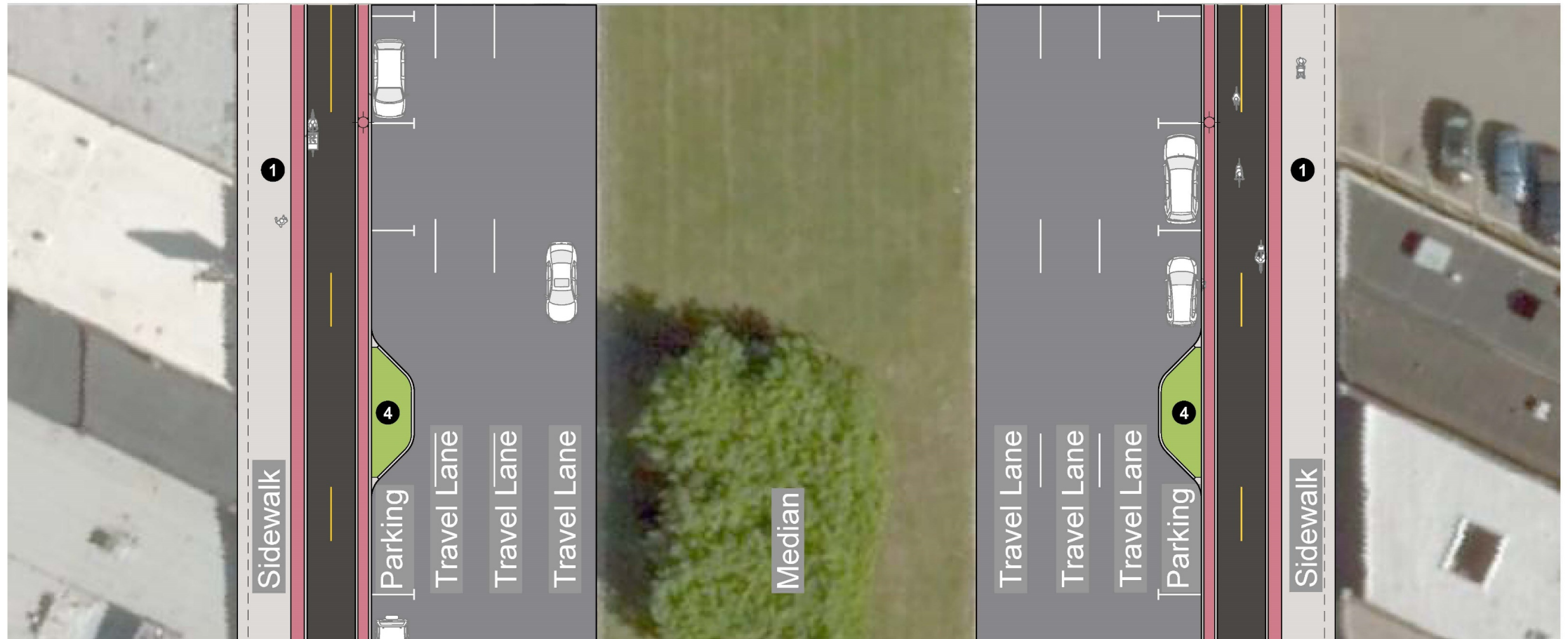
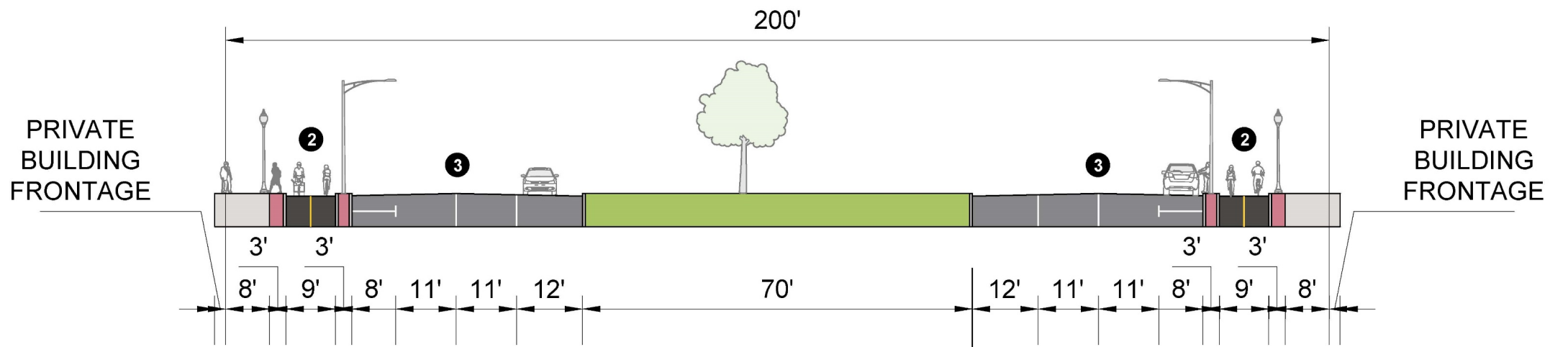
SHORT TERM VS. LONG TERM VISION

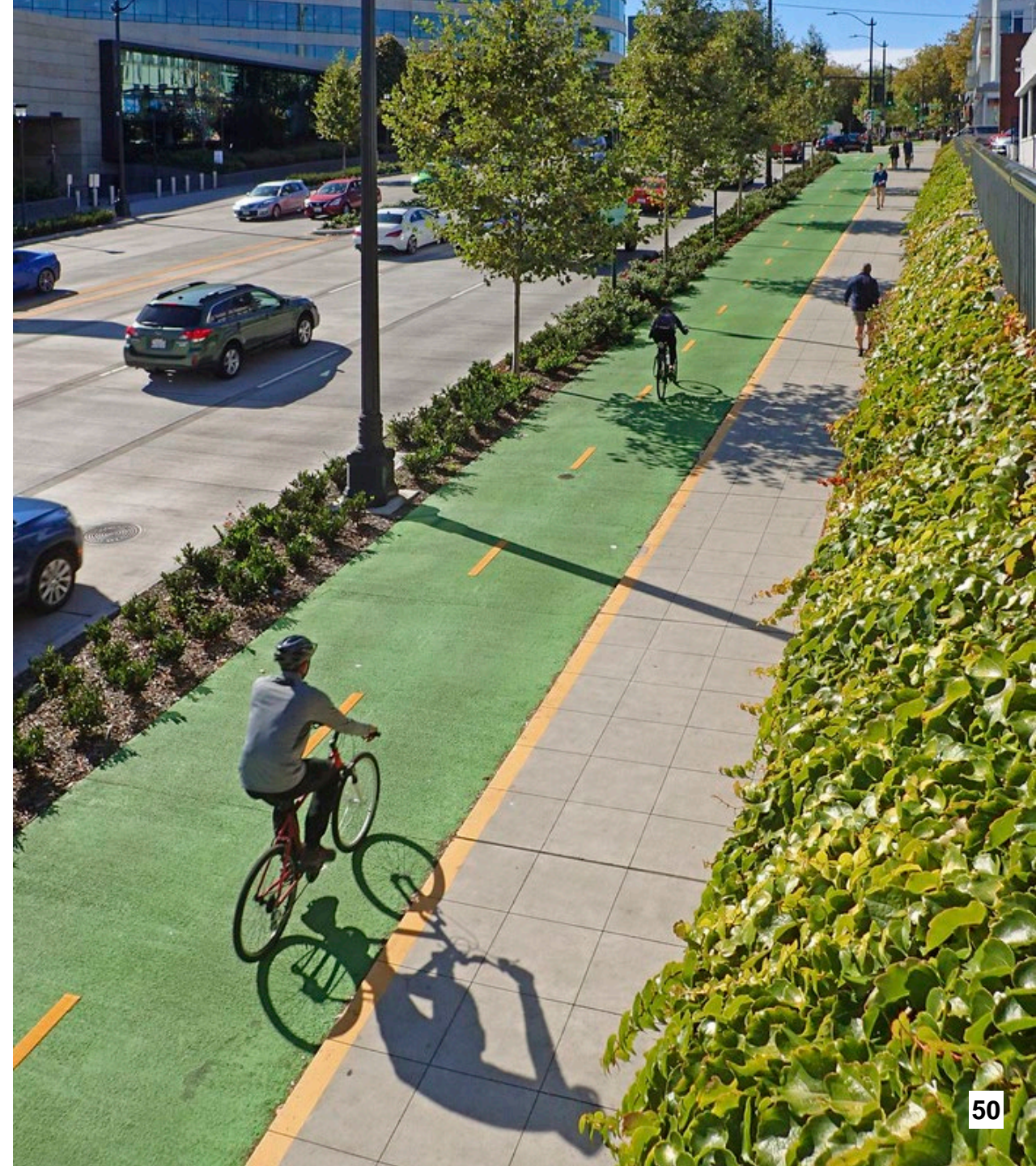
SHORT TERM (2022)

- Reduction of a travel lane both north and south
- Shorter crossing distance for pedestrians (8-10 feet less)
- Addition of a bike lane on each side of Woodward
- Safer intersections with more visibility
- Spot improvements for trees, green stormwater infrastructure

LONG TERM (~10-15 Years)

- Expanded sidewalks
- Additional streetscape amenities
- Additional crosswalks
- Raised bike lanes
- Green stormwater infrastructure
- More transit improvements
- Autonomous vehicles
- ...and more!





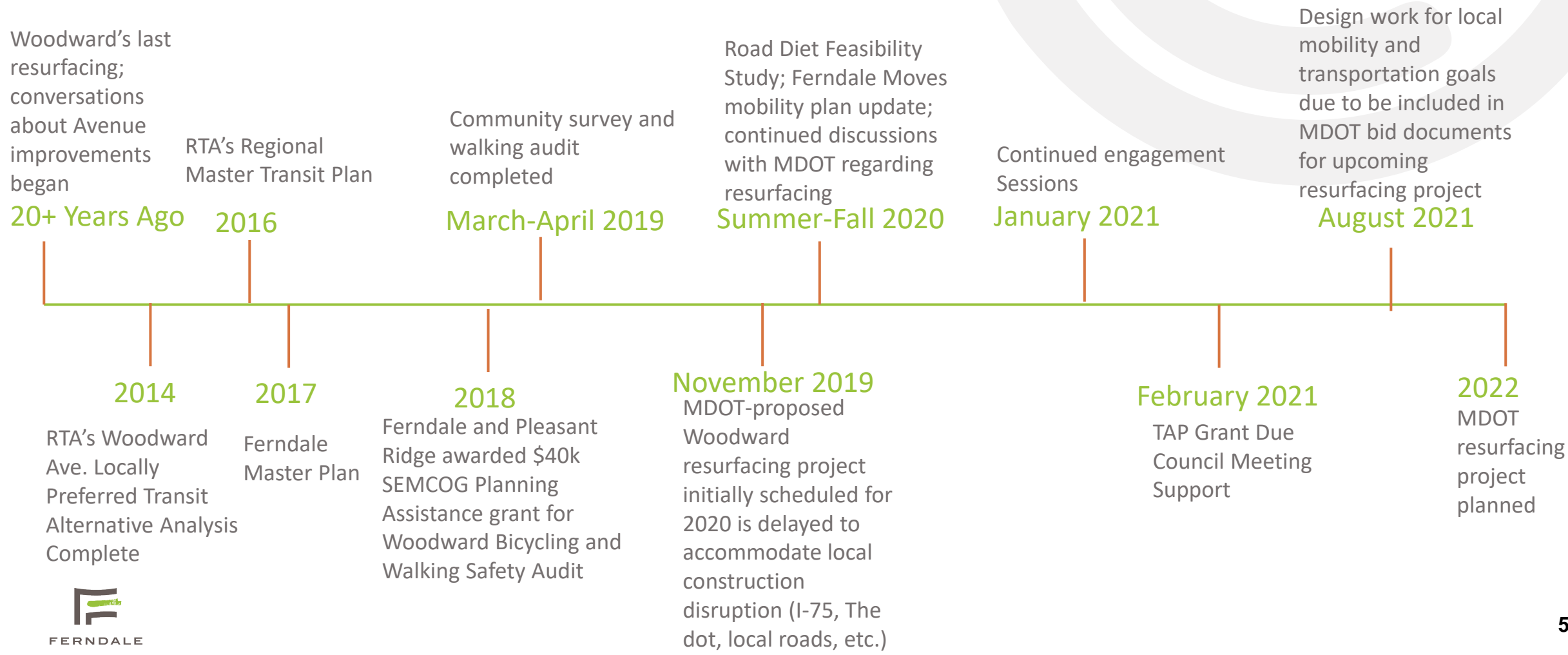
QUESTION AND ANSWER SESSION

Focused discussion about short term design options along Woodward Ave. that would help your patrons.

WOODWARD AVENUE Q&A

- Do you think your patrons are impacted by intersections and crossings on Woodward?
- Would your business benefit from vehicles being further away from the sidewalk?
- What is your vision for the long-term layout of Woodward Avenue (wider sidewalks, bike lanes, trees, more sidewalk café's, etc.)?

PROJECT TIMELINE





FERNDALE

THANK YOU!

PLEASE TAKE OUR SURVEY!

<https://ferndalemoves.com>

EMAIL – FERNDALEMOVES@FERNDALEMI.GOV

JUSTIN LYONS – JLYONS@FERNDALEMI.GOV

ERIN QUETELL – EQUETELL@FERNDALEMI.GOV



**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Social Districts Management and Maintenance Plan

INTRODUCTION

The DDA Executive Director seeks approval of a new Social District program. The measure would serve to support Ferndale's restaurant, bar, brewery, and distillery businesses as they work to recover from the economic impacts of the pandemic, as well as increase patronization of downtown Ferndale this Spring and Summer. If approved by the Ferndale DDA Board of Directors, the plan will be presented to the Ferndale City Council on February 22, 2021.

SUMMARY & BACKGROUND

Public Act 124 of 2020 enabled the creation of Social Districts in municipalities through December 31, 2024. Social Districts allow restaurants, breweries, and other businesses to serve customers in outdoor public spaces, public sidewalks, pathways, and parks.

If approved, Ferndale's Social District program, branded as PATIO Zones, would go live in April, 2021. Patrons will be able to enjoy an alcoholic beverage while strolling within each established Commons Area during the designated hours. To consume an alcoholic beverage outside, a patron must purchase a drink in an approved cup from a participating establishment located within one of the Commons Areas. The purchaser cannot carry the cup from one PATIO Zone to the other or carry the beverage into another bar or restaurant. Patrons will not be allowed to cross Woodward Avenue with a PATIO cup.

All State of Michigan and City of Ferndale laws regarding public intoxication, impaired driving, and open containers apply to areas both inside and outside of the Social District boundaries. The proposed ordinance would amend the City of Ferndale Code of Ordinances (Chapter 7, Business Regulations and Licenses, Article XXI, Social District and Common Areas) to authorize police officers with reasonable cause to believe a minor has consumed alcoholic beverages to request that individual to submit to a preliminary chemical breath analysis or ask for an explanation of his or her presence on the scene. Failure to respond to questioning shall not constitute an offense. Any violation of the ordinance is deemed a civil infraction with a fine of \$100.

A local governmental unit must file the following items with the Michigan Liquor Control Commission (MLCC) when designating a Social District:

1. A copy of the resolution passed by the governing body designating the Social District and commons area.
2. A copy of the management and maintenance plans, including the hours of operation, established by the local governmental unit for the Social District and commons area.
3. A diagram or map that clearly shows the boundaries of the Social District and commons area.

If approved the following next steps will be undertaken to launch the program by April, 2021.

1. DDA Board of Directors approves proposal (2.11.21)
2. Ferndale City Council approves Social Districts Ordinance and Management & Maintenance Plan (2.22.21)
3. DDA prepares/submits the Local Governmental Unit Approval to the Michigan Department of Licensing and Regulatory Affairs Liquor Control Commission (MLCC)
4. DDA conducts outreach to restaurants in each Commons Area to identify interest in participating and facilitates their individual Social District Permit applications

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Economic Prosperity

RECOMMENDED ACTION

Recommend Social Districts Management and Maintenance Plan to Ferndale City Council

ATTACHMENTS:

[Ferndale Social Districts Management and Maintenance Plan.pdf](#)



THE FERNDALE PATIO

PLAY AND TAKE IT OUTSIDE

Ferndale Social District Management & Maintenance Plan

UPDATED FEBRUARY 2021

CONTACT:

Lena Stevens, DDA Executive Director
lena@downtownferndale.com

Introduction

[Public Act 124 of 2020](#) enabled the creation of Social Districts in municipalities through December 31, 2024. Social Districts allow restaurants, breweries and other businesses to serve customers in outdoor public spaces – public sidewalks, pathways and parks. Commons Areas are designated within Social Districts where a minimum of two establishments can allow their patrons to consume alcohol.

Ferndale PATIO Zones will go live in Spring 2021. Patrons will be able to enjoy an adult beverage while strolling within each Commons Area during the designated hours. To consume an alcoholic beverage outside, a patron must purchase a drink in an approved cup from a participating establishment located within a PATIO Zone. The purchaser cannot carry the cup from one PATIO Zone to the other or carry the beverage into another bar or restaurant.

All State of Michigan and City of Ferndale laws regarding public intoxication, impaired driving, and open containers apply to areas both inside and outside of the Social District boundaries.

THE FERNDALE

PATIO ZONES 

PAY AND TAKE IT OUTSIDE

Which Businesses Can Participate?

Any qualified licensee within the boundaries of the Social District in good standing with the City of Ferndale, Oakland County, and State of Michigan may participate (see list below or attachment for full details).

Participating license holders will be asked to sign a Social District agreement with the city prior to applying for a permit through the Michigan Liquor Control Commission (MLCC).

The term qualified licensee is defined by MCL 436.1551(8)(c):

"Qualified licensee" means any of the following:

- *A retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises. (This includes the following license types: Class C, Tavern, A-Hotel, B-Hotel, Club, G-1, G-2, Brewpub.)*
- *A manufacturer with an on-premises tasting room permit issued under section 536.*
- *A manufacturer that holds an off-premises tasting room license issued under section 536.*
- *A manufacturer that holds a joint off-premises tasting room license issued under section 536.*

List of Qualified Licensees (Doing Business As)

ANITA'S KITCHEN	GREENSPACE CAFE	SNEAKERS
ASSAGGI MEDITERRANEAN BISTRO	HOWE'S BAYOU	SOHO LOUNGE
BLUE NILE	INYO RESTAURANT LOUNGE	THE BOSCO LOUNGE
BOOGIE FEVER CAFE' AND DISCO	J'S PENALTY BOX LLC	THE EMORY
BROOKS BREWING	M BREW	THE FERNDAL PUBLIC HOUSE
COMO'S RESTAURANT	NEW WAY BAR	THE FLY TRAP: A FINER DINER
CORNER GRILL, BAR AND GAME ROOM	ONE-EYED BETTY'S BEER & KITCHEN/ONE-EYED BETTY'S	THE MAGIC BAG
AND DETROIT AXE	ORCHID	THE OAKLAND
DANNY'S IRISH PUB	OTUS SUPPLY	THE RUST BELT MARKET
DINO'S	POPS 4 ITALIAN	TOAST A BREAKFAST AND LUNCH JOINT
FERNDAL LODGE NO. 1588, BENEVOLENT AND PROTECTIVE ORDER OF THE ELKS OF THE UNITED STATES OF AMERICA	ROSIE O'GRADY'S IRISH PUB	TRAVERSE CITY WHISKEY CO.
GO COMEDY! IMPROV THEATER	SAKANA SUSHI LOUNGE	VALENTINE DISTILLING COMPANY
GRASSHOPPER UNDERGROUND	SCHRAMM'S MEAD	WOODWARD AVENUE BREWERS
	SECRET CIGAR BAR AND BISTRO	WOODWARD AVENUE BREWERS
		WOODWARD IMPERIAL

Ferndale Social District Boundaries

The Ferndale Social District includes two Commons Areas, which will be referred to as PATIO Zone East and PATIO Zone West. These zones will be separated by Woodward Avenue. Cups must be disposed of before exiting the Commons Area. See the map below or online at <https://ferndale.maps.arcgis.com/apps/View/index.html?appid=f5a1d710750540bfb00084a634487ec0>

Figure 1: Ferndale Social Districts Map



Administration

Roles and Responsibilities: The Ferndale Social District will be overseen by the Ferndale Downtown Development Authority Executive Director. The district management and operations will be assisted by the city's police department, public works, and other departments as necessary.

- **Security:** Security and enforcement in the Ferndale Social District will be provided by the Ferndale Police Department. Periodic reports will be provided to the DDA to document any security issues that arise. The City of Ferndale Code of Ordinances (Chapter 7, Business Regulations and Licenses, Article XXI, Social District and Common Areas) authorizes police officers with reasonable cause to believe a minor has consumed alcoholic beverages to request that individual to submit to a preliminary chemical breath analysis or ask for an explanation of his or her presence on the scene. Failure to respond to questioning shall **not** constitute an offense. Any violation of the ordinance is deemed a civil infraction with a fine of \$100.
- **Sanitation:** The Ferndale Department of Public Works will provide sanitation within the district including trash removal, and litter pick up under its existing contract with the DDA. Participating license holder will be required to have a trash receptacle outside of entrances for the disposal of district cups and empty those receptacles when needed. Options for additional public receptacles will be researched as well.

Launch and Initial Assessment: The Ferndale Social District will operate year-round. It is the intent of the Ferndale DDA to launch the program on April 1, 2021. No later than July 1, 2021 a report will be provided to the Ferndale City Council and the Ferndale DDA Board of Directors including feedback from participants and the city staff regarding any safety concerns or incidents. At that point, modifications to this Management and Maintenance Plan can be considered or the process to initiate revocation of the designation can begin. At any point, the Ferndale City Council may revoke this designation if it determines that the program threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act of the time and place of the public hearing before the public hearing.

District Designation and Marking: The boundaries of the Ferndale Social District will be clearly designated and marked with signs and graphics in clearly visible areas.

Social District Financing: Participating licensees are required to pay for their permit from the MLCC (\$250 permit fee + \$70 inspection fee). Necessary supplies (cups and stickers) will be ordered by the Ferndale DDA and sold to participating businesses. A surcharge may be added to each cup to assist with the cost of increase safety and sanitation personnel.

Insurance: The City of Ferndale is not required to have additional insurance for Social Districts based on information provided by MMRA Representative, Keith Potter of IBEX Insurance.

Operations

Hours: The district will operate Thursday-Saturday from 10am-10pm and Sunday noon-10pm. After 10pm, Social District beverages cannot be sold in participating establishments nor possessed and consumed in the Common Areas. After 10pm, consumption of alcoholic beverages must be contained within the license holders' service areas.

Beverage Containers: The Ferndale Social District will be branded as the Ferndale PATIO Zone: Pay and Take It Outside. A logo will be printed on 16-ounce plastic cups and sold to participating establishments along with stickers designating each participant's business name that must be placed on the cup before sale. The cups may not be reused, must remain in the establishment where they were purchased or in the Commons Area, and may not be taken into a bar or restaurant that did not sell the beverage. Cups may be taken into retailers at the discretion of each business. Options for compostable cups will be explored.

Marketing and Promotion: The Ferndale DDA will develop and launch a marketing campaign using free and paid social media channels, Google Ads, and print media.

Entertainment: Options for entertainment such as music will be explored.

Festivals/Special Events: The law does not allow special event liquor licenses to participate in a Social District. If a special license for an event is issued within the social district, the holder of a social district permit shall not sell and serve alcoholic liquor during the effective period of the special license. If feasible, event perimeters can be established with clear signage that outside alcohol is not allowed into the event space.

How Do Businesses Sign Up?

Qualifying license holders will be asked to sign a Social District Agreement with the City prior to applying for a permit through the Michigan Liquor Control Commission (MLCC). Once the agreement has been reviewed and authorized by the Ferndale DDA Executive Director and/or City Manager, licensees must apply for a Social District Permit from the MLCC. Once approved the license holder will place an order for cups and stickers, and will be provided with necessary signage.

Information on the MLCC Permit Can Be Found Here:

www.michigan.gov/lara/0,4601,7-154-89334_10570_90824-533429--,00.html

Revocation of Social District Designation and/or Permits

At any point, the Ferndale City Council may revoke this designation if it determines that the program threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act of the time and place of the public hearing before the public hearing.

If a permit holder in the Social District is determined to be violating the Social District Agreement signed with the City of Ferndale, the MLCC will be notified of the violation and efforts may be taken to recommend the revocation of the licensee's Social District Permit.

FAQs

Q: Can I take my cup to both PATIO Zones?

A: No. You cannot carry an authorized cup from one PATIO Zone to the other. An authorized cup must be thrown away within the zone boundary in which it was purchased.

Q: Can I walk anywhere with my PATIO cup?

A: You must stay within the designated PATIO zone boundaries.

Q: Can I take my PATIO cup back inside the establishment in which it was purchased?

A: Yes. A drink can only be consumed outside or taken inside the same bar or restaurant where purchased. Cups will have a sticker attached to the cup where purchased.

Q: Can I reuse an empty PATIO cup to purchase another beverage?

A: No. When ordering a beverage, it must be served in a new cup.

Q: What types of alcoholic beverage can I have in my PATIO cup?

A: Beer, wine, and liquor are all allowable drinks in a PATIO cup. Drinks must be purchased from an authorized establishment. Cups hold up to 16 oz. of your chosen beverage.

Q: Can I bring my own alcoholic beverage, pour it into a cup, and walk around in downtown?

A: No. Only drinks purchased from businesses authorized in the Ferndale PATIO Zones are permissible. No cans, glass bottles, or outside drinks are permitted.

Q: Who do I contact with questions?

A: Lena Stevens, Ferndale DDA Executive Director, lana@downtownferndale.com, 248-546-1632



February 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Date Selection for Annual Strategic Planning Session

INTRODUCTION

The Ferndale DDA Board of Directors traditionally meets annually to discuss strategic priorities and goals. This was not feasible in 2020, making the 2021 session even more valuable.

SUMMARY & BACKGROUND

It is requested that the Board Members discuss a date in March or April for a 4-hour Strategic Planning Session. Staff can accommodate either a weekday or weekend session. The session will be virtual and utilize a professional facilitator.

BUDGETARY CONTEXT

CIP#

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Date Selection for Annual Strategic Planning Session

ATTACHMENTS: