



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

THURSDAY, MAY 13 2021 @ 8:00 AM

HTTPS://US02WEB.ZOOM.US/J/83370971044? PWD=OWFCUDRVENBKD2LISDHUEVI4EJFUZZ09

PASSWORD: FERNDALE

PHONE: 929 205 6099 (TOLL FREE)

MEETING ID: 833 7097 1044

1. ROLL CALL

CALL TO ORDER: 8:04 am

MEMBERS PRESENT: Jacki Smith from Ferndale, PJ Jacokes from Pleasant Ridge, Sarah Brown from Ferndale, Jerome Raska from Ferndale, Chris Johnston from Pleasant Ridge, JeDonna Dinges from Grosse Pointe, Nathan Martin from Ferndale, Janice Semma from Royal Oak, Greg Pawlica from Ferndale

MEMBERS ABSENT: Mayor Melanie Piana

STAFF PRESENT: Lena Stevens, Executive Director; Sommer Realy, Engagement Manager; Reilly Coleman, Administrative Assistant

GUESTS PRESENT:

- Sheryl Stubblefield, Finance Director
- Jenny Marr, Ferndale Area District Library
- Derek Radell, DPW Downtown Leader
- Tim Krzyczkowski, Downtown Vision Committee

2. ELECTRONIC MEETING ACKNOWLEDGEMENT

a. Electronic Meetings Update

Executive Director Lena Stevens reminded the Board of the current state law regarding the continuance of electronic meetings. Meetings will continue virtually until July at the earliest. This will be according to Ferndale City Council's approval and procedure.

3. APPROVAL OF AGENDA

Motion by Member Jerome Raska, seconded by Member Nathan Martin to approve the agenda as presented.

AYES – Councilman Greg Pawlica, Member Nathan Martin, Member JeDonna Dinges, Member Jerome Raska, Member Jacki Smith, Chair PJ Jacokes, Vice-Chair Chris Johnston, Treasurer Sarah Brown, Member Janice Semma

All ayes, motion carries.

4. COMMUNITY REPORTS

Reports from community organization representatives in attendance, including but not limited to Ferndale Area Chamber of Commerce, Ferndale Area District Library, 8 Mile Boulevard Association, etc.

- a. Jenny Marr of the Ferndale Library provided updates of current events at the library. The next phase of reopening is June 7, 2021, with a thirty-minute grab-and-go period. There has been an approved proposal with Ideation Orange for landscaping and other areas. Most programs will remain virtual throughout the summer. The library is currently fine-free. Additional PPE may be necessary.

5. CALL TO AUDIENCE

Members of the public are invited to speak on any topic. No more than three minutes.

Chair Tim Krzyczkowski of the Downtown Ferndale Vision Committee provided an update. The volunteers were assigned to look around the City for potential public art spaces. The Committee is also looking to propose a reoccurring public music event and is working with Tim Pare to avoid event overlap. An additional meeting for this month will be scheduled.

6. PRESENTATIONS

- a. DDA Staff Program Updates

Executive Director Lena Stevens provided an update of current DDA programs. The PATIO Zones launched last weekend with a great test run. More businesses are potentially incoming, but this will not be confirmed until the businesses receive confirmation of their liquor license. Additionally, the Affirmations bench was installed with bollards to protect from potential vehicle destruction.

Engagement Manager Sommer Realy provided an overview of the DIA Inside Out Program, which is beginning in June and running through October. There will be six locations on display, both wall-mounted and free-standing. An online map will be available soon. It is also currently Phase Two for Restaurant Relief Grants. Twenty-six have been awarded, and the remaining six businesses are being offered heaters. The processing funds are 50% complete, with a target completion of June 15. Lastly, the PPE Marketplace will be closing in June. It has been open for a year with a great turnout. If there are still needs for PPE at this time, businesses are encouraged to reach out.

Member Jacki Smith asked if the grant recipients will be publicized. Director Stevens stated they will as it gets closer to completion; it was better to wait for processing.

7. CONSENT AGENDA

- a. Approval of Minutes
- b. Approval of the Shared Tax Capture Agreement Between the DDA and the Ferndale Area District Library
- c. Approval of Quotes for Outdoor Furniture in an Amount Not to Exceed \$17,878
Motion by Member Jacki Smith, seconded by Vice-Chair Chris Johnston to approve the consent agenda as presented.

AYES – Councilman Greg Pawlica, Member Nathan Martin, Member JeDonna Dinges, Vice-Chair Chris Johnston, Chair PJ Jacokes, Member Jacki Smith, Member Jerome Raska, Member Janice Semma

All ayes, motion carries.

8. REGULAR AGENDA

- a. Approval of Ideation Orange Estimate for Key Wayfinding Elements at The dot Parking Development in the Amount of \$33,565

Executive Director Lena Stevens provided an overview of the key wayfinding elements at The dot, including the mural in front of W. Troy St., the stairwell markers, and the stenciled words on the staircase. The total is not to exceed \$35,365 and this includes installation, painting of the mural, sign painting, and management services by Ideation Orange. These items would be addressed first with more fundraising opportunities for additional items at a later date.

Treasurer Sarah Brown asked if line items pertaining to the Department of Public Works are being accounted for in this budget or the Facilities Maintenance Budget. Director Stevens stated it would come from the Facilities Maintenance Budget. Snow removal was over-budgeted this year, so there is room to work with.

Councilman Greg Pawlica suggested the possibility of posting QR codes with the signage to include more Downtown information.

Member Jacki Smith asked if this plan included the dot window element. Director Stevens stated that will be in the next phase.

Member Jerome Raska asked if there were multiple quotes received for the mural. Director Stevens stated there were not multiple quotes due to the artist being previously identified, however, the price was negotiated.

Councilman Pawlica asked what the maintenance of the mural would entail. Director Stevens stated this can be discussed with the artist regarding longevity and potential touchups.

Motion by Treasurer Sarah Brown, seconded by Member Jacki Smith to authorize the Executive Director to approve an estimate from Ideation Orange in an amount not to exceed \$33,565 for key wayfinding elements at The dot parking development.

AYES – Councilman Greg Pawlica, Member Nathan Martin, Member JeDonna Dinges, Member Jerome Raska, Member Jacki Smith, Chair PJ Jacokes, Treasurer Sarah Brown, Member Janice Semma.

All ayes, motion carries.

9. CALL TO BOARD MEMBERS

- a. Member Jerome Raska stated the Beautification Commission is having a perennial exchange at Harding Park. Executive Director Lena Stevens stated this will be shared by the Social Media Manager to generate interest.
- b. Engagement Manager Sommer Realy stated there will be a second photo frame installed at the Popup Park, courtesy of AR Workshop.
- c. Member Jacki Smith stated the Candle Wick Shoppe will be opening on Sundays again and are gradually stepping into normal operation hours.
- d. Vice-Chair Chris Johnston stated there is discussion of merging the DIY Festival and the Pig and Whiskey Festival this year, potentially in the fall. This will be tentative and awaiting confirmation from the City.
- e. Treasurer Sarah Brown asked if the activities are being based on the vaccine percentage. Executive Director Lena Stevens stated event organizers are being tentatively confirmed, as everything is conditional.
- f. Director Stevens stated Broadway in the Burbs is set for an early August timeline. The social media training was a success and encouraged the Board to think of additional training areas.

10. OTHER BUSINESS

- a. No other business.

11. ADJOURNMENT

Motion by Mayor Melanie Piana, seconded by Treasurer Sarah Brown to adjourn the meeting at 8:51 A.M.

AYES – Councilman Greg Pawlica, Member Nathan Martin, Member JeDonna Dinges, Member Jerome Raska, Member Jacki Smith, Chair PJ Jacokes, Treasurer Sarah Brown, Member Janice Semma.

All ayes, motion carries.