



VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
Downtown Development Authority Meeting
THURSDAY, JULY 8 2021 @ 8:00 AM

1. ROLL CALL

CALL TO ORDER: 8:07 am

MEMBERS PRESENT: Chair PJ Jacokes, Treasurer Sarah Brown, Jerome Raska, Mayor Melanie Piana, Member Nathan Martin

MEMBERS ABSENT: Chris Johnston, Toly Ashkenazi, Janice Semma, JeDonna Dinges

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

GUESTS PRESENT:

- Sheryl Johnson, Finance Director
- Devyn Cduick, Hamilton Anderson

2. IN-PERSON MEETING RULES REVIEW

a. Electronic Meetings Update

Executive Director Lena Stevens stated this meeting is one hundred percent in person. A hybrid meeting is optional for next month; however, board members are still required to attend in person. Masks can be removed for vaccinated individuals once they provide proof of vaccination to Human Resources.

3. APPROVAL OF AGENDA

Chair PJ Jacokes approved the agenda as presented.

AYES – Mayor Melanie Piana, Member Nathan Martin, Member Jerome Raska, Chair PJ Jacokes, Treasurer Sarah Brown

All ayes, motion carries.

4. COMMUNITY REPORTS

- a. Executive Director Lena Stevens read a letter from Patty Rudd, Operations Manager of 8 Mile Boulevard Association. Progress is currently being made on the 8 Mile and Woodward Ave project. The People of Detroit presented their renderings in June. September will be the start of construction with anticipated completion in November. Motor City Mitten Mission will be a resource for those experiencing homelessness.

Mayor Melanie Piana stated it is necessary to have further conversations about taking this model and repurpose it for the Downtown and beyond Ferndale.

Director Stevens stated the library is open and the Chamber of Commerce is operating.

5. CALL TO AUDIENCE

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

- a. No call to audience.

6. CALL TO BOARD MEMBERS

- a. Mayor Piana stated her State of the City is on July 13 at Affirmations, and all are encouraged to attend.
- b. Member Sarah Brown asked how many marijuana dispensaries are allowed within the City. Mayor Piana stated it is currently at five, although this issue is being heavily discussed via City Council and surrounding communities.
- c. Director Stevens stated one of the art pieces from the Detroit Institute of Arts' Inside|Out Program has been stolen. A police report has been filed.
- d. Member Jerome Raska asked if the Woodward Dream Cruise is confirmed. Director Stevens stated it will run similar to previous years.

7. PRESENTATIONS

- a. Quarterly Main Street Oakland County Statistics Report from Sommer Realy
Engagement Manager Sommer Realy stated there are eight new and reestablished businesses – three restaurants, two personal care, two specialty, and one retail. Nine Woodward Vape Lounge and Nine Furniture and Design have closed. Ringwald Theatre is now performing shows out of Affirmations. Grasshopper Underground is in process. Boogie Fever is open. Go Comedy is in the process of scheduling shows and will soon be a member of the PATIO Zones. Antihereo and Public House are reopening under new management. Rosie O'Grady's has closed. 215 West has opened as an event space. Baby Face on the Nine is a fully revamped skin and barber shop. Quickly Boba Café, Urbanrest, FOILO Coworking Spaces, and the Good Day Selfie Museum are opening soon. Not Sorry Goods was previously open in the Rust Belt Market and will now be a standalone location. Special events are now rolling out. Broadway in the Burbs' is happening August 7. Three musical stars will be performing, and Troy Street will be closed to accommodate the event with additional booths from City staff and organizations. PATIO Zones will be operating during this time. 9 on the 9 is being organized by the Ferndale Arts and Cultural Commission. There will be nine weeks of outdoor music on Nine Mile Rd. The first four performs will be scheduled with Broadway in the Burbs' preceding, and then the last four will be open for new performers.

Member Sarah Brown asked if Broadway in the Burbs' will be annual. Director Stevens stated it will depend on the success of the first event.

- b. The dot Sanitation Overview
A dumpster has been moved inside the enclosure of The dot. The door to the structure is currently open. The next phase will be the installation of key fobs at \$10 each, with a maximum of three per business. The fobs will be coded to each business to log entries. Claire Dion, the Zero Waste Coordinator, is overseeing this process. Once The dot compactor is complete, the other compactors will be enclosed.
- c. Presentation of Draft Downtown Ferndale Possibilities Plan by Hamilton Anderson

The “Possibilities Plan” is a new name for the project. This is the final draft, but there can be further edits made if necessary. Next month’s meeting will feature a deep dive into the document with Hamilton Anderson. The plan helps Downtown Ferndale imagine its full potential. The ideas presented within the plan will not be approved but are included for brainstorming purposes.

Devyn Cduick of Hamilton Anderson stated the document is intended to be organized as a story. The ideas presented in the document were aligned with the objectives from the Master Land Use Plan, the Woodward Mobility Study, and others. When one department moves forward, that work will be taken into consideration. The distribution maps are varied to help guide decision processes.

Director Stevens stated the document will be reviewed by the Board prior to the public process.

Treasurer Sarah Brown stated it may be beneficial to share this with the Planning Commission. Mayor Melanie Piana stated that would be helpful as they are going through the Master Land Use Plan.

Treasurer Brown asked what level of feedback should be given to this document. Director Stevens stated that is up to the Board’s discretion.

Member Jerome Raska asked if the goal is to implement the vision so new businesses can cater their developments to the template. Director Stevens stated this would require development meetings. Member Raska suggested the community outreach meeting should be hosted on Vester Street to help with visualization.

8. CONSENT AGENDA

Chair PJ Jacokes approved the consent agenda as presented.

AYES – Mayor Melanie Piana, Member Nathan Martin, Member Jerome Raska, Chair PJ Jacokes, Treasurer Sarah Brown

All ayes, motion carries.

9. REGULAR AGENDA

a. Trademark Agreement with Not Sorry Goods

Executive Director Lena Stevens stated the DDA is looking to have DDA-branded SWAG designed. The messaging will be centered on the “you belong here” campaign located outside of Affirmations. The Board’s approval will be for use of the DDA’s printed logo. If another company attempts to use it, the DDA can deny them in lieu of the current process.

Member Jerome Raska asked if the approval includes the design. Director Stevens stated the DDA has primary control and Not Sorry Goods will be facilitating.

Treasurer Sarah Brown asked if the items will be sold at the new facility in person. Director Stevens stated that is to be determined, but it will at least be online.

Motion by Member Jerome Raska, seconded by Mayor Melanie Piana to authorize the Executive Director to enter into a trademark agreement with Not Sorry Goods to create a limited-edition set of apparel for Downtown Ferndale.

AYES – Mayor Melanie Piana, Member Nathan Martin, Member Jerome Raska, Chair PJ Jacokes, Treasurer Sarah Brown

All ayes, motion carries.

b. Approval for Financial Match for OAKSTEM Tree Grant in the amount of \$5,000

Executive Director Lena Stevens stated the Downtown tree canopy has been reviewed with Sustainability Planner Erin Quetell. The grant would be a 1:1 match with Oakland County. A partnership with Davey Resource Group will be conducted for a full assessment, beginning with the most failing trees. The funds can be delegated to soil types, bigger trees, etc.

Member Jerome Raska verified if the total project is under \$30,000. Director Stevens stated trees will be purchased with the money.

Motion by Treasurer Sarah Brown, seconded by Mayor Melanie Piana to authorize matching funds to be allocated for the OAKSTEM Tree Grant in the amount of \$5,000.

AYES – Mayor Melanie Piana, Member Nathan Martin, Member Jerome Raska, Chair PJ Jacokes, Treasurer Sarah Brown

All ayes, motion carries.

10. INFORMATION ITEMS FROM EXECUTIVE DIRECTOR

- a. Executive Director Stevens stated Finance Director Sheryl Johnson will be leaving the City of Ferndale at the end of the month to become the Chief of Fiscal Services at Oakland County. The Finance Director position is currently open for recruitment, in addition to the Public Works Director.

11. ADJOURNMENT

Motion by Member Jerome Raska, seconded by Member Nathan Martin to adjourn the meeting at 9:45 A.M.

AYES – Mayor Melanie Piana, Member Nathan Martin, Member Jerome Raska, Chair PJ Jacokes, Treasurer Sarah Brown

All ayes, motion carries.