



FERNDALE

The City of Ferndale

Agenda

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

THURSDAY, APRIL 14, 2022 @ 8:00 AM

300 E Nine Mile Road

Ferndale MI 48220

1. **Call to Order**
2. **Approval of Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
3. **Community Reports** Updates from community organizations such as the Ferndale Area District Library, Southeast Oakland Area Chamber of Commerce, Eight Mile Boulevard Association, etc. (3 minute time limit)
4. **Call to Audience** Members of the public are invited to speak on any topic. Business owners in attendance are encouraged to introduce themselves to the DDA Board of Directors. (3 minute time limit)
5. **Introduction of New Board Members** Invitations have been extended to two individuals who will be nominated for appointment to the DDA Board of Directors by City Council on April 25.
6. **Information Items from Executive Director**
7. **Presentations**
 - 7.a [Vision Committee Update](#)
 - 7.b [Outdoor Furniture/Equipment Purchasing Update](#)
8. **Consent Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
 - 8.a [Approval of Minutes from DDA Board of Directors January 2022 Meeting](#)
9. **Regular Agenda**
 - 9.a [Creation of Events Sponsorship & Engagement Policy Advisory Committee](#)
10. **Call to Board Members** Members are provided an opportunity to share general updates, recovery planning strategy, questions, concerns, etc.

11. Adjournment



April 14, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Vision Committee Update

SUGGESTED ACTION

Review and discuss update from the Chair of the Vision Committee (DDA Volunteer Committee), Tim Krzyczkowski

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-04-14

Item Description

The Vision Committee serves as the volunteer engagement arm of the Ferndale DDA. As Chair, Tim Krzyczkowski will join the meeting to provide an update about recent activity.

Item Background

In January of 2020, the Ferndale DDA Board of Directors voted to redesign the existing committee structure and establish a single Vision Committee to encourage volunteerism and engagement. The pandemic delayed efforts to establish the Vision Committee; however, it is now a small and mighty team of volunteers who are bringing tangible programs to downtown.

The most timely program to discuss is the Nine on Nine Concert series in Schiffer Park. This program was entirely developed and overseen by the Vision Committee in 2021, in collaboration with the Ferndale Arts and Culture Commission. For the 2022 series, we've received over 30 applications which were reviewed, vetted, and discussed by the committee. This program represents achievement towards a specific goal for activation of outdoor spaces in downtown.

The Vision Committee meets monthly, with DDA Engagement Manager Sommer Realy serving as liaison.

Item Costs

Volunteer efforts are reported to Oakland County on a quarterly basis. The in-kind value is not currently quantified.

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



April 14, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Outdoor Furniture/Equipment Purchasing Update

SUGGESTED ACTION

Review and discuss presentation from Executive Director about expectations for delivery and installation of outdoor furniture and equipment in Spring 2022.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-04-14

Item Description

Several orders have been placed recently for outdoor furniture and equipment. The goal of this presentation is to briefly review the items and expected timelines for delivery and installation.

Item Background

The following items have currently been ordered, or are in process, with delivery expected in May or June 2022.

4 round blue outdoor tables - Schiffer Park and Pop-Up Park at 165 East Nine Mile Road

18 adirondack chairs - West Troy Pedestrian Alley and Schiffer Park

15 benches - Replacements for failing benches on Nine Mile Road

30 bike racks - Replacements for yellow bike racks throughout downtown

16 planters (order in process) - Replacements for failing planters which were removed over past two years

2 round cement planters - To block vehicle access to East Troy Alley located behind (The Emory and J's Penalty Box)

Item Costs

ORDER PLACED:

Landscape Forms:

(15) BENCHES - \$26,494.10

Upbeat Site Furnishings:

(30) BIKE RACKS - \$10,549.47

(2) CONCRETE PLANTERS - \$1,429.10

TreeTops:

(2) ADA PICNIC TABLES - \$2,185.88

(2) STANDARD PICNIC TABLES - \$2,185.88

IN PROCESS OF ORDERING:

Polywood:

(18) ADIRONDACK CHAIRS - \$4,842.00

Veredeck:

(16) PLANTERS - TBD

GL#

Capital Outlay - 248-000-977.000; Facilities Maintenance - 248-000-931.000

CIP#

n/a

Additional Notes

ATTACHMENTS:



April 14, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Minutes from DDA Board of Directors January 2022 Meeting

SUGGESTED ACTION

Review and approve minutes.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-04-14

Item Description

n/a

Item Background

n/a

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[DDA Board Meeting Minutes_March 24, 2022.pdf](#)



Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
THURSDAY, MARCH 24, 2022 @ 8:00 AM
Council Chambers
300 E Nine Mile, Ferndale, MI 48220

1. CALL TO ORDER: 8:04 AM

MEMBERS PRESENT: Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Nathan Martin, Toly Ashkenazi, JeDonna Dinges, Jerome Raska, and Mayor Melanie Piana

MEMBERS ABSENT: N/A

STAFF PRESENT: Lena Stevens, Executive Director
Sommer Realy, Engagement Manager

GUESTS:

Joe Gacioch, City Manager of Ferndale, MI
Jenny Marr, Executive Director of the Ferndale Area District Library
Tina Kozak, CEO of FRANCO Communications
Emily Herbert, Integrated Communications Specialist with FRANCO Communications
Sherry A Wells, Resident of the City of Ferndale

2. APPROVAL OF AGENDA

Moved by Mayor Piana, seconded by Ashkenazi to approve the agenda with 9.a removed from the regular agenda and made a policy discussion

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Nathan Martin, Toly Ashkenazi, JeDonna Dinges, Jerome Raska, and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

3. COMMUNITY REPORTS

Jenny Marr, Executive Director of the Ferndale Area District Library, mentioned that the seasonal mailer is effective but has not reached all houses, also available online. Library is open to the public and has good foot traffic, new signups every month from new residents. Programming is hybrid, virtual and in person. First Stop Friday concert series is back. Library Board held their strategic planning, focus is to reset keep agile for the next years. New addition called Library of things, requested anyone can send ideas and or requests.

4. CALL TO AUDIENCE

a. None.

5. INFORMATION ITEMS FROM EXECUTIVE DIRECTOR

a. Board Membership Update

Metari Harris, owner of Bags & Beads will be joining the board soon, along with a possible another individual. Member Janice Semma has stepped down to resigned, stated the reasoning was due to the council approval on the Vester development. Chris Johnston is over term and is staying on until more recruitment fills seat.

b. Tentative 2022 Events Schedule

Special event calendar hand out provided to members. The DDA will be hosting Nine on Nine again this year and bringing back outdoor movies downtown by collaborating with the Parks & Recreation called Movies in the Parks. Broadway in the Burbs appears to be growing outside the downtown and becoming Ticket event at Ferndale High School.

c. Changes to Social District Legislation

Social district legislation changes to bill 5090 include an extension to the sunset by eliminating the 2025 expiration and they are allowed to remain open during special events. This change provides the option for event to delineate the space of their footprint, if implemented and request to close should still be available. Patio Zone updates will be provided to council to include combining zones to allow for public to cross Woodward Ave. in addition to extension of days and times to include seven days from 10 to 10.

d. Development Update

Vester flats has been approved by council for development at the Territory parking lot in 14 months from approval. Owner of Ferndale Collision is looking at building a mixed-use development with parking lot, currently working with the planning commission on this private development, with guidance from the CED. City of Ferndale has issued an RFP for some of the surface parking lots for concepts and design ideas. City Manager Joe Gaciouch announced that CED Director, Jordan Twardy is outgoing, and they are near the end of the recruitment process with interviews starting next week and filled by early May. Woodward Moves, MDOT is working through final design to be supplied in June. Woodward Moves resurfacing road diet project will take place in two phases starting after August 2022. The condition of the cross walk at Nine Mile and Woodward is in bad shape and will be temporarily fixed using \$60 -\$90,000 of the local road active fund. Temporary fix will be done with asphalt and will create street closures at time of repair. The dot residential designs will be at planning commission in May/June with construction to start in spring of 2023.

6. PRESENTATIONS

a. Budget Workshop #2

Changes have been made to the DDA budget presented at the first workshop in January 2022. The Executive Director reviewed these updates and addressed questions. The primary updates are Capital Improvement for Withington Alley, upgrades are not ready to move forward currently. Instead DDA will fund the design at \$30,000, which will enable the City of Ferndale to seek grants that could assist with stormwater management. Funding removed for Vester streetscapes as it is not a planned project in the City's Capital Improvement Plan. Update to staffing, is the City of Ferndale and the

DDA are proposed the creation of a Downtown Liaison position within the Police Department. This proposal was developed over the course of two years of discussion between the City Manager and Executive Director. Each organization will agree to contribute \$60,000 per year for a trial period of 3 years to fund a position dedicated to the safety and engagement of our downtown area. The line item for communication has been updated to reflect the Woodward Moves Communication Liaison contract to \$80,000 from the estimated amount of \$50,000 over the course of 3 fiscal years. The DDA is not currently contributing to the capital cost of this project and supporting strong engagement will benefit the DDA now and help encourage business support for future capital improvement projects.

7. CONSENT AGENDA

Moved by Treasurer Brown seconded by Raska to approve the Consent Agenda as presented.

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Nathan Martin, Toly Ashkenazi, JeDonna Dinges, Jerome Raska, and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

8. REGULAR AGENDA

a. Approve FYE23 Budget

Moved by Treasurer Brown seconded by Johnston to approve the recommendation of FYE23 DDA Budget to the Ferndale City Council for approval.

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Nathan Martin, Toly Ashkenazi, JeDonna Dinges, Jerome Raska, and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

b. Approve Contract for Woodward Moves Communication Support with FRANCO Communications

The City of Ferndale issued an RFP for Woodward Moves Project Communications Support in January of 2022. Four proposals were received and reviewed by City and DDA staff. A final interview was conducted with Franco in early March, and their selection for this project was jointly supported. The DDA is not contributing to the capital cost of the Woodward Moves project. Ensuring thorough engagement will benefit current operations and pave the way for future capital projects to be more successful. As a part of our ongoing efforts to collaborate with the City of Ferndale, the DDA Executive

Director will serve as the point of contact for this contract. Updates will be provided to the City Manager and other staff at regular intervals. The selected firm will be tasked with the following: Develop, implement, and maintain a communications plan which fosters a sense of optimism - Develop and implement a process for one-on-one business engagement which includes a mix of in-person visits, phone calls, and meetings - Maintain an issues log and document follow up communication on each issue - Provide regular updates on the status of the communications plan to the project team and engagement.

Tina Kozak, CEO and Emily Herbert, Integrated Communications Specialist with FRANCO Communications came to podium and introduced themselves along with an overview of how they approach this type of communication need.

Moved by Treasurer Brown seconded by Johnston to authorize the Executive Director to enter a contract for Woodward Moves Communication Support with FRANCO Communications with contingency to not exceed \$87,000 in FTE 22, 23, and 24.

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Nathan Martin, Toly Ashkenazi, JeDonna Dinges, Jerome Raska, and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

9. CALL TO BOARD MEMBERS

a. DDA Event Sponsorship Request

A discussion about special events sponsorship has been requested by Member Chris Johnston. Executive Director, Stevens advised that Member Johnston should not speak to this do to a conflict of interest. Executive Director, Stevens requested an open forum discussion amongst board members to provide their wishes so that a recommendation of a draft policy can be presented. Consideration of smaller events and budget comparison between cities with clarification of what, how or when to provide support. History of events generated foot traffic, the function of DDA was responsible for increasing of foot traffic to businesses. Focus has shifted into park activation and public use of space rather than the large events. Sponsorship policy could focus on DDA hosted events or fund the events. Benefits to DDA supporting events is the importance of brand expose for pubic to understand who and what the DDA provides. Overall goal to align with City on how we support events while supporting the community and mission to diversify the style. Executive Director, Stevens will present a plan to be presented in May board and volunteer in a working group.

Member Johnston, states that he is impartial and feels his opinion is valuable. Asks board to weigh in on whether or not board would like him to speak. Member Raska feels as though everyone on board is in control of their own decisions and deserves their voice to be heard. Member Brown stated she would like his view and opinion. Member

Martin stated that whatever member Johnson says will not sway the opinions of the board. Overall, board weighed in with support of all members being heard during discussion is beneficial.

City manager, Joe Gacioch provides clarity that the board decides who can speak and can't, it is their job to make board aware of possible conflict of interest.

10. ADJOURNMENT

Motion by Member Treasurer Brown, seconded by Raska to adjourn the meeting at 10:03 AM

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Nathan Martin, Toly Ashkenazi, JeDonna Dinges, Jerome Raska, and Mayor Melanie Piana

NAYS – None

All ayes, motion carries.



April 14, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Creation of Events Sponsorship & Engagement Policy Advisory Committee

SUGGESTED ACTION

Create the Events Sponsorship & Engagement Policy Advisory Committee and appoint two (2) Board of Directors members and one (1) Vision Committee volunteer to serve.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-04-14

Item Description

The Executive Director recommends appointment of an Advisory Committee to review event sponsorship and engagement policy in response to direction provided by the DDA Board of Directors on March 24, 2022.

Item Background

At the Regular Meeting held on March 24, 2022, the Ferndale DDA Board of Directors had a discussion about a policy for sponsoring and engaging with events to be held in Downtown Ferndale. The Executive Director has reviewed feedback and is recommending that an Advisory Committee be created in accordance with the Ferndale DDA bylaws to review the issue and make a recommendation to the Board.

The Advisory Committee will meet an estimate of two (2) times in May and June. The Executive Director will present a summary of events policy and funding in 2020 and 2021 during the first meeting and facilitate a discussion for future policy. A draft policy will be presented and finalized in the second meeting.

The Executive Director requests that two Board of Directors members be appointed as well as one volunteer member of the Vision Committee. Membership is at the discretion of the Board; however, it is strongly recommended that the Treasurer Sarah Brown be appointed, as this issue has a financial impact on the organization. A Vision Committee volunteer will be recommended during the meeting.

Item Costs

Event sponsorship is not a specifically budgeted item at this time. The General Ledger code 248-000-885.000 Special Program includes the following line item notes for the upcoming FY23: \$25,000 - Special Events Programming, \$10,000 - Business Training Program, \$10,000 - Holiday Programing.

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS: