



FERNDALE

# The City of Ferndale

## Agenda

**Monthly meeting of the DDA Board of Directors to conduct regular business. Downtown Development Authority Meeting**

**THURSDAY, JULY 14, 2022 @ 8:00 AM**

**City Council Chamber  
300 East Nine Mile Road  
Ferndale, MI 48220**

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1. **Call to Order**
2. **Approval of Agenda** Edits may be made by the Board prior to approval.  
Chair asks those in favor to say, "aye", those opposed to say "no" to adopt the agenda.
3. **Community Reports** Community organizations are invited to attend and provide updates.
4. **Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
5. **Presentations**
  - 5.a Introduction of Downtown Resource Officer
  - 5.b Update on Fire Department Business Registration Program
  - 5.c Woodward Moves Project Update
  - 5.d Ferndale Social District Update
6. **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.
  - 6.a [Approval of Minutes from June 2, 2022](#)
7. **Regular Agenda** Vote Format: By Voice unless otherwise noted  
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
  - 7.a [Contract extension for Landscaping and Maintenance with the City of Ferndale Department of Public Works in an amount not to exceed \\$185,440,000 for FY23. Additional approval for Addendum A for Snow Removal and De-Icing Services in an amount not to exceed \\$30,000 for FY23.](#)
  - 7.b [Consideration of Salary Grade Structure for the Ferndale Downtown Development Authority & Annual Salary Increase for DDA Executive Director](#)

**8. Information Items from Executive Director**

**9. Call to Board Members** Members are provided an opportunity to share general updates, recovery planning strategy, questions, concerns, etc.

**10. Adjournment**



July 14, 2022

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Approval of Minutes from June 2, 2022

**SUGGESTED ACTION**

Approval of Minutes from June 2, 2022

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2022-07-11

**Item Description**

TBD

**Item Background**

TBD

**Item Costs**

TBD

**GL#**

n/a

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[DDA Board Meeting Minutes\\_June 2, 2022.pdf](#)



Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors  
THURSDAY, JUNE 2, 2022 @ 8:00 AM  
Council Chambers  
300 E Nine Mile, Ferndale, MI 48220

**1. CALL TO ORDER: 8:03 AM**

MEMBERS PRESENT: Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Jerome Raska, Omar George, Metari Harris, and Council Member Greg Pawlica

MEMBERS ABSENT: Nathan Martin, Mayor Melanie Piana, Toly Ashkenazi

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

GUESTS: Jenny Marr, Executive Director of the Ferndale Area District Library; Michael Lary, Special Events Director

**2. APPROVAL OF AGENDA**

Moved by Member Raska seconded Treasurer Brown to approve the agenda with change Regular Agenda to 5.

*AYES* – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Jerome Raska, Omar George, Metari Harris, and Council Member Greg Pawlica

*NAYS- None*

*All ayes, motion carries.*

**3. COMMUNITY REPORTS**

Jenny Marr, Executive Director of the Ferndale Area District Library announced summer reading kicks off on June 16, 2022, in courtyard. Oceans of possibility with a variety of programming. Baby and toddler story time to start. Pre-registration to limit the size of in person events. Juneteenth celebration will be held on June 18, 2022, at Green Acres Park in Hazel Park. In process of wrapping up Fiscal year. Seasonal mailer goes out to all households today. Decorated the window facing West Nine Mile with a rainbow stack of books to show support for Ferndale Pride. Ideation Orange design work is complete and will use the design as a guideline for outdoor art. Tree in courtyard will be replaced with pavilion with green roof and rain barrels.

**4. CALL TO AUDIENCE: N/A**

**5. REGULAR AGENDA**

Approval of Letter of Support for Revitalization and Placemaking (RAP) Program for West Nine Mile Streetscapes Placemaking Grant America Rescue Plan Funding MEDC application is opening

for a 500,000 with matching grant. The funding will be used for an opportunity for West Nine Mile streetscapes, matching the grant with what is budgeted for the Withington Alley. West Nine Mile streetscape estimates over 1 million include sidewalk and landscaping bed re-scaping. If awarded the grant, we can revisit where the match comes from and see if we can do more with more City funding. Deadline for grant submission in June 3, 2022. Program goals include proactively addressing the negative economic impacts of the pandemic by investing the projects that promote population and tax revenue growth. Enhancing downtown vitality is specially noted in the program guidelines.

Possibilities Plan West Nine Mile Streetscapes As we look forward to economic recovery a strategic approach to maintaining a walkable inviting downtown has never been more critical. Outdoor activation is key. City and DDA are collaborative proposing West Nine Mile Street scape for this grant application. The Ferndale capital improvement plan and DDA possibilities plan identifies several weaknesses and opportunities related to streetscape and alley design. West Nine Mile Street from Woodward to Planavon was streetscaped in 2000 and much of the infrastructure is failing

Photos shared of status of road, shows patch jobs and lack of proper ADA components. Landscaping beds and trees are part of the focus. Touched on building on successes – seating areas, affirmations, bike racks and bench replacement.

Matching funds will be \$650,000 from DDA fund balance pending approval and \$350,000 City of Ferndale Water Fund (for storm water management) and major streets fund. This RAP grant is a reimbursement grant.

Design concept was included in packet but not a topic of discussion yet. If awarded grant, the design process will begin including public/council/board.

Current fund balance is \$725,000 in fund balance, using \$650,000 leaves \$75,000 in the fund balance. Other costs associated are staff time, engineering costs from Giffles Webster. Revenue goes up so the income goes up and will cover ancillary costs.

Over ten years, the DDA saved \$150,000 each year creating fund balance with interest accumulated, Fund Balance was used for West Troy Streetscape, Schiffer Park, streetscape replacements are also supported by this fund.

RAP Grant timeline states, money must be encumbered by end of 2024, with designs and constructors allocated. Project must be completed in 2026. In event we are awarded, we can always say NO at that time. Today's board approval is only for submitting application. A future meeting will be scheduled to discuss the details and go deeper and more specific design process.

Moved by Council Member Greg Pawlica, seconded by Member Jerome Raska to approve Letter of Support for Revitalization and Placemaking (RAP) Program and commit \$650,000 from DDA fund balance to meet grant match requirement

*AYES* – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Jerome Raska, Omar George, Metari Harris, and Council Member Greg Pawlica

NAYS- None

***All ayes, motion carries.***

## **6. INFORMATION ITEMS FROM EXECUTIVE DIRECTOR**

The DDA has submitted for two grants, \$30,000 from MACC Michigan Arts and Cultural Council and \$10,000 from MSOC Tech assistance. One of the items these funds could help support are the build façade grants. H2o water hanging baskets voted on in September are now installed. Implement special events process has been put on back burner due to the health of the Executive Director. The DPW maintenance contract adjustments will be discussed next meeting, currently has been extended. On boarding process and training videos will be supplied later and along with information on off boarding members. Joy Wells has resigned from the Chamber last week.

## **7. PRESENTATIONS**

### **a. Presentation on You Belong Here Mural Project**

Engagement Manager Sommer Realy presented the application process for the first annual Public Art Mural Project funded by the DDA. Property owners and or business owners have the option to apply for an exterior art enhancement. Artists will have an opportunity to apply with a proposal for exterior public art using the theme “You belong here” slogan. Estimated time to launch open application period is July 1, 2022. Discovery meeting with FACC, Board, and DDA staff to review and select submissions would happen in August/September and celebrated near September 23 to 26 during the art fairs weekends.

### **b. Presentation on New Monthly Business Meetups**

Engagement Manager Sommer Realy shared information on the Ferndale Business Beat meetups that take place on the 1<sup>st</sup> Tuesday of every month. Location has changed to City Hall council chambers. These meetings are beneficial because of Downtown Ferndale entrepreneurs with a huge variety of skills and knowledge. The City of Ferndale's Downtown Development Authority started hosting these meetings in May called Connect-Share-Learn where we hope to share updates from the DDA and City of Ferndale but also encourage you to meet your neighbors and share insight on how we can continue to grow and thrive as a community. Block by block, street by street the business community is filled with amazing entrepreneurs who have so much knowledge and understanding of resources available outside of what we can offer. During these meet ups, we encourage you to meet your neighbor and share your insight on how to operate a successful business.

## **8. CONSENT AGENDA**

### **a. *Approval of Minutes from April 14, 2022***

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

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Jerome Raska, Omar George, Metari Harris, and Council Member Greg Pawlica

NAYS- *None*

***All ayes, motion carries.***

## **9. ADJOURNMENT**

Motion by Member Omar George seconded Treasurer Brown to adjourn the meeting at 9:17 AM

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Toly Ashkenazi, Jerome Raska, and Council Member Greg Pawlica

NAYS – *None*

***All ayes, motion carries.***

## **10. Call to Board Members & Other Business** *Members are provided an opportunity to share general updates, recovery planning strategy, questions, concerns, etc.: N/A*



July 14, 2022

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Contract extension for Landscaping and Maintenance with the City of Ferndale Department of Public Works in an amount not to exceed \$185,440,000 for FY23. Additional approval for Addendum A for Snow Removal and De-Icing Services in an amount not to exceed \$30,000 for FY23.

**SUGGESTED ACTION**

Approve Contract Extension for Landscaping and Maintenance with the City of Ferndale Department of Public Works in an amount not to exceed \$185,440,000 for FY23. Additional approval for Addendum A for Snow Removal and De-Icing Services in an amount not to exceed \$30,000 for FY23.

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2022-07-11

**Item Description**

The Department of Public Works has partnered with the Ferndale Downtown Development Authority to provide landscaping and maintenance services over the past three and a half years. The Ferndale Downtown Development Authority would like to exercise the option for a contract extension from 7/1/2022 through 6/30/2023. DPW is also able to commit resources to providing basic snow and ice removal services during this period as per Addendum A. Note that ability to provide this service is evaluated annually to ensure adequate staffing is available.

Contract language remains largely unchanged with minor updates to provide clarify on existing policy/practice.

A \$10,000 fuel and inflation surcharge has been added to the fee proposal. The cost of providing equipment, staff, tools, supplies, etc has increased dramatically since December 2020 when the original fee schedule was created.

**Item Background**

Letter from DPW Director Dan Antosik to the Ferndale Downtown Development Authority



Subject: DDA Landscaping and Maintenance Contract Extension

Dear Ms. Stevens

The Department of Public Works is pleased to have the opportunity to partner with the Ferndale Downtown Development Authority to provide landscaping and maintenance services over the past three and a half years. It has been a pleasure being able to serve the DDA in this capacity and strengthen our relationship during this time. The City of Ferndale, through its Department of Public Works (DPW) would like to exercise the option for a contract extension from 7/1/2022 through 6/30/2023. We are also able to commit resources to providing basic snow and ice removal services during this period as per Addendum A.

This proposal details our Scope of Work and the proposed fees for the stated services. Over the course of the current contract period, the Department of Public Works was able to achieve a noticeable difference in the level of service provided to the DDA. Our employees have demonstrated creativity and dedication to downtown, and their hard work shows within the DDA District. Please note that a \$10,000 fuel and inflation surcharge has been added to the fee proposal as per our discussions. The cost of providing equipment, staff, tools, supplies, etc has increased dramatically since December 2020 when the original fee schedule was created.

Please note there have been minor updates to the Scope of Work as previously discussed. These changes were agreed upon to clarify roles and responsibilities and streamline operations. Needs have evolved over time, and it was important to clarify a few of these issues in the contract language. Additionally, flower bed maintenance along Woodward Avenue will be significantly reduced during the repaving project due to access limitations.

The DPW team took pride in all that we accomplished and look forward to the next chapter in our partnership. We look forward to the opportunity to continue growing our partnership and providing landscaping and maintenance services to the Ferndale Downtown Development Authority.

Sincerely,

Dan Antosik  
Deputy Director  
Department of Public Works  
City of Ferndale  
dantosik@ferndalemi.gov  
248-546-2525 ex. 602

**Item Costs**

7/1/2022 through 6/30/2023

Landscaping and Maintenance:  
Hourly Rate: \$38.32  
Total Estimated Hours: 4,578  
Subtotal Total Cost: \$175,440.00

Subtotal Fuel & Inflation Surcharge: \$10,000

Total Estimated Cost: \$185,440.00

Snow Removal:

Normal Business Hours: \$155.16/HR

Overtime at Time and a Half: \$194.76/HR

Double Time (Sunday): \$234.37/HR

De-icing:

Per Event: \$200.00

**GL#**

248-000-931.000

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[DDA Landscaping and Maintenance Contract 2022 Update.pdf](#)



**FERNDALE**

Department of Public Works  
521 E. Cambourne  
Ferndale, MI 48220  
248.546.2519  
[www.ferndalemi.gov](http://www.ferndalemi.gov)

**7.8.2022**

Lena Stevens  
Executive Director, Ferndale Downtown Development Authority  
300 E. 9 Mile Road  
Ferndale, MI 48220

**Subject: DDA Landscaping and Maintenance Contract Extension**

Dear Ms. Stevens

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This proposal details our Scope of Work and the proposed fees for the stated services. Over the course of the current contract period, the Department of Public Works was able to achieve a noticeable difference in the level of service provided to the DDA. Our employees have demonstrated creativity and dedication to downtown, and their hard work shows within the DDA District. Please note that a \$10,000 fuel and inflation surcharge has been added to the fee proposal as per our discussions. The cost of providing equipment, staff, tools, supplies, etc has increased dramatically since December 2020 when the original fee schedule was created.

Please note there have been minor updates to the Scope of Work as previously discussed. These changes were agreed upon to clarify roles and responsibilities and streamline operations. Needs have evolved over time, and it was important to clarify a few of these issues in the contract language. Additionally, flower bed maintenance along Woodward Avenue will be significantly reduced during the repaving project due to access limitations.

The DPW team took pride in all that we accomplished and look forward to the next chapter in our partnership. We look forward to the opportunity to continue growing our partnership and providing landscaping and maintenance services to the Ferndale Downtown Development Authority.

Sincerely,

Dan Antosik  
Deputy Director  
Department of Public Works  
City of Ferndale  
[dantosik@ferndalemi.gov](mailto:dantosik@ferndalemi.gov)  
248-546-2525 ex. 602

## **Exhibit A. Scope of Work**

### **General specifications**

The work to be performed under this agreement shall include furnishing all labor, material, vehicles, and equipment to perform the following.

### **Scope of work**

This work shall include all labor, materials, equipment, supplies and to maintain flowerpots, hanging baskets, and flower beds in an attractive, healthy and weed free condition. Water shall be available at the city yard. All work shall be performed in a professional manner, using quality methods. All equipment and material shall be operated and maintained with the highest of standards. All flower beds shall receive no less than the following:

- Beds shall be maintained in a clean, crisp condition. They shall be kept healthy-looking and above average in vigor for the specific variety.
- Only the appropriate weed control products will be allowed in landscape and flower bed areas after they are planted and established. The appropriate depth of mulch is encouraged in these areas as a form of weed control and to enhance its attractiveness.
- All flower beds and baskets shall be watered regularly and adequately to fit the nature of the plant, the type of soil, and the location and exposure. Fertilizer will be applied during the watering process as needed.
- The DDA will be notified immediately if disease, pest or lack of vigor are observed. Control of these issues will be arranged by DPW according to environmental protection and local pest-control laws.
- Dead or diseased plants shall be removed promptly from all beds and properly disposed of. Broken, damaged or unsightly flowers or sections of plants shall be properly removed promptly and replaced at cost to the DDA.
- Beds shall be maintained free of weeds. No individual weed (including Grasses) shall remain more than one week. Acceptable weed density within the above shall not exceed over two weeds per square foot over the worst half of any bed.
- Where interplanting of a permanent nature exist within the area or bounds of a given Flower bed, such interpolating's shall be protected and compatibly natured. This will include trees, shrubs, etc.
- Where removal of a plant or lack of growth detracts measurably from a planting, the DDA shall be notified.
- Trash, waste, and other unsightly matters shall be removed regularly and disposed of properly, at no additional cost to DDA.

### **Hours and days of maintenance service**

Hours of operations shall be primarily from 5 a.m. to 3 p.m., though the city may elect to provide additional coverage as needed. Days of operation shall be Monday through Saturday. Sunday and evening work will be scheduled as needed.



**New plant materials/purchase and guarantee**

The Department of Public Works is responsible for labor, adequate storage, and delivery of plant materials. A list of estimated prices for materials and supplies shall be provided prior to replacement.

- **Plant materials**  
Plant materials shall conform to the “Horticultural standards” of the American Association of Nurserymen regarding kind, size, age, etc.
- **Plants**  
Plants shall be sound, healthy, vigorous, free from plant disease, insect pest or their eggs, and shall have healthy normal root systems and comply with all state and local regulations governing these matters and shall be free from any noxious weeds.
- **Caliper**  
Measure caliper of all trees six inches above ground surface. All new trees planted shall be a minimum of 2 inch in caliper when possible.
- **Shape and form**  
Plant materials shall be symmetrical and/or typical for variety and species.
- **Quality of plants**  
All plant material shall be provided from a licensed nursery and shall be subject to acceptance as to quality by the DDA.
- **The DDA will provide additional funding for purchase of plant materials and any other required work/supplies above and beyond this agreement.** About 600-800 flats of flowers are to be planted annually. Cost of installation shall be covered in the hours outlined in The DDA fee proposal.
- **Guarantee**  
All shrubs and perennials shall be purchased with a guarantee to live and remain in healthy condition for no less than one year from the date of acceptance by the DDA of the planting (job). All trees shall be purchased with a guarantee to live and remain in healthy condition for no less than two years from the date of acceptance by the DDA of the planting (job).
- **Purchasing**  
The DPW is a member of multiple organizations that source from competitiveness bid contracts. We also have relationships and knowledge of vendors across industries. We will be able to assist in purchasing material. In some cases, we can realize economies of scale when purchasing material for both the DDA and DPW.



**Weeding**

All landscape areas – including tree grates, landscape beds, sidewalks, and parking lots on 9 Mile, Troy, Vester, Planavon, Allen and Woodward from Saratoga to Breckenridge (east & west) (outlined on map) and in the DDA walkways shall be weeded frequently so that at no time shall there be any weeds. With regards to parking lots, weeds around bumper blocks, meter, and signpost, etc., shall be controlled via use of pesticides or other cultural means. Where tree plantings exist in a parking lot, an appropriate weed control program must be utilized to eradicate the pest and ensure the health of the tree focusing on the dripline area. Tree grates outside of the DDA area will be maintained outside of this agreement by DPW.

**Watering**

Because water requirements by plants vary according to the season and a particular year, extremely close attention shall be paid to the demands of the plants as influenced by their exposure to the sun, wind, shade and location in the individual sites. The variations in the size of the plants installed, as well as the varieties, shall be taken into considerations. To determine when watering is required, a soil probe shall be used every week in each landscape site to test the root zone of one or more plants of each variety. Water will be provided at the DPW yard.

**Pruning**

All pruning shall be performed as required by the DDA according to the aesthetic requirements of the City and the DDA, as follows:

**Trees (DBH 10” or less)**

- (1) Corrective pruning shall consist of removing dead and/or broken branches. Interfering or crossed limbs shall be removed along with any suckers. All limb removals shall be made flush to the trunk or limb from which they originate.
- (2) Aesthetic pruning shall be performed to maintain the natural shape and characteristics of the variety. Central leaders shall be maintained in those varieties normally having them. Pruning shall be performed as often as growth allows and at least once a year to have the trees appear neat and orderly. No additional compensation will be given for aesthetic pruning.
- (3) Pruning schedule and practices shall be determined in concert with the City of Ferndale’s sustainability goals and processes.

**Shrubs**

All shrubs shall be pruned to retain their natural form and proportionate size to each other, at least 3 times/year, or as needed.

**Ground cover**

All ground cover shall be pruned as necessary to a neat edge along all walls and sidewalks. Any runners that start to climb any of the shrubs or trees shall be pruned.

## **Flower beds**

### **Definition**

Flower beds shall include all areas where six or more annual flowers or plants are grouped and planted for aesthetic purposes. The presence of other plants interplanted does not change the flower bed classification. Bed parameters shall be defined as all areas up to 18" beyond the edge flower or at the nearest designed edging or boundary.

### **Sites**

The grounds and areas to be maintained, include but are not limited to the areas adjacent to the metered parking lots within the district; the Henry Schiffer Memorial park; the north and south DDA District, pedestrian alleys; the streetscape plantings on Nine Mile from Paxton to Pinecrest and on West Troy from Woodward to Allen. Flower beds are located at the Woodward Avenue median from Marshall to Oakridge, 9 Mile Road (north and south sides) from Paxton to Pinecrest), West Troy from Woodward to Allen, Henry Schiffer Memorial Park, Withington from Woodward to Planavon on the south side of the street, the decorative entrance to Lot 3 at both west and northeast ends and parking lots where other beds are located, such as Loy 9 , Lot 10, Troy Street, Lot 3, Lot 2 and Lot 11. Note: The DDA has approximately 186 hanging basket and 40 free-standing pots. Additional flower beds may be added through the life of the agreement. DPW will manage start up, repairs and winterization of irrigation system in the mentioned areas of the DDA.

### **Flowerpots, hanging baskets and flower beds**

Flowerpots, hanging baskets and flower beds need the highest standard of care. Watering shall be regular and sufficient to maintain a crisp, healthy, weed-free appearance. DPW will supply equipment, labor, and fertilizer to maintain the flowers and water supplied from the DPW yard.

### **Mulching**

Approximately 80-200 yards of double shredded hardwood mulch is necessary for installation in landscape area in the DDA areas. Each year, a pre-determined amount of mulch will be required, and paid for by the DDA under separate billing. Installation of mulch is included in the agreement hours.

### **Planting**

DPW is responsible for delivery and installation of materials, these materials will be stored at one of the DPW yards during the installation period. All flower bed annuals, hanging baskets and planters must be installed by Memorial Day, unless otherwise directed by the DDA. Perennials, trees, and shrubs should be planted during appropriate seasons based on species, unless replacement materials or otherwise directed by DDA. Fall removal of beds, landscape areas, hanging baskets and planters depends on the season.

### **Spring & fall clean up**

DPW shall perform a spring and fall clean-up of all bed, landscape areas, hanging baskets and planters. Spring clean-up shall be completed by May 15th and fall clean-up shall be completed by November 1<sup>st</sup> depending on the weather.



**Light pole banners & holiday decorations**

Light pole banners on 9 Mile need changing throughout the year and maintenance checks that all banners are still attached. DDA will supply banners and notify DPW of what banners will be installed. DPW will supply labor, materials, and equipment to change and maintain banners. Work shall be done during normal business hours. Banner changes will be completed in a timely manner. There are also third-party events held within the city that sometimes request banner changes for their events on behalf of their organization. All banner changes placed on City light poles must be approved, in advance, by Ferndale. All banner changes outside of the scope of the above list must be approved by the DDA and Ferndale and billed to the third-party organization. DPW will be the only contractor allowed to change banners throughout the duration of the agreement.

Holiday decorations on Ferndale light poles and landscaping on Woodward, 9 Mile, Troy street, Planavon and pedestrian alleys are required to be installed one week prior to Thanksgiving each year starting November 15th. Removal of the holiday decorations will be on or before February 1st depending on the season. DPW will supply labor, materials, and equipment to change and maintain holiday decorations (which requires a lift for the snowflake globes). Work shall be done during normal business hours.

**Debris**

Litter and debris shall be removed daily from all landscaped ground, sidewalks, parking lots & bays and other DDA areas, including flower and shrub beds. Removal of litter and debris from city parking lots shall be done by the DPW. All litter and debris shall be disposed of properly at no additional cost to the DDA. Periodic debris around and in the waste, containers may need removal. DPW will schedule blowing and street sweeping as needed for the district (as indicated on map). Litter and debris removal on foot will be required as needed per week in the otherwise designated areas of the DDA, called the Extended DDA Areas. See DDA area map for details and locations. Tree wells on Woodward north of Breckenridge and south of Saratoga are handled by DPW outside of this agreement.

**Infrastructure Maintenance**

DPW will work with DDA staff to identify maintenance needs of infrastructure items located within the district. Both parties will work together to identify a maintenance schedule of the needs. DPW will be responsible for providing the labor to address the maintenance concerns. The DDA will be responsible for any materials and equipment that may be needed to address any repairs.



## **Landscaping and clean-up**

### **Grounds and areas**

The grounds and areas to be maintained, include but are not limited to the areas adjacent to the metered parking lots within the district, the Henry Schiffer Memorial park, the north and south DDA District, pedestrian alleys, the streetscape plantings on Nine Mile from Paxton to Pinecrest and those on West Troy from Woodward to Allen. Flower beds are located at the Woodward Avenue median from Marshall to Oakridge, 9 Mile Road (north and south sides) from Paxton to Pinecrest), West Troy from Woodward to Allen, Henry Schiffer Memorial Park, Withington from Woodward to Planavon on the south side of the street, the decorative entrance to Lot 3 at both west and northeast ends and parking lots where other beds are located, such as Loy 9 , Lot 10, Troy Street, Lot 3, Lot 2 and Lot 11.

### **General cleanliness**

Dumpster areas and trash receptacles in the core downtown area shall be power washed once per month or as needed to maintain a clean and safe appearance – weather permitting. The Department of Public Works will be responsible for any graffiti eradication and control to city property under this agreement, they will not be responsible for replacement cost of plant materials destroyed due to vandalism. Power washing of sidewalks and pedestrian alleys will occur once a year, if required, based on direction from the DDA Executive Director. This service will be scheduled during times where there will be minimal impact to the businesses and pedestrians.

## **DDA Boundaries**

### **Grounds and areas definitions**

The areas of maintenance of the DDA are: West Nine Mile (north and south sides) from Woodward to Pinecrest; all vehicular and pedestrian alleys in the DDA; West Troy (north and south sides) from Woodward to Allen; Vester from Woodward Bermuda (north and south sides); East Breckenridge from Woodward to East Breckenridge parking lot (north and south sides) Planavon from Nine Mile to Withington including Henry Schiffer Park; Withington (north and south sides) from Woodward to Planavon; East Nine Mile (north and south sides) from Woodward to east corner properties of Paxton (north and south sides); Woodward (east and west sides) from Oakridge to south corner properties at Marshall; East Troy (north and south sides) from Woodward to Lot 11; and West Breckenridge (north and south sides) from Woodward to the Lot 2; all public lots, except City Hall.

### **Exceptions to maintenance areas**

Medians & tree wells along Woodward Avenue, except flower beds, from Saratoga to Marshall and Breckenridge to Oakridge are not included. Flower beds along Nine Mile between Livernois and Pinecrest are not included. They are maintained by DPW outside of this agreement.

## **Personnel**

### **Supervisory**

DPW shall have at least one full-time Leader dedicated solely to the DDA's maintenance services program. A list of contact numbers for the leader and pertinent crew members will be provided to the DDA.

### **Data**

DPW can collect and analyze data. DPW would need direction on what data and metrics the DDA would like to see. We will be using our data collection to increase the efficiency and effectiveness of our team.

### **Ancillary services & special projects**

Ancillary services and special projects are defined as anything falling outside of the scope of this contract. This includes but is not limited to;

- Special events
- Large-scale infrastructure replacement programs (includes assembly and placement of street furniture)
- Assistance with DDA organizational projects
- Concrete/paver repair work

As the needs of the DDA change, DPW would be open to providing additional services and flexible hours on a case by case basis, any modifications to this agreement must be agreed upon by both parties in writing and results documented. Whenever possible, these items should be scheduled well in advance to provide the department with time to properly plan for execution.

These projects will be billed to the DDA in addition to monthly maintenance charges at the hourly rates outlined in the fee proposal.

## Exhibit B. Fee Proposal

The Department of Public Works proposes a not to exceed structure based on an hourly rate for services provided under the Scope of Work. The initial term of the agreement will be split into the two following periods:

### Initial Contract Period

**12/1/2020 – 6/30/2021**

Hourly Rate: \$36.84  
 Total Cost: \$75,000.00  
 Total Estimated Hours: 2,035

**7/1/2021 – 6/30/2022**

Hourly Rate: \$37.57  
 Total Cost: \$172,000.00  
 Total Estimated Hours: 4,578

The DDA will only be billed for hours worked providing services covered under the Scope of Work. Any service the DDA requires not covered under the Scope of Work must be agreed upon by both parties and documented. The cost of providing additional service may or may not be covered under the fee proposal.

### Optional Contract Extensions

The Department of Public Works proposes a not to exceed structure based on an hourly rate for services provided under the Scope of Work. The extensions to the agreement will have a 2% cost increase per year. The extensions to the agreement will span the two following periods:

**7/1/2022 – 6/30/2023**

Hourly Rate: \$38.32  
 Total Estimated Hours: 4,578  
 Subtotal Total Cost: \$175,440.00  
 Subtotal Fuel & Inflation Surcharge: \$10,000  
 Total Estimated Cost: \$185,440.00

**7/1/2023 – 6/30/2024**

Hourly Rate: \$39.08  
 Total Estimated Hours: 4,578  
 Subtotal Cost: \$178,948.00  
 Subtotal Fuel & Inflation Surcharge: \$10,000  
 Total Estimated Cost: \$188,948.00

The DDA will only be billed for hours worked providing services covered under the Scope of Work. Any service the DDA requires not covered under the Scope of Work must be agreed upon by both parties and documented. The cost of providing additional service may or may not be covered under the fee proposal.

## **Addendum A.**

The DPW would be willing to provide snow removal and/ or de-icing services for the DDA at an additional cost. Snow removal services would be provided for any snow event above 2 inches in snowfall. The costs for both services are below.

### **Snow Removal**

Normal Business Hours: \$155.16/HR

Overtime at Time and a Half: \$194.76/HR

Double Time (Sunday): \$234.37/HR

Snow removal events would occur at the end of a snowfall. The DPW will not maintain the sidewalks within the DDA throughout a snowfall event. This service will only be provided following a snow event. The DPW will not be responsible for clearing snow directly in front of the entrance to a building and on private property. The DPW will only push the bulk snow on the sidewalks for pedestrian traffic. DPW estimates that each snow event may take up to 5 hours to fully clear sidewalks within the DDA. The number of occurrences is difficult to predict – possibility of 20 to 40.

### **De-icing**

Per Event: \$200.00

De-icing will occur as needed and will cover the sidewalks in the district for pedestrian traffic. The DPW will not be responsible for clearing snow directly in front of the entrance to a building and on private property. DPW will not provide spot de-icing. When de-icing services are provided, the DPW will cover the district in one pass and return as needed. The number of occurrences is difficult to predict – possibility of 40 to 75.



July 14, 2022

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Consideration of Salary Grade Structure for the Ferndale Downtown Development Authority & Annual Salary Increase for DDA Executive Director

**SUGGESTED ACTION**

Approve Proposed Salary Grade Structure for the Ferndale Downtown Development Authority and Annual Salary Increase for DDA Executive Director

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2022-07-11

**Item Description**

Currently, staff of the Ferndale Downtown Development Authority (DDA) are not included in the City of Ferndale Grade Structure of Non-Union Salary Positions. Including the DDA in this structure serves to clarify policy in the hiring process and helps ensure that pay within the Ferndale DDA remains comparable to similar positions with the City of Ferndale and to neighboring communities. While the DDA Executive Director maintains the responsibility for all personnel decisions, establishing structure is a critical part of creating continuity in operations.

**Item Background**

Each year, the Ferndale City Council adopts an updated Grade Structure for Non-Union Salary Positions. The Ferndale Downtown Development Authority (DDA) Executive Director proposes that the Ferndale DDA be included in this structure in the future to clarify policy and ensure equitable pay scales.

The DDA Board of Directors is being asked to do the following:

(1) Approve the proposed grade structure which lists the Engagement Manager in Grade 1, and the Executive Director in Grade 5

(2) Approve an annual pay rate increase for the Executive Director. To date, only cost of living

increases have been requested by the Executive Director in light of the pandemic and its potential impact to the budget.

#### (1) PROPOSED GRADE STRUCTURE

The proposal sets the following pay grades: Engagement Manager in Grade 1, and the Executive Director in Grade 5. It also sets policy for annual pay rate increases of 2% for cost of living and 2.5% based on annual review of performance, in line with City of Ferndale policy.

The proposed Salary Grade for the Executive Director was established in consultation with the City of Ferndale Director of Human Resources. It is representative of a salary study completed in FY22 as well as comparison to similar roles within the City of Ferndale.

Note that the pay rate, or step, within the set grade for the DDA Engagement Manager will be determined by the Executive Director in accordance with the bylaws. The original rate of pay for this position was set based on previous pay rates of the Ferndale DDA only, and did not take into consideration relevant positions with the City of Ferndale.

#### (2) REQUESTED INCREASE FOR THE EXECUTIVE DIRECTOR

All salary increases for the DDA Executive Director should be approved by the DDA Board of Directors. The bylaws do not give the Executive Director the authority to establish or increase their own rate of pay. Currently, the salary range for this position was set through discussion with the DDA Board of Directors during the hiring process. No formal policy is in place for any position within the Ferndale DDA.

Setting a Salary Grade for the Executive Director is important for continuity of policy, however the "step" within that grade is a matter for the DDA Board of Directors to consider based on performance/merit.

In FY22, the Executive Director of the Ferndale DDA requested that analysis of DDA Director and/or equivalent positions be included in the salary study being conducted by the City of Ferndale. The Ferndale DDA Executive Director had no role in collecting the resulting data. The results of this study are attached for reference. Please note the the current pay noted does not indicate years of service.

It is also important to note that Birmingham and Farmington Hills may not directly comparable to the Ferndale DDA due to their size and complexity, but are still included for reference.

At the time of hiring, the current Executive Director's salary was \$74,000. Cost of living increases of 2% have been applied twice in July 2020 and 2021 for a current salary of \$76,989.60. This was a decision of the Director in light of the pandemic's uncertain impacts to the budget. The DDA Executive Director is now requesting a pay rate increase of 5.5%, equivalent to Grade 5, Step 4: \$81,150. This would be retroactive to July 1, 2022.

If a 2% raise had been applied in July 2020 followed by a 4.5% raise in July 2021 and 2022, the Executive Director requested salary would be \$82,426.

Annual performance review sessions have been held between the DDA Director and the City Manager,

and an annual review from the DDA Board of Directors will become a standard practice going forward.

**Item Costs**

DDA full time salary costs are included in General Ledger #248-000-706.000.

In FY22, the amended budget for full time salaries was \$122,160. The current FY23 budget set aside \$127,805 for full time salaries, which represented a 4.5% increase for both staff members.

Under the proposed pay structure, this would be increased to approximately \$134,000. Costs for taxes and benefits will increase in relation to the pay increases. It is the opinion of the Executive Director that this is reasonable and can be accommodated by the Ferndale DDA budget.

Revenue for the Ferndale DDA has continued to rise steadily for the past decade. While the Headlee Override expiration in FY26 is a consideration, it is the opinion of the DDA Executive Director that staffing remains the most vital resource, especially if increased efforts for grant research becomes a necessary party of operations.

**GL#**

248-000-706.000

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[DDA Executive Director Salary Analysis 2022.pdf](#)

[Proposed DDA Salary Grade Structure 2022.pdf](#)

## CITY OF FERNDALE SALARY STUDY

Created under the Direction of: Dan Jacey, Director of Human Resources

*\* Note the Ferndale DDA Executive Director did not participate in the gathering of this data*

Position:	Salary for DDA Directors or Equivalent Position
Comparable Community	Actual Salary:
Allen Park, MI	85,340
Auburn Hills, MI	72,902
Berkeley, MI	75,000
Birmingham, MI	90,000
Farmington Hills, MI	80,923
Lincoln Park, MI	60,000
Rochester, MI	77,983
Royal Oak, MI	*
Wixom, MI	Contracted \$45k/year no benefits
Ferndale, MI*	76,989
Range Data	
Average	77,449.72
50th Percentile	77,983.00
60th Percentile	79,747.00
65th Percentile	80,629.00
70th Percentile	81,806.41
75th Percentile	83,131.53
80th Percentile	84,456.64

\* Royal Oak DDA operates under the direction of the Director of Community Development with a Downtown Manager handling operations. The structure is not directly comparable to an Executive Director position.

\* Current Ferndale Executive Director's starting salary was \$73,025 with 2% cost of living increases applied in FY21 and FY 22, and recently applied for FY23



PROPOSED SALARY GRADE STRUCTURE FOR THE FERNDAL DOWNTOWN DEVELOPMENT AUTHORITY

City of Ferndale  
 Non-Union Salary Positions  
 Grade Structure  
 10 Steps, 2.5% Step Differentials, 24.9% Range Widths

FYE23 2.00% Increase

Grade	1	2	3	4	5	6	7	8	9	10	Positions				
10	\$125,460.00	\$128,597.00	\$131,811.00	\$135,107.00	\$138,484.00	\$141,946.00	\$145,495.00	\$149,133.00	\$152,861.00	\$156,682.00	City Manager				
9	\$105,660.00	\$108,303.00	\$111,010.00	\$113,784.00	\$116,630.00	\$119,546.00	\$122,535.00	\$125,598.00	\$128,737.00	\$131,955.00	Police Chief				
8	\$96,390.00	\$98,800.00	\$101,270.00	\$103,801.00	\$106,397.00	\$109,056.00	\$111,783.00	\$114,577.00	\$117,442.00	\$120,378.00	Asst City Manager	DPW Director	Fire Chief	Finance Director	HR Director
7	\$90,863.00	\$93,134.00	\$95,463.00	\$97,849.00	\$100,295.00	\$102,803.00	\$105,373.00	\$108,007.00	\$110,707.00	\$113,475.00	Assistant Fire Chief	CED Director	Police Capain		
6	\$82,890.00	\$84,963.00	\$87,087.00	\$89,264.00	\$91,495.00	\$93,783.00	\$96,127.00	\$98,531.00	\$100,994.00	\$103,519.00	Comm. Director	DPW Deputy	Finance Dep. Director		
5	\$75,356.00	\$77,239.00	\$79,170.00	\$81,150.00	\$83,178.00	\$85,258.00	\$87,389.00	\$89,574.00	\$91,813.00	\$94,109.00	Building Official	Clerk	Finance Manager	Parks & Rec. Director	DDA Executive Director
4	\$68,504.00	\$70,217.00	\$71,972.00	\$73,772.00	\$75,616.00	\$77,506.00	\$79,444.00	\$81,430.00	\$83,466.00	\$85,552.00	Facilities Manager	HR Manager	Planning Manager	Sustainability Planner	
3	\$62,277.00	\$63,834.00	\$65,430.00	\$67,066.00	\$68,742.00	\$70,461.00	\$72,222.00	\$74,028.00	\$75,879.00	\$77,776.00	Admin. Manager	Comm. Specialist	Planner II	Project Manager	
2	\$55,019.00	\$56,394.00	\$57,804.00	\$59,249.00	\$60,730.00	\$62,249.00	\$63,805.00	\$65,400.00	\$67,035.00	\$68,711.00	Assistant to the CM	Deputy Clerk	Deputy Rec. Manager	HR Generalist	
1	\$50,021.00	\$51,271.00	\$52,553.00	\$53,867.00	\$55,214.00	\$56,594.00	\$58,009.00	\$59,459.00	\$60,945.00	\$62,469.00	Retirement & HR Specialist	Sp. Events Director	Zero Waste Coordinator	DDA Engagement Manager	