



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 1st 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*