



Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
THURSDAY, SEPTEMBER 8, 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, Jerome Raska, Omar George, Treasurer Sarah Brown, and Mayor Melanie Piana

MEMBERS ABSENT: Vice Chair Chris Johnston, Toly Ashkenazi, JeDonna Dinges, Metari Harris

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

GUESTS: Jenny Marr, Executive Director of the Ferndale Area District Library; Downtown Resource Officer for Ferndale Police Department

AUDIENCE: N/A

2. APPROVAL OF AGENDA

Moved by Member Raska seconded Member George to approve the agenda.

AYES – Chair PJ Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

3. COMMUNITY REPORTS

Jenny Marr, Executive Director of the Ferndale Area District Library reported the following. Fall mailer should arrive in mailboxes any day, digital version available. September is library card month with Ferndale Public Schools recruitment and outreach. Art reception for Step Samels is on Saturday, September 10 from 2-4 reception this Saturday. Purchasing art for empty walls is a yearlong project supporting local artists and those have been exhibited and other pieces. October – December is the graphic novel book club. Details for all programs and clubs are in the newsletter. A board game club for middle schools and all ages begins soon. Election box upcycling, program to turn them into planters. New parking signs for 30-minute free parking have been installed. New landscaping contract is underway. Rain barrel demo in courtyard with Claire Zero Waste Department, will be coming up soon. Concert series at 630 PM launches next week. Reading with dogs, both for adults and kids is a huge success. Looking forward to the July 31 hybrid music night.

4. CALL TO AUDIENCE: N/A

5. PRESENTATIONS

5.a Woodward Moves Update

Executive director, Lena Stevens reported that the first outreach day took place, volunteers from city staff, board members and DDA staff were paired up and given sections of Woodward to deliver door hangers or postcards. Did not encounter anyone who did not hear about this project yet, except for Taco Bell. Businesses are grateful for the outreach and connection. Will do another outreach day. People are following the QR code and signing up for text messages. Privacy laws create a multiple step process before texts can be sent. Construction schedule: could potentially start in September, more likely October. PreCon meeting scheduled next week with MDOT. Giffles Webster has provided cross sections of the design plan, not a rendering.

MAYOR: states the hearts and minds of both Pleasant Ridge and Ferndale, are partners in this. Executive director, Lena Stevens expressed that the Pleasant Ridge logo appears on current outreach materials. Social media for September, will be Woodward moves 101, informational content. What you need to know. Messaging should create hope and fun educational content.

5.b Overview of Summer 2022 DDA Programming and Upcoming Events

Amazing summer of programming. Nine on Nine concert series wrapped up, performances selected by the vision committee members, wonderful variety, rained out twice. Busking Event in collaboration with FACC and M1 Jazz band on solstice in June, provided strolling all around town to see performances on patios at local businesses. Movies in the Parks went through some changes as the series progressed, change in screen, Treat Dreams, Imperial Tacos offered free scoops and tacos complements of DDA. Reviewing what is best for next year and how to improve. Time of year, type of movie and activities.

New Mural by Joey Salamon, in alley that connects Withington parking lot and West Nine Mile.

Monthly business beat meetup, continues to take place every month at the Library. Will send a list to each member for them to reach out and invite. City Staff is invited to bring information at everyone. Board members can help by inviting others.

Annual mural program, return of Hallowindow and Trick or Treating in downtown.

Changes to winter seasonal festivities are being discussed and what true diversity and inclusion will look like.

JACOKES: expressed, the Led screen is great addition.

GEORGE: expressed, Ribbon cuttings are great, highlighting Star of India owner and the energy he brings to the community.

5.c New Business Report

“You Belong Here” reflects many of reasons why downtown Ferndale and beyond is a destination for all. Diversity, Change, Equality, Inclusivity, Prosperity, Community and History are many reasons why businesses choose to Open in Ferndale.

Super exciting to welcome retailers and personal services on West Troy as part of the Development on Troy (the Dot) along with other businesses around town. Located at The dot: Quix Chocolate is now open with Ribbon Cutting slated for mid-September, Ascension Health Care will begin taking their first patients soon. My Salon Suites is currently being built out to support their services. Should open in the fourth quarter. Right next to the Dot, an appointment only boutique called Golden Another Salon. Mezcal at the corner of Bermuda and East Nine Mile, currently undergoing an expansion into where Cordial Expressions once was. Lunar North located on the East Side of Woodward is a design, animation, and interactive studio. Tigerlily right next to Public House, still has the original mural from Glen Barr in the restroom.

Businesses coming soon: Cupcake House is becoming Bakehouse46, The Living Room Hair Lounge is moving from their upstairs salon to ground level at the Corner of West Troy and Woodward, Olive’s Bloom Box, in process of renovating and moving into where DYE salon used to be, HotHouse Terrarium will be a retail boutique space that sells tropical plants throughout the week. Will be offering some educational classes on a weekly basis, perhaps more or less depending on demand and long with private rentals. Located on the West Side of Woodward right next to Boogie Fever.

Businesses under new ownership: Fly Trap, Star of India, Public House

Businesses who have said goodbye (retired, closed, or moved to a location outside of downtown): Rose Frame Shop has retired after 50 years of servicing the public at their location in downtown Ferndale, VR Zone is no longer at the same location, but still offers online virtually gaming activities, Pearl Vision (Look closely at the posters in windows. Hint, it is not going to be an Arby’s), DYE moved from their location of 10yrs in downtown Ferndale on West Nine Mile of Woodward, next to Rouge Makeup, Foley Mansfield, Cordial Expressions (CBD), Ciasi Salon, Stella Shoes

5.d Discussion Item: Agreement with the City of Ferndale for Property and Services

Facilities task force with the Parks & Recreation staff loss of location in mind are reviewing the usage of all parties and spaces for city staff.

The Ferndale Downtown Development Authority (DDA) currently utilizes property and services from the City of Ferndale to conduct business. Contributions have been made to the General Fund to contribute to the cost of these services, however the process for calculating the fees has lacked definition. The purpose of an annual agreement between both parties is to set clear expectations and ensure that the DDA is properly contributing to the cost of the services it uses. Background, in 2016 the Ferndale Downtown Development Authority (DDA) moved its operations into Ferndale City Hall located at 300 East Nine Mile Road. The space is 425 square feet, which includes an

inner office and storage space. The DDA also uses several shared spaces within the building including City Council Chambers, conference rooms, and the kitchen. From a memo dated 12.7.2015 from former Director Barry Hicks, the DDA agreed to contribute an amount not to exceed \$25,000 for the construction of the space. The DDA also currently makes use of several services provided by the City of Ferndale including but not limited to audit, payroll, account payable services, and technology capabilities including helpdesk support, software licensing, phone, network and internet technology and support. Use of these services has increased in recent years, as the collaborative relationship between the two organizations has become more consistent.

The proposed agreement for council approval, sets a monthly payment of \$4,250, or \$51,000 annually based on a flat fee of \$10 per square foot. This payment will include use of the facilities, services, and utilities. In FY22, the DDA was charged \$16,205 for General Fund Admin Allocation, 248-000-961.101. Funding was also budgeted for audit support in the amount of \$1,200. Agreement with City of Ferndale can be terminated within 30 days of either party. Concerned about transparency on the \$10 sq ft a square foot. Idea is to put into place for quarter 4 of this year and 1-2 quarter next year, then renew every fiscal year.

Executive director, Lena Stevens stated, it is a huge benefit to be within City Hall and over the next few years to continue the collaboration between city and DDA. Assistance from HR and Tech support takes a lot of burden off the staff of two, allowing for focus on the important work. Better reputation as a government entity. The original Main Street Oakland County push to make the DDA more reachable with a standalone brick and mortar, has evolved and changed. Hurdle was the perception and now the public to protect our identity. Benefit to the City of Ferndale as well.

MAYOR: inquired, what was the cost of the store front before the move?

6. CONSENT AGENDA

a. *Approval of Minutes from July 14, 2022*

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

AYES – Chair PJ Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

7. Regular Agenda

8. Information Items from Executive Director

Did not get the RAP grant for streetscapes we applied for, will investigate other funding resources.

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

BOARD MEMBERS: thanked, DRO Roth.

RASKA: mentioned that Blumz is in the Meadowbrook Hall Art in the Elements event.

This year's theme is artist's, Blumz selected Georgia O'Keefe. Event proceeds go to Great Lakes Floral Associate and Meadowbrook Hall.

10. ADJOURNMENT

Motion by Member Raska seconded Treasurer Sarah Brown to adjourn the meeting at 8:54 AM

AYES – Chair PJ Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, and Mayor Melanie Piana

NAYS – None

All ayes, motion carries.