



The City of Ferndale

Agenda

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

THURSDAY, DECEMBER 8, 2022 @ 8:00 AM

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

1. **Call to Order & Roll Call**
2. **Approval of Agenda** Chair asks those in favor to say, "aye", those opposed to say "no". Any member may ask for a change in the agenda to add or move an item. The entire Board must vote on the change.
3. **Community Reports** Updates from any community organizations in attendance such as the Ferndale Area District Library, representatives of other Boards and Commissions, etc. (3 minute time limit)
4. **Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
5. **Presentations**
 - 5.a [Discussion: Nomination of Board Officers](#)
 - 5.b PA 57 Compliance Overview
6. **Consent Agenda** These items are not discussed in detail, and are voted on as a whole. Any member may ask during Approval of Agenda discussion that an item be moved from Consent to Regular Agenda. Chair asks those in favor to say, "aye", those opposed to say "no".
 - 6.a [Approval of Minutes from November 10, 2022](#)
7. **Regular Agenda** These items are discussed and voted on individually. Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
 - 7.a [Budget Workshop #1](#)
 - 7.b [Approve 2023 DDA Meeting Calendar](#)
8. **Information Items from Executive Director** General updates, dates to remember, and other items from the Executive Director. Any member can request that the Director come prepared to speak on a certain topic during this portion of the meeting.
9. **Call to Board Members** Members are provided an opportunity to share general updates,

recovery planning strategy, questions, concerns, etc. Sharing is encouraged!

10. Adjournment



December 8, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Discussion: Nomination of Board Officers

SUGGESTED ACTION

No action required. Discussion only.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-12-06

Item Description

Every two years, the DDA Board of Directors must nominate individuals to serve in four roles: Chairperson, Vice-Chairperson, Secretary, and Treasurer. Currently, the roles of Vice-Chairperson and Secretary are unfilled. Pj Jacokes serves as Chairperson and Sarah Brown serves as Treasurer. Candidates for Chairperson and Vice-Chairperson must have served on the board for one full year. Secretary and Treasurer can be filled by newer board members.

Item Background

The following is an excerpt from the Ferndale DDA Bylaws. In this meeting, we will not take nominations, but will discuss the roles and who is interested in serving.

Section I Officers:

The officers of the Ferndale DDA Board of Directors shall be a Chairperson, Vice-Chairperson, Secretary and Treasurer.

Section II Election and Term of Office:

Officers of the Ferndale DDA Board of Directors shall be elected biennially by the Board at a regular or special meeting held in the first quarter of the year. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Nominations for the Offices of the Ferndale DDA Board of Directors shall be recommended in at least one meeting prior to the meeting in which the nominations will be considered.

Each officer shall hold office until his successor shall have been duly elected and shall have qualified. The same person in the same office may serve a maximum of two consecutive terms. A term of office is two years. No member shall hold more than one office at a time. An officer must be a current voting Board member.

Section III Removal:

After notice and having been given an opportunity to be heard, the Ferndale DDA Board of Directors may without cause remove any officer elected or appointed by the Ferndale DDA Board of Directors whenever it judges that it is in the best interest of the Ferndale Board of Directors.

Section IV Vacancies:

A vacancy in office of an officer because of death, resignation, removal, disqualification or otherwise, may be filled by the Ferndale DDA Board of Directors for the unexpired portion of the term.

Section V Chairperson:

The Chairperson shall preside at all meetings of the Ferndale DDA Board of Directors and shall discharge the duties of the presiding officer and such other duties as may from time to time be assigned by the Ferndale DDA Board. To qualify as a candidate for Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VI Vice-Chairperson:

In the absence of the Chairperson or in the event of his inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson, and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. Any Vice-Chairperson shall perform such other duties as from time to time may be assigned to him by the Chairperson or by the Ferndale DDA Board of Directors. To qualify as a candidate for Vice-Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VII Secretary

The Secretary shall record, review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA Board of Directors meeting minutes, committee minutes and correspondence.

Section VIII " Treasurer

The Treasurer shall review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA fund and expense reports created by the Executive Director of the Ferndale DDA and the Finance Director of the City of Ferndale. In the absence of the Executive Director of the Ferndale DDA or Finance Director of the City of Ferndale, the Treasurer will be responsible for all tracking of all funds, expenses and revenues.

Section IX " Executive Board Members:

The Executive Board shall be made up of the Chairperson, Vice-Chairperson, Treasurer and Executive Director.

Section X " Executive Board Powers:

The responsibilities of the Executive Board shall be to advise the Executive Director on the finances, personnel and administration of the Ferndale DDA. The Executive Board shall finalize the annual budget to be approved by the Ferndale DDA Board of Directors and then presented to City Council for approval.

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[Ferndale DDA By-Laws Updated May 2020.pdf](#)

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
FERNDALE, MICHIGAN
BY-LAWS**

Adopted by the Ferndale DDA: June 11, 2002

Adopted by the City of Ferndale: June 24, 2002

Amended and adopted by DDA on June 9, 2016; adopted by City of Ferndale June 27, 2016
Amended and adopted by DDA on May 14, 2020; adopted by the City of Ferndale May 26, 2020

Article I: Purpose

Section I – Statement of Purpose and Mission

A. Mission Statement:

The mission of the Ferndale Downtown Development Authority is to create a vibrant urban downtown district in Ferndale by promoting economic growth and preventing or correcting deterioration through the implementation of economic restructuring, design, promotions and organizational plans developed by the Ferndale DDA Board of Directors on behalf of the business owners, property owners, residents and volunteers within Downtown Ferndale.

Also, the purpose of the Ferndale Downtown Development Authority is to act in accordance with Act 57 of the Public Acts of 2018, as such statute may from time to time be amended; including particularly to correct and prevent deterioration in the downtown district; to encourage historical preservation; to create and implement development plans in the district; to promote the economic growth of the district; and to encourage the expansion of commercial enterprises in the downtown district. The Ferndale DDA supplies the funding and the public and private sector leadership to provide for the future success and viability of the Ferndale DDA district.

B. The Ferndale DDA shall have the powers to exercise all powers provided by Act 57 of the Public Acts of 2018.

C. Goals:

1. Improve communication and processes between city and businesses;
2. Increase awareness of Downtown Ferndale;
3. Create a business base that will support and complement one another;
4. Increase foot traffic and business sales in Downtown Ferndale;
5. Improve the physical and visual appearance of Downtown Ferndale;
6. Improve the efficiency and effectiveness of the operating board, staff and volunteers;
7. To nurture community pride in and support of Downtown Ferndale;
8. To promote Downtown Ferndale through marketing, public relations and communications strategies;
9. To establish a coordinated effort among various organizations and agencies to support the revitalization of Downtown Ferndale;
10. To promote economic growth and increase property values in Downtown Ferndale and to eliminate the causes of deterioration;
11. To enhance the image of Downtown Ferndale;
12. To expand and diversify the retail mix in Downtown Ferndale
13. To strengthen residential development and renovation;
14. To maintain and increase private sector investment and expansion;
15. To encourage business excellence and quality in merchandise, services and building appearance;
16. To create a business district that is unique, diverse, friendly, comfortable, active, urban, cutting edge, accessible, creative, and cultural;

D. Goals will be achieved through developing plans and focusing on projects as defined within those plans.

Article II: Offices

Section I – Offices:

The Ferndale DDA may have such offices as the Ferndale DDA Board of Directors may determine or the affairs of the Authority may require from time to time.

Article III: Board of Directors

Section I – General Powers:

The affairs of the Ferndale DDA shall be managed by its Board of Directors.

Section II – Number, Tenure, and Qualifications:

The Ferndale DDA Board of Directors shall consist of the Chief Executive Officer of the City of Ferndale or his or her designee from the governing body of the municipality and not less than 8 or more than 12 members as determined by the governing body of the municipality. The voting members shall be appointed for a term of four years, except that of the members first appointed and shall include an equal number of Board of Directors appointed for one year, an equal number for two years, an equal number for three years, and an equal number for four years. At least a majority of the voting members shall be persons having an interest in property located in Downtown Ferndale. At least one of the voting members shall be a resident of Downtown Ferndale, if the district has one hundred or more persons residing within it. A member shall hold office until the member's successor is appointed and assumes the office. Thereafter, each member shall serve for a term of four years, with a limit of two consecutive terms. Upon serving two consecutive, terms a member can be eligible for appointment again only after a period of four years

Section III – Selection of Board Members:

The Chief Executive Officer of the City of Ferndale, with the consent of the City Council, shall appoint the voting members of the Board. Subsequent voting Board members shall be appointed in the same manner as the original appointments at the expiration of each member's term of office.

The Chief Executive Office of the City of Ferndale may ask for the assistance or advice of the Ferndale DDA Board of Directors on selecting voting Board Members for appointment. The Ferndale DDA Board of Directors may then assist the Chief Executive Officer of the City of Ferndale in determining the best candidates for positions on the Ferndale DDA Board of Directors through a thorough recruitment selection process that considers the needs of the Ferndale DDA Board of Directors, needs of the Ferndale DDA and review of applicants. A person so appointed by the Chief Executive Officer of the City of Ferndale shall be declared a voting member of the Ferndale DDA Board of Directors upon taking the oath of office.

Section IV – Expiration of Term; Continuation in Offices; Reappointment; Filling Vacancies:

Board Members whose term of office has expired shall continue to hold office until his successor has been appointed. If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed by the Chief Executive Officer of the Municipality.

Section V – Removal:

Pursuant to notice and after having been given an opportunity to be heard, a member of the board may be removed for cause by the governing body, removal of a member subject to review by the circuit.

Section VI – Disclosure of Interests:

A Board Member who has a direct interest in any matter before the Ferndale DDA Board of Directors shall disclose his interest prior to the Ferndale DDA Board of Directors taking any action with respect to the matter, which disclosure shall become a part of the record of the Ferndale DDA Board of Directors' official proceedings. The Board Member shall not vote on the matter.

Section VII – Strategic Planning Meetings:

A Strategic Planning Meeting of the Ferndale DDA Board of Directors shall be held as needed (the frequency will depend on the needs of the organization at the time) for the purpose of strategic planning, assessment of goals and accomplishments as established at the previous Strategic Planning Meeting(s), and for the transaction of such other business as may come before the meeting.

Section VIII – Regular Meetings:

Regular meetings of the Ferndale DDA Board of Directors shall be held at such time and place, as the board shall from time to time determine. Regular meetings shall be held, at a minimum, once per month, unless the Ferndale DDA Board of Directors determines otherwise. The Chairperson shall determine the specific time and day of each month that regular meetings shall be held based on the availability of Board members. The Chairperson has the authority to cancel a regular meeting.

Section IX – Special Meetings:

Special meetings of the Ferndale DDA Board of Directors may be called by or at the request of City Council, the Board Chairperson or any two voting Board Members. The person or persons authorized to call special meetings of the Ferndale DDA Board of Directors may fix any place within the City of Ferndale as the place for holding any special meeting of the Ferndale DDA Board of Directors called by them.

Section X – Notice of Meetings:

Except as otherwise provided by law, all meetings shall be preceded by public notice in accordance with Public Act 267 of the Public Acts of 1976, as amended.

Section XI – Quorum and Voting:

A majority of the voting members of the Ferndale DDA Board of Directors then in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of Disclosure of Interest (Article III, Section 6), a majority of the remaining voting members of the Ferndale DDA Board of Directors eligible to vote shall constitute a quorum for the transaction of business.

The vote of majority of voting members present at a meeting at which a quorum is present shall constitute the action of the Ferndale DDA Board of Directors unless the vote of the larger number is required by statute or elsewhere in these rules.

Section XII – Public Meetings:

The meetings of the Board shall be public.

Section XIII – Compensation of Members:

Members of the Ferndale DDA Board of Directors shall serve without compensation but shall be reimbursed for actual and necessary expenses subject to authorization by a vote of two-thirds of the majority of the Board members then eligible to vote.

Section XIV – Minutes of all Meetings:

The minutes of any meeting of the Ferndale DDA Board of Directors will be mailed to all members of the Ferndale DDA Board of Directors for their review prior to the next regularly scheduled meeting. Minutes of the proceedings of regular or special meetings shall be prepared at the request of and provided to any member of the Ferndale DDA Board of Directors or the City Council. Minutes of closed meetings shall be maintained in conformity with and shall be subject to the provisions of the Open Meetings Act, Act 267 of the Public Acts of 1976, as amended.

Article IV: Officers and The Executive Board

Section I – Officers:

The officers of the Ferndale DDA Board of Directors shall be a Chairperson, Vice-Chairperson, Secretary and Treasurer.

Section II – Election and Term of Office:

Officers of the Ferndale DDA Board of Directors shall be elected biennially by the Board at a regular or special meeting held in the first quarter of the year. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Nominations for the Offices of the Ferndale DDA Board of Directors shall be recommended in at least one meeting prior to the meeting in which the nominations will be considered.

Each officer shall hold office until his successor shall have been duly elected and shall have qualified. The same person in the same office may serve a maximum of two consecutive terms. A term of office is two years. No member shall hold more than one office at a time. An officer must be a current voting Board member.

Section III – Removal:

After notice and having been given an opportunity to be heard, the Ferndale DDA Board of Directors may without cause remove any officer elected or appointed by the Ferndale DDA Board of Directors whenever it judges that it is in the best interest of the Ferndale Board of Directors.

Section IV – Vacancies:

A vacancy in office of an officer because of death, resignation, removal, disqualification or otherwise, may be filled by the Ferndale DDA Board of Directors for the unexpired portion of the term.

Section V – Chairperson:

The Chairperson shall preside at all meetings of the Ferndale DDA Board of Directors and shall discharge the duties of the presiding officer and such other duties as may from time to time be assigned by the Ferndale DDA Board. To qualify as a candidate for Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VI – Vice-Chairperson:

In the absence of the Chairperson or in the event of his inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson, and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. Any Vice-Chairperson shall perform such other duties as from time to time may be assigned to him by the Chairperson or by the Ferndale DDA Board of Directors. To qualify as a candidate for Vice-Chairperson in an election, the Board member must have served one full year on the Ferndale DDA Board of Directors to be eligible.

Section VII – Secretary

The Secretary shall record, review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA Board of Directors meeting minutes, committee minutes and correspondence.

Section VIII – Treasurer

The Treasurer shall review and present to the Ferndale DDA Board of Directors for approval all Ferndale DDA fund and expense reports created by the Executive Director of the Ferndale DDA and the Finance Director of the City of Ferndale. In the absence of the Executive Director of the Ferndale DDA or Finance Director of the City of Ferndale, the Treasurer will be responsible for all tracking of all funds, expenses and revenues.

Section IX – Executive Board Members:

The Executive Board shall be made up of the Chairperson, Vice-Chairperson, Treasurer and Executive Director.

Section X—Executive Board Powers:

The responsibilities of the Executive Board shall be to advise the Executive Director on the finances, personnel and administration of the Ferndale DDA. The Executive Board shall finalize the annual budget to be approved by the Ferndale DDA Board of Directors and then presented to City Council for approval.

Article V: Employment of Personnel:

The Ferndale DDA Board of Directors may employ personnel as deemed necessary. Such personnel may include, but not limited to an Executive Director, treasurer, secretary, legal counsel, ambassador, maintenance staff, and other staff as necessary to achieve the goals and objectives of the Ferndale DDA.

Section I—The Executive Director Role:

The Executive Director shall report directly to the Chairperson of the Ferndale DDA Board of Directors. The Executive Director shall supervise all other staff, contractors, and consultants of the Ferndale DDA.

The Executive Director shall have the authority to spend DDA funds within the approved budget line items. In the event that funds need to be reallocated to accommodate a new or different goal or objective of the DDA the Executive Director shall have the authority to do so up to \$5,000 item without prior consent from the DDA Board of Directors. The Executive Director shall notify the DDA Board of Directors of this action at their next regular meeting.

In the absence of the Executive Director or in the event of his or her inability or refusal to act, the City Manager, or his or her designee, shall carry out the duties and responsibilities of the Executive Director.

Section II—Employment Contract & Hiring

The Executive Director shall sign a written contract of employment signed and approved by the Chairperson with majority support from the board of Directors. The Executive Director shall be responsible for all other staff hiring selections. The Executive Director will be responsible for all personnel decisions and will inform the DDA Executive Board of all hiring, disciplinary, and termination actions. Employment agreements shall be prepared by the Executive Director and reviewed by legal counsel prior to execution. All employment agreements will be signed by the Executive Director and employee.

Article VI: Standing Committees

Section I – Standing Committees:

Standing committees of the Ferndale DDA Board of Directors shall be the design committee, business development committee, promotions committee and the organizational committee. These committees may be restructured or ceased by the DDA Board of Directors at any time. Additional committees may be formed if necessary, to accomplish goals and objectives as outlined in the Strategic Plan.

Section II – Standing Committee Structure:

No fewer than three committee members and no more than eight committee members shall serve on each committee. No more than four Ferndale DDA Board of Directors shall serve on one committee. The DDA Executive Director shall act as a permanent consultant to each committee without needing to be in attendance at all meetings. The committees shall include outside consultants, residents of the city and business people of the DDA district appointed by vote of the Ferndale DDA Board of Directors deemed necessary.

Section III – Term of Office:

Each member of the standing committee shall continue as such until his successor is appointed, unless such member resigns, or unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section IV – Chairperson:

One member of each committee shall be appointed Chairperson by the Ferndale DDA Board of Directors and does not have to be a DDA Board Member.

Section V – Quorum:

Unless otherwise provided in the resolution of the Ferndale DDA Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum, and the acts of the majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Section VI – Power of Committees:

Standing committees shall determine and schedule their meeting times, dates (minimum of monthly) and locations; consult with outside sources; interface with other city-appointed Boards

and Commissions for an exchange of ideas that would then be presented to the Ferndale DDA Board of Directors prior to any action of the Ferndale DDA Board of Directors.

The committees could interface by inviting member(s) of such boards and commissions to a committee meeting, members(s) of the committee attending said Board's meeting, telephone consultation, and written correspondence; make recommendations to the Ferndale DDA Board of Directors for approval; act on decisions made by the Ferndale DDA Board of Directors as delegated by said Board of Directors that are within the authority and means of Ferndale DDA Board of Directors. Standing committees do not have the authority to take action without the approval of the Ferndale DDA Board of Directors; make decisions without the approval of the Ferndale DDA Board of Directors; act on proposed plans without approval of the Ferndale DDA Board of Directors; make recommendations between committees without Ferndale DDA Board of Directors approval; and enter into contracts or purchase agreements.

Section VII – Duties:

The duties of the committees are to notify the DDA Executive Director and Chairperson of all meeting times, dates and locations; keep written summaries of each meeting to be filed with the Ferndale DDA; keep the DDA Executive Director informed of the events of each meeting by means of the Chairperson if unable to attend; fulfill charges of and answer to the Ferndale DDA Board of Directors; present committee reports at Ferndale DDA Board of Directors meetings as necessary; act in the best interest of the Ferndale DDA at all times.

Article VII: Advisory Committees

Section I - Committees of Members:

The Ferndale DDA Board of Directors, by resolution adopted by a majority of the members present at any meeting, may designate and appoint one or more committees to advise the Ferndale DDA Board of Directors, except as otherwise provided in such resolution. The members of such committee may be Board Members, outside consultants or community leaders as authorized by the Ferndale DDA Board of Directors and appointed whenever it is deemed in the best interest of the Ferndale DDA. The Ferndale DDA Board of Directors if deemed in the best interest of the Ferndale DDA may remove any member of an advisory committee.

Section II – Term of Office:

Each member of a committee shall continue as such until his successor is appointed, unless such member resigns, or unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section III – Chairperson:

The Ferndale DDA Board of Directors shall appoint one member of each committee the chairperson of the advisory committee.

Section IV – Quorum:

Unless otherwise provided in the resolution of the Ferndale DDA Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum, and the acts of the majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Article VIII: Contracts, Checks, Deposits and Funds

Section I – Contracts:

The Board may authorize the chairperson, executive director, agents or agents of the Ferndale DDA, to enter into any contract or execute and deliver any instrument in the name of and on the behalf of the authority, and such authorization may be general or confined to specific instances.

The Executive Director shall enter into contracts without further consideration by the DDA Board of Directors for those items that are included in an approved budget.

Section II – Checks, Drafts, etc.:

All orders for the payment of money, notes or other evidences of indebtedness shall be signed by the Executive Director and forwarded on to the Finance Department of the City of Ferndale for the issuance of payment. If for any reason the Ferndale DDA establishes a bank account outside of the City of Ferndale's bank account, then all checks, drafts, and orders for payment of money, notes or other evidences of indebtedness shall be co-signed by two persons of the Executive Board.

Section III – Deposits:

All funds of the Ferndale DDA shall immediately be deposited into the appropriate fund or account to the credit of the Ferndale DDA in such banks, trust companies or other depositories as the Ferndale DDA Board of Directors may select.

Section IV – Gifts:

The Board of Directors may accept on behalf of the Ferndale DDA any contribution, gift, bequest, or devise for the general purposes or for any special purpose of the Ferndale DDA. The Executive Director shall inform the City of Ferndale of the receipt of such gifts. The identity of the donor need not be reported should the donor wish to remain anonymous.

Section V – Budget:

The Ferndale DDA Board of Directors shall set goals and objectives annually to develop and approve a budget for the fiscal year beginning the first day of July. The Ferndale DDA Board of Directors shall submit an annual budget to the City of Ferndale Finance Department by the end of March for inclusion in the annual budget presentation to City Council held prior to April 30 of each year for City approval.

Article IX: Books and Records

The staff of the City of Ferndale, on behalf of, and in concert with the Ferndale DDA, shall keep correct and complete books and records of account. The Ferndale DDA shall keep minutes of the proceedings of its members, Ferndale DDA Board of Directors, and committees having any of the powers of the Ferndale DDA Board of Directors and shall keep at the principal office a record giving the names and addresses of the members entitled to vote. All books and records of the Authority shall be open to the public at all times.

The Executive Director shall provide the Treasurer, Ferndale DDA Board of Directors and City of Ferndale with regular financial reports of the activities of the revenues received and expenditures made by the Ferndale DDA.

All bank accounts maintained by the Ferndale DDA shall incorporate the words “Ferndale Downtown Development Authority” in the title of such accounts. Upon the creation of any new accounts, the Authority shall so advise the City of Ferndale.

Article X: Fiscal Year

The fiscal year of the Ferndale DDA shall begin on the first day of July and end the last day of June each year.

Article XI: Amendments to Rules

These rules may be altered, amended, or repealed and new rules may be adopted by a majority of the members appointed and serving if written notice is given of intention to alter, amend, or repeal or to adopt new rules at such meeting. The full nature of the rule change shall be included in the notice. Adoption of rule changes shall require affirmative votes by five members of the Ferndale DDA Board of Directors. Changes in these rules are subject to approval by the City Council.

Article XII: Political Campaign Activity

The Ferndale DDA shall not expend funds of the Ferndale DDA or otherwise contribute to the advocacy of any political candidate or ballot question.

Article XIII: Parliamentary Authority

The rules contained in the current edition of Robert’s Rules of Order Newly Revised shall govern the Ferndale DDA Board of Directors in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the DDA Board of Directors may adopt.

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December 8, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Minutes from November 10, 2022

SUGGESTED ACTION

Approval of Minutes from November 10, 2022

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-12-06

Item Description

Meeting minutes are notes that are recorded during previous meetings. They highlight the key issues that are discussed, motions proposed or voted on, and activities to be undertaken.

Item Background

n/a

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[DDA Board Meeting Minutes_November 10, 2022.pdf](#)



Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
THURSDAY, NOVEMBER 10, 2022 @ 8:00 AM
Council Chambers
300 E Nine Mile, Ferndale, MI 48220

1. CALL TO ORDER: 8:08 AM

MEMBERS PRESENT: Chair Pj Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, Metari Harris, Toly Ashkenazi and Mayor Melanie Piana

MEMBERS ABSENT: JeDonna Dinges

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

GUESTS: Joe Gacioch, Ferndale City Manager; Michael Lary, Special Events Director for City of Ferndale; Jenny Marr, Executive Director of the Ferndale Area District Library; Heather Van Poucker, Executive Director of the Ferndale Housing Commission; Dan Antosik, Director of the Department of Public Works; David Ogloza, Quix Chocolate; Renee Croft, Ascension Medical Group; Stephanie Anderson, The Living Room Hair Lounge; Jess Minnick, Not Sorry Goods

AUDIENCE: N/A

2. APPROVAL OF AGENDA

AYES – Chair Pj Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, Metari Harris, Toly Ashkenazi and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

3. COMMUNITY REPORTS

Jenny Marr, Executive Director of the Ferndale Area District Library Jenny announced the Story Time Trail ribbon cutting takes place on Saturday, November 12 at 1 PM at end of the trail, near Detroit Curling Club. The Story Time Trail, is inclusive and accessible picture book located at Martin Road Park, was in discussions for almost 10 years as a partnership with Parks & Recreation and DPW. Splash pad had to be completed first and then rebuild path for the Story Time Trail. Book club / social club offering reading rainbow at Affirmations. Piece of Politics series, program at UHS. Library is busy, tiny art program – grab kit and paint to add to the exhibition. Tiny Art reception will be towards end of month.

Heather Van Poucker, Executive Director of the Ferndale Housing Commission announced the wait list has opened with a one bedroom available. Available to area businesses and their employees who live and work or is hired to work in business located in Ferndale. Low-income AMI less that 50,150 – 57,300. Cap rent at 30% of income. Approx. 563 a month. Rents flex to meet needs. Application process is online but can

submit paper applications, office is open to help those who need help submitting. Submitting to be on the wait list is the first step, when your name comes up you will be called in to verify. Application goes live on Monday at Ferndalehousing.com.

4. CALL TO AUDIENCE: N/A

Members of public and audience invited to introduce themselves and share things.

David Ogloza, Quix Chocolate introduced himself by stating he has been open for about 4 months on West Troy Street. Provided sample chocolate to board members. He is looking forward to seeing how foot traffic increases with My Salon Suites opening. Shared information on the Rising Stars program, started by a chef in Michigan that he participates in with two students. Rising Star provides students with disabilities an opportunity to get real life experience in a kitchen setting.

Renee Croft, Ascension Medical Group introduced herself and the new location that opened on West Troy. The Ferndale medical center has four physicians and treats all ages, infant to 100 years old in a point of care process. Parking has been tremendous benefit with their unique needs and dealing with corporate payment. GYN is coming on board in January. Hopeful an infectious disease specialist will be joining them soon. Currently open Monday through Friday and hope to add Saturdays.

Stephanie Anderson, The Living Room Hair Lounge announced she has expanded her location to the ground level at the corner of West Troy and Woodward. Walk-ins are overwhelming and is hiring more staff to assist with offering this service. Original location, upstairs will become booth rental. Full-service salon partnering with Paul Mitchell, students from Cosmetology. A lot going on but under control.

Board Members introduce themselves, Metari Harris of Bags & Beads; Omar George, property owner, Sarah Brown of CrossFit, Mayor Melanie Piana, Jerome Raska of Blumz by JR Designs and Toly Askhenazi of SOHO and 215 West.

5. PRESENTATIONS

5.a 2022 Halloween Window Decorating Contest Awards and Trick or Treat Event Summary

Engagement Manager, Sommer Realy announced the winners of the 2022 Halloween Window Decorating Contest: 1. Margaux & Max 2. Bobcat Bonnie's 3. Treat Dreams. In addition, this was also the first year of the DDA leading the downtown Trick or Treat. The turnout was fabulous with a special station for dogs at Maestros' Dog Haus, Police Department at Rainbow Alley and all the vendors in Rust Belt Market.

5.b Overview of Winter Advertising/Marketing Campaign

Executive Director, Lena Stevens explained that this year's advertising campaign has gone from Unbox the Holidays to this organic approach to celebrate the season, Fall in Love with Ferndale this Winter. Woodward Moves was good example of what works, video and carousel posting, provide these items/graphics, moving away from Christmas and

moving into inclusiveness, season and supporting small business. Examples show graphic that incorporate the categories and then real photos will follow. Social media outreach as well as the other items we have for outreach. Website – Visit – Shop, dine, art, and shopping lists. Focused newsletter for updating the listing. Mentioned that Ferndale Dollars eGiftcard is still active and announced a DTE sponsorship for BOGO dollars for some time in December. Members discussed marketing to corporations for bulk purchases for employee gifts along with adding a pinned post on highlights with all those who are participating.

5.c Review of Downtown Snow Removal Policies

Dan Antosik, Director of the Department of Public Works provided an overview of the Downtown snow removal. The DDA did not fund prior to pandemic, during shutdown we implemented a bit of an assistance using the new equipment to do pedestrians walkways. This year plan is to do snow removal in DDA districts, when possible, to create safer passage for pedestrians. Sidewalks are cleared in district and as needed salt or ice melt when snow measures around 2 inches. Cross walks are part of the city coverage. Freezing rain requires salt to help with slickness of sidewalks. A 5–6-foot path for pedestrian traffic only, not to doors, like what is done in parks. Roads and parking lots are priority, downtown before parks is likely. Last year was smooth, crews did not seem to experience any issues.

Mayor Piana requested, a clear understanding of the non DDA locations and why does not happen for them be made available. Snow Removal is optional for DDA board can remove the service to make it easiest for those not in district to understand. This is optional only, legally the property owner’s responsibility.

5.d Discussion Item: CONSENT AGENDA

a. *Approval of Minutes from September 8, 2022*

AYES – Chair Pj Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, Metari Harris, Toly Ashkenazi and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

6. Regular Agenda

7.a Approval of Interlocal Agreement Between the City of Ferndale and the Downtown Ferndale Development Authority

Executive director, Lena Stevens presented the following information. In September the board discussed the interlocal agreement as another step to professionalize the DDA. Annual and retroactive. Payment will be made for q4 of 2022. Facilities task force and city manager drove the conversation. DDA office use to be at 149 W Nine Mile and moved to 300 E Nine mile as referenced in a memo in 2015.

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. 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 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. 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. Expressed it is a huge benefit to be within City Hall and over the next few years the collaboration between city and DDA to be in same building.

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. Main Street Oakland County was the big push to the DDA having a standalone brick and mortar and over time has evolved to support the needs of the new generation. Hurdle was the perception and now the public to protect the DDA's identity and felt it made us much more reachable. It is a win win to be in city hall, now and a benefit to the City to be seamless.

Mayor Piana expressed that the cyber security investment is an expense that the city provides the DDA would not be able to afford, another highlight of how the DDA is benefiting.

Joe Gacioch, Ferndale City Manager; expressed the synergy between the DDA and city is better than it has ever been. Ribbon cuttings is a prime example. Ascension backed up the positive support and downtown Ferndale's approach.

Motion by Mayor Melanie Piana seconded by member Jerome Raska to approve the Interlocal Agreement Between the City of Ferndale and the Downtown Ferndale Development Authority, as submitted by the DDA Executive Director

AYES – Chair Pj Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, Metari Harris, Toly Ashkenazi and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.

7. Information Items from Executive Director

Jess Minnick, co-owner of Not Sorry Goods and a huge component of community outreach and neighboring businesses is in attendance as the preliminary meeting and next time will sit with the rest of them. Jess Minnick addressed the board, excited to join the board as a resident and business owner, previous experience is with Chamber, marketing director and overall, a creative person.

Executive director, Lena Stevens announced that the DDA will be getting on TikTok to reach new ages for a six-month trial period. 1 or 2 posts and then 1 highlighting a business who is already using Tik Tok. Evaluate in the spring to see if there is value and continue into 2023.

City Website is doing an RFP and the DDA may use the same resource.

First annual holiday event hosted by the City of Ferndale and the DDA, Jingle & Mingle, takes place on November 18 & 19, 2022. This event replaces what use to be a tree lighting celebration. The DDA is providing staff time and sponsorship of the music, live deejays. Special events director, Michael Lary stated that this event is in efforts to activate awareness of the parking structure and part of redevelopment of West Troy to use streetscape with activation of a public space. Event is providing an opportunity to do a food drive with Renaissance Vineyard. Ferndale Elks will be participating by sponsoring \$50 Ferndale Dollar eGiftcard to six winners. Helping those who need help while having fun.

Bags & Beads ribbon cutting takes place on Saturday, November 19th at 4 PM.

Budget season fiscal year, mid-year, props to show what we have done in the last year to start thinking about how to spend the money. Think about how money is being spent, next month will be the focus on our budget spending process.

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

Omar George shared experience he had in Dearborn, Trunk or Treat with Mayor. Hopes the board can entertain something like that next year.

Mayor Piana mentioned attending a mobility summit with Oakland County city officials, and shared the following: childcare sponsorship for those effected by covid, still available to other. Stipend for businesses for apprenticeships arbor funds. Will send info to Lena and share with rest of board.

Jess Minnick stated that MiWorks will be launching going pro talent program. Up to 2,000 per employee, huge database, applications are open for a month. Funds come in February.

9. ADJOURNMENT

Motion by Chair Pj Jacokes to adjourn the meeting at 9:39 AM

AYES – Chair Pj Jacokes, Jerome Raska, Omar George, Treasurer Sarah Brown, Metari Harris, Toly Ashkenazi and Mayor Melanie Piana

NAYS- None

All ayes, motion carries.



December 8, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Budget Workshop #1

SUGGESTED ACTION

No action required. Discussion only.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-12-06

Item Description

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July – June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council. The Board may, however, temporarily adopt a budget in connection with legal requirements for any revenue bonds issued.

Item Background

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Our work has long lasting impact on the community. A Triennial Budget covers 3 fiscal years (July-June).

Item Costs

The DDA Budget guides spending for the entire fiscal year and provides the Executive Director with direction to approve expenditures.

GL#

n/a

CIP#

n/a

Additional Notes

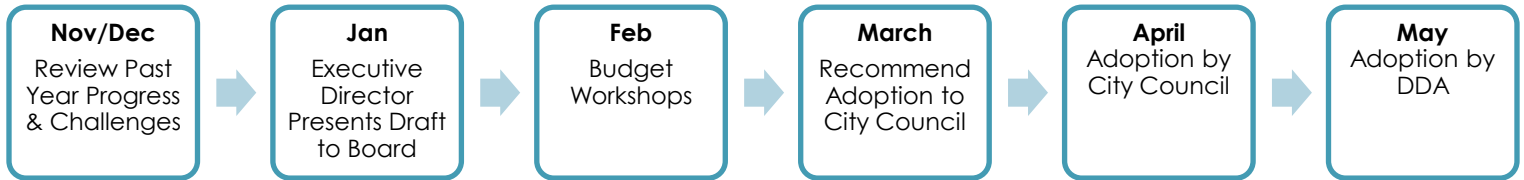
ATTACHMENTS:

[DDA Budget Overview.pdf](#)

Budget Process

Ferndale Downtown Development Authority

The budget process is an opportunity to evaluate the successes of the past year and look towards improvements for the coming year.



DDA Budget Overview

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How it Works

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Our work has long lasting impact on the community. A Triennial Budget covers 3 fiscal years (July-June).

FY 23-24 Budget Development Calendar

Complete by	Task
<input type="checkbox"/> November/December	Budget Workshop #1: Review the progress towards goals. Brainstorm projects and vision for upcoming budget cycle.
<input type="checkbox"/> January 13	Executive Director presents draft budget to the DDA Board of Directors along with mid-year updates to the current fiscal year budget (FY22-23).
<input type="checkbox"/> January/February	Executive Director will host virtual or in-person office hours for DDA Board of Directors to meet and ask questions one-on-one. Director will be overseas in February and the in-person board meeting will likely be canceled.
<input type="checkbox"/> February 9	Budget Workshop #2: Review Executive Director budget and discuss final changes.
<input type="checkbox"/> March 9	DDA votes to recommend that the City Council adopt DDA Budget.
<input type="checkbox"/> April/May	City Council votes to adopt the Triennial Budget, including the DDA and other Agency budgets.
<input type="checkbox"/> May	DDA votes to adopt their budget for the upcoming fiscal year.



December 8, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approve 2023 DDA Meeting Calendar

SUGGESTED ACTION

Approve proposed 2023 meeting calendar for the DDA Board of Directors

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-12-06

Item Description

State law requires that cities and boards/commissions publish an annual meeting schedule each year. This meeting calendar is exclusively for the Ferndale DDA Board of Directors.

Meetings of the DDA Board of Directors are held in the Council Chambers at Ferndale City Hall unless otherwise noted. Regular meetings of are typically held on the second Thursday of every month at 8am.

REGULAR DATE/TIME: Second Thursday of every month at 8am

REGULAR LOCATION:

City Hall, City Council Chambers

300 E Nine Mile Road

Ferndale, MI, 48220

All meeting materials are posted on two websites:

Downtown Ferndale - <https://downtownferndale.com/events/category/meetings>

City of Ferndale Council Meetings - <https://www.ferndalemi.gov/council-meetings>

Item Background

Proposed 2023 Meeting Calendar - Ferndale DDA Board of Directors

January 12
February 9
March 9
April 13
May 11
June 8
July 13
August 10
September 14
October 12
November 9
December 14

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS: