



# The City of Ferndale

## Agenda

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

**THURSDAY, FEBRUARY 16, 2023 @ 8:00 AM**

**Ferndale City Hall**

**City Council Chamber**

**300 East Nine Mile Road**

**Ferndale, MI 48220**

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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 Regulatory Framework and Current Usage of Public Surveillance Systems in City of Ferndale
    - 5.b [Budget Workshop #2](#)
  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 January 12, 2023](#)
  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 [Election of Officers](#)
    - 7.b [Adoption of DDA Board of Directors Operational Policies for Conflict of Interest, Board Member Orientation and Commitment, FY23 Training Agreement](#)
    - 7.c [Authorization for Executive Director to Approve Downtown Concrete Repairs in an Amount Not to Exceed \\$30,000.](#)

- 7.d [Authorization for the Executive Director to Approve Expenses Not To Exceed \\$50,000 for the Purchase Of Street Litter And Recycling Cans from Landscape Forms In Collaboration with the Department of Public Works](#)
- 8. **Call to Board Members** Members are provided an opportunity to share general updates, questions, concerns, etc.
- 9. **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.a [January Expenditure Report \\* NEW](#)
  - 9.b Mural Program Application
  - 9.c Let's Just Say: Story Series with GoComedy
- 10. **Adjournment**



February 16, 2023

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Budget Workshop #2

**SUGGESTED ACTION**

Review and discuss draft budget as presented by Executive Director

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**Item Description**

The Ferndale Downtown Development Authority Board of Directors is invited to review the draft budget submitted by the Executive Director in January, encompassing mid-year adjustments to the current fiscal year 23 budget and the proposed coming fiscal year 24 budget. The meeting presents the final opportunity for the board to provide feedback before the budget is finalized and presented for approval to the Ferndale City Council, with opportunities for quarterly budget adjustments throughout the year.

**Item Background**

A budget is a plan for allocating financial resources in line with goals and priorities, much like a roadmap guides you towards your desired destination. Rather than a confusing financial document, a budget should be viewed as a simple and straightforward tool for mapping out the goals and vision for the years ahead. Beginning this year, a work plan has also been created to articulate programs, goals, and ideas each year.

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 through June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. See the attached document entitled DDA Budget Overview for more details on this process and timeline.

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 through June).

Note that all DDA financial information is available to the public on our website:  
<https://downtownferndale.com/about-the-dda/financials>

**Item Costs**

n/a

**GL#**

n/a

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[DDA Budget Overview.pdf](#)

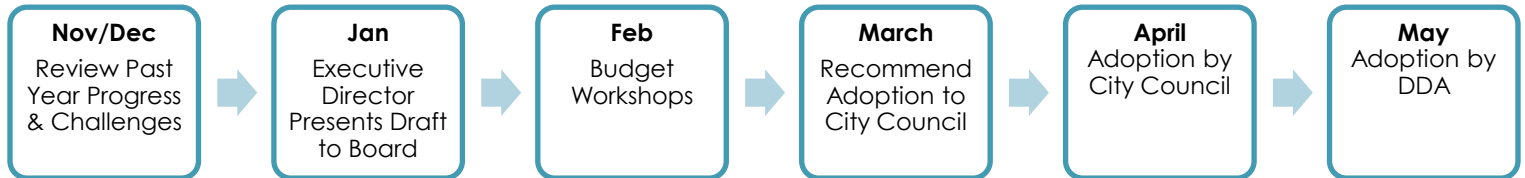
[DDA Proposed Budget FY24 \(BSA File\).pdf](#)

[FY24 Work Plan.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

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.

## 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.

Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	2023-24 ARTMENT REQUESTED BUDGET	2022-23 PROJECTED ACTIVITY	2022-23 ORIGINAL BUDGET	2022-23 ACTIVITY THRU 06/30/23	2021-22 ACTIVITY	2020-21 ACTIVITY
ESTIMATED REVENUES							
Dept 000 - General							
Transfers-In							
<No Project>							
248-000-699.661	Transfer In from Motor Pool						
248-000-699.677	Transfer In from HR Fund						
<No Project>							
TOTAL TRANSFERS-IN							
Revenue							
<No Project>							
248-000-402.000	Property taxes	569,539	578,755	578,755	457,195	531,734	661,105
	FOOTNOTE AMOUNTS:	44,713	45,120				
	Library capture - Extnd FY18& FY19 see attch agreement						
	FOOTNOTE AMOUNTS:	449,826	533,635				
	Capture - assumes roll back of 0 each year						
	GL # FOOTNOTE TOTAL:	494,539	578,755				
248-000-402.001	Property Taxes - personal						7,481
248-000-402.005	Property Taxes - Loss in Change of						
248-000-402.200	Reimbursement for PPT Loss						
248-000-403.100	Property Tax Chargebacks				1,222	9,258	
248-000-404.000	Voted Property taxes	92,929	86,700	86,700	76,286	74,386	70,593
	FOOTNOTE AMOUNTS:	92,929	86,700				
	Voted Property Tax - DDA Capture (MRF .9657)						
248-000-404.001	Voted Property taxes - personal						
248-000-523.000	Federal grant						
248-000-545.000	State grant				15,300	25,000	
	Main Street Grant - Final Disbursement						
248-000-550.010	State PPT Loss Reimbursement						30,361
	PPT Reimbursement						
248-000-582.000	Local grants	12,500	12,500	12,500	(5,000)	10,000	9,000
	FOOTNOTE AMOUNTS:	12,500	12,500				
	Main Street Oakland County Recurring Select Level Community Grants - Tech Assistance, In Your Town, Conference Travel Reimbursement						
248-000-610.000	Participation fees						
248-000-665.000	Interest income					1,210	3,797
248-000-675.000	Contributions	30,000	20,000	20,000	2,980		9,278
	FOOTNOTE AMOUNTS:	30,000	20,000				
	Sponsorships and Fees from Events/Marketing						
248-000-675.248	Proceeds- DDA Special Events						
248-000-675.500	Contributions - DDA - Public Art						
248-000-676.101	General Fund contrb.						
248-000-695.000	Miscellaneous income						
248-000-698.000	Net unrealized gains					(9,340)	(4,799)
<No Project>		704,968	697,955	697,955	547,983	642,248	786,816
TOTAL REVENUE		704,968	697,955	697,955	547,983	642,248	786,816
Totals for dept 000 - General		704,968	697,955	697,955	547,983	642,248	786,816
TOTAL ESTIMATED REVENUES		704,968	697,955	697,955	547,983	642,248	786,816

Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	ARTMENT	2023-24 REQUESTED BUDGET	2022-23 PROJECTED ACTIVITY	2022-23 ORIGINAL BUDGET	2022-23 ACTIVITY THRU 06/30/23	2021-22 ACTIVITY	2020-21 ACTIVITY
APPROPRIATIONS								
Dept 000 - General								
Depreciation								
248-000-968.000	Depreciation Expense						35,223	27,513
							35,223	27,513
	TOTAL DEPRECIATION						35,223	27,513
Expenditure								
<No Project>								
248-000-706.000	Full Time Personnel		141,346	135,263	127,805	82,029	122,267	119,154
	FOOTNOTE AMOUNTS:		141,346	135,263				
	FYE24 Spreadsheet							
248-000-707.000	Part-Time Personnel		10,000	5,000	20,700		578	9,231
	FOOTNOTE AMOUNTS:		10,000	5,000				
	DDA Office Temporary Employees							
248-000-709.000	Overtime							
248-000-714.000	Holiday Pay							
248-000-714.100	Sick Pay - Annual							
248-000-715.000	Social Security		11,000	10,534	11,380	6,437	9,569	10,000
	FOOTNOTE AMOUNTS:		11,000	10,534				
	FYE24 Spreadsheet							
248-000-716.000	Health - premiums							
248-000-716.100	Health Insurance		7,064	6,728	7,269		6,317	11,553
	FOOTNOTE AMOUNTS:		7,064	6,728				
	FYE24 Spreadsheet							
248-000-716.110	Health Insurance - EE Contributor		(360)	(360)	(360)	(225)	(195)	(6)
	FOOTNOTE AMOUNTS:		(360)	(360)				
	FYE24 Spreadsheet							
248-000-716.115	Health Insurance - Retiree							
248-000-716.150	Health Insurance Waiver		4,000	4,000	4,000	2,333	4,000	3,929
	FOOTNOTE AMOUNTS:		4,000	4,000				
	FYE24 Spreadsheet							
248-000-716.736	Health - OPEB Funding							
248-000-716.999	Health Care Clearing							
248-000-717.000	Life Insurance - EE		269	269	269	179	266	194
	FOOTNOTE AMOUNTS:		269	269				
	FYE24 Spreadsheet							
248-000-718.000	Pension- ICMA-RC 401		9,785	9,359	8,873	5,742	8,450	8,218
	FOOTNOTE AMOUNTS:		9,785	9,359				
	FYE24 Spreadsheet							
248-000-719.000	Fringe Benefits						(3,713)	7,042
248-000-721.000	Longevity							
248-000-725.000	Workers Compensation		866	866	866			
248-000-730.000	Postage, Mail processing		500	500	500			
248-000-740.000	Operating Supplies		3,000	5,500	3,500	2,907	1,918	2,855
	FOOTNOTE AMOUNTS:		2,000	1,500				
	General Office Supplies							
	Computer Equipment							
	FOOTNOTE AMOUNTS:		1,000	4,000				
	Office Furniture, Decor, and Organization							
	GL # FOOTNOTE TOTAL:		3,000	5,500				
248-000-740.248	Operating - DDA Special Projects							
248-000-747.000	Grant Activity							25,000
248-000-752.000	Motor Fuel / Lubricants							
248-000-775.000	Repair & Maintenance		1,000	1,000	1,000			
248-000-802.000	Audit/Actuarial Fees				1,200			

Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	ARTMENT	2023-24 REQUESTED BUDGET	2022-23 PROJECTED ACTIVITY	2022-23 ORIGINAL BUDGET	2022-23 ACTIVITY THRU 06/30/23	2021-22 ACTIVITY	2020-21 ACTIVITY
APPROPRIATIONS								
Dept 000 - General								
Expenditure								
<No Project>								
	Audit Fees							
248-000-818.000	Contractual Services		90,100	112,055	105,895	78,550	59,769	88,544
	FOOTNOTE AMOUNTS:		5,000	5,000				
	Legal Services							
	Website Redesign							
	FOOTNOTE AMOUNTS:		10,000	10,000				
	Graphic Design Services - Digital and Print Collateral							
	FOOTNOTE AMOUNTS:		39,900	38,000				
	Social Media Management Services							
	FOOTNOTE AMOUNTS:		1,200	1,500				
	Website Domain Registration and Hosting							
	FOOTNOTE AMOUNTS:		4,000	4,500				
	Subscription Services (Email Marketing, Virtual Meetings, etc.)							
	FOOTNOTE AMOUNTS:			1,200				
	CRM System - Quickbase							
	FOOTNOTE AMOUNTS:		30,000	51,855				
	Woodward Moves							
	Development/CIP Plan Update							
	GL # FOOTNOTE TOTAL:		90,100	112,055				
248-000-818.600	Contractual Services - Special							
248-000-853.000	Phone/Communications		800	800	800			
	FOOTNOTE AMOUNTS:		800	800				
	Phone Line Services - Ring Central							
248-000-853.116	Telecom - Cell Phone EE Reimb.		1,650	1,650	1,650			
	FOOTNOTE AMOUNTS:		1,650	1,650				
	Cell Phone Reimbursements - 2 Employees							
248-000-873.000	Training/Education		16,000	11,000	16,000	39	1,172	1,108
	FOOTNOTE AMOUNTS:		1,000	1,000				
	Food for DDA Meetings and Activities (Not Special Events)							
	FOOTNOTE AMOUNTS:		15,000	10,000				
	Travel/Training for DDA Staff and Board of Directors							
	GL # FOOTNOTE TOTAL:		16,000	11,000				
248-000-885.000	Special programs		39,000	27,500	46,500	9,073	41,283	38,703
	FOOTNOTE AMOUNTS:		20,000	15,000				
	Special Events Programming							
	FOOTNOTE AMOUNTS:		11,500	5,000				
	Business Training Program							
	FOOTNOTE AMOUNTS:		7,500	7,500				
	Winter Shop Local Campaign							
	GL # FOOTNOTE TOTAL:		39,000	27,500				
248-000-885.500	Special Programs- Public Art		25,000	10,000	15,000			16,783
	FOOTNOTE AMOUNTS:		25,000	10,000				
	Public Art Installations							
248-000-900.000	Printing & Publishing		23,600	20,600	24,000	10,761	6,607	13,869
	FOOTNOTE AMOUNTS:		5,000	5,000				
	Printed materials for events, marketing, etc.							
	FOOTNOTE AMOUNTS:		3,600	3,600				
	Office Printer Contract - Toshiba							
	FOOTNOTE AMOUNTS:		15,000	12,000				
	Marketing/Advertising							
	GL # FOOTNOTE TOTAL:		23,600	20,600				
248-000-914.000	Liability Insurance		1,800	1,800	1,800	1,800	1,800	



Calculations as of 06/30/2023

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APPROPRIATIONS							
Dept 000 - General							
Expenditure							
<No Project>							
248-000-920.000	Utilities	7,000	7,000	10,000	4,522	5,719	5,713
248-000-931.000	Facilities Maintenance	248,948	255,440	233,464	12,234	199,498	191,254
	FOOTNOTE AMOUNTS:	188,948	185,440				
	Downtown Facilities Maintenance - DPW Contract						
	FOOTNOTE AMOUNTS:	30,000	25,000				
	Downtown Planting Supplies & Maintenance Materials						
	FOOTNOTE AMOUNTS:	10,000	25,000				
	Sidewalk Repairs (Placeholder untill best management strategy can be determined with City)						
	FOOTNOTE AMOUNTS:	20,000	20,000				
	Snow Removal						
	GL # FOOTNOTE TOTAL:	248,948	255,440				
248-000-931.441	Facilities Maintenance - DPW						
248-000-940.200	Equipment Leases - Non-City owned						
248-000-942.000	Building Rental	3,000	1,500				
	FOOTNOTE AMOUNTS:	3,000	3,000				
	165 East Nine Mile Road Licence						
248-000-943.000	Equip Rental Alloc - General Fund	600	600	600			
248-000-956.000	Miscellaneous						(282)
248-000-958.000	Memberships & Dues	2,000	1,500	3,500	300	675	675
	FOOTNOTE AMOUNTS:	2,000	1,500				
	National Main Street, Michigan Downtown Association, Ferndale Area Chamber of Commerce, American Planning Association, Michigan Association of Planning						
248-000-961.101	General Fund Admin Allocation	30,800	23,100	16,000		16,205	14,912
	FOOTNOTE AMOUNTS:	30,800	23,100				
	Admin Allocation						
248-000-965.101	Contrb To General Fund	525,000	75,000	90,000			
	FOOTNOTE AMOUNTS:	15,000	15,000				
	Withington Alley Design Services						
	FOOTNOTE AMOUNTS:	450,000					
	West Nine Mile Streetscapes						
	FOOTNOTE AMOUNTS:	60,000	60,000				
	Contribution for Police Department - Downtown Resource Officer 3 Year Trial						
	GL # FOOTNOTE TOTAL:	525,000	75,000				
248-000-965.585	Contrb to Auto Parking	55,000	55,000	55,000		55,000	55,000
	FOOTNOTE AMOUNTS:	55,000	55,000				
	Contribution to debt for DOT						
248-000-970.000	Bad Debt						
248-000-974.000	Public Improvements						
248-000-977.000	Capital Outlay	66,500	62,000	47,500	324	41,335	26,101
	FOOTNOTE AMOUNTS:	6,500	6,500				
	Holiday Lights & Decor Replacement/Update Schedule						
	FOOTNOTE AMOUNTS:	50,000	50,000				
	Downtown Furniture						
	FOOTNOTE AMOUNTS:	10,000	5,500				
	Pedestrian Alley Improvements						
	GL # FOOTNOTE TOTAL:	66,500	62,000				
248-000-977.115	Printing and Scanning Devices						
248-000-996.000	Interest Expense						
<No Project>		1,325,268	845,204	854,711	217,005	578,520	649,550
TOTAL EXPENDITURE		1,325,268	845,204	854,711	217,005	578,520	649,550

02/13/2023 12:32 PM  
User: lstevens  
DB: Ferndale

BUDGET REPORT FOR CITY OF FERNDALE  
Fund: 248 Downtown Development Authority

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Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	2023-24 ARTMENT REQUESTED BUDGET	2022-23 PROJECTED ACTIVITY	2022-23 ORIGINAL BUDGET	2022-23 ACTIVITY THRU 06/30/23	2021-22 ACTIVITY	2020-21 ACTIVITY
APPROPRIATIONS							
Dept 000 - General							
Totals for dept 000 - General		1,325,268	845,204	854,711	217,005	613,743	677,063
TOTAL APPROPRIATIONS		1,325,268	845,204	854,711	217,005	613,743	677,063
NET OF REVENUES/APPROPRIATIONS - FUND 248		(620,300)	(147,249)	(156,756)	330,978	28,505	109,753
BEGINNING FUND BALANCE		779,280	926,529	926,529	926,529	898,024	788,270
ENDING FUND BALANCE		158,980	779,280	769,773	1,257,507	926,529	898,023

## FY24 Work Plan

**Having a work plan is like having a roadmap for success - it helps you stay organized, on track, and focused on achieving your goals. Without a plan, you may find yourself spinning your wheels and not making any progress. Read below to learn more about what is planned for Fiscal Year 24 (July 1, 2023 – June 30, 2024) and help us keep track of our progress.**

### Why have a work plan?

A work plan is important for a downtown development authority (DDA) because it helps to ensure that the organization is focused and coordinated in its efforts to promote economic development and revitalization in the downtown area. It also ensures that the City of Ferndale or other organizations understand the key priorities for each year and can collaborate with the DDA to achieve success.

The goal of having a well-crafted work plan is to:

- **Clearly define goals and objectives:** A work plan can help a DDA to clearly define its goals and objectives, as well as the specific actions that will be taken to achieve these goals. This can help to ensure that everyone involved in the DDA is working towards the same objectives and can help to prevent misunderstandings or conflicting priorities.
- **Organize and prioritize tasks:** A work plan can help a DDA to organize tasks and activities into a logical sequence and can help to identify which tasks are most important or need to be completed first. This can help to ensure that the DDA is making progress towards its goals and that resources are being used effectively.
- **Allocate resources:** A work plan can help a DDA to identify the resources that will be needed to achieve its goals, such as funding, staff time, and equipment. This can help to ensure that the DDA has the necessary resources to carry out its work and can help to prevent delays or setbacks.
- **Track progress:** A work plan can help a DDA to track progress towards achieving its goals by setting specific milestones and timelines. This can help to identify any areas where progress is not being made as expected and can allow the DDA to adjust as needed.

## **Our vision for the future**

The DDA's goals and objectives are short term, long term and often far reaching, planning for change as far as 20 years into the future. Every year, the DDA reviews where it has been, what it has accomplished, what projects need work, and what new projects need to get added to the list.

**Our Mission:** Work together to drive, deliver, and advance the great downtown Ferndale experience.

**Our Vision:** A lively downtown with a mixture of uses that supports our community at all times of the day that is sustainable and forward-thinking.

### **Our Core Values:**

- Fun – maintain a positive attitude is our key to success.
- Accountable – stay engaged and transparent in all undertakings.
- Open-Minded – different ideas, thoughts, and people energize us.
- Inclusive – we are welcoming and progressive.
- Connectors – we believe in establishing and maintaining a relationship with our collaborative partners.

### **Key Initiatives:**

- Branding & Communication – establish the value of the DDA in the community through regular communication with multiple touch points throughout the year.
- Business Resource – bring awareness of programs supporting both new and existing businesses that we facilitate with our partners.
- Value of the Downtown Experience – execute projects that enhance the user experience while visiting our downtown.
- Volunteer Base – grow our base of engaged volunteers with the right 'system' in place for recruitment and outreach. (If you are interested in volunteering, click on the 'volunteer' link at the top of this page!)
- Plan Focused and Data Driven – effective use of systems to drive focus for planning and analysis and keep plans up to date.

### **Opportunities identified for FY24**

- Engage with developers for new and upcoming projects. Help communicate any construction related delays to the public.
- Finalize the Woodward Moves outreach strategy and promote the new design.
- Collaborate with City of Ferndale to initiate a design process for Withington alley and parking lot.
- Contribute fund balance to West Nine Mile Streetscapes. Alternatively, begin planning for construction in FY25.
- Provide business training opportunities, potentially in conjunction with a partner organization such as TechTown.
- Renewed focus on training and education for DDA Board of Directors and staff.
- A new focus on modern graphic design and more print materials.
- Finalizing the overhaul of downtown street furniture and add more seating areas.
- Pedestrian alley improvements to create more engaging spaces for pedestrians. Potentially a focus on lighting.
- Create engagement events that encourage foot traffic to come back to Downtown Ferndale.
- Encourage use of The dot parking structure and increase engagement between Park Ferndale and downtown businesses.
- Continue to streamline landscaping and maintenance efforts with the City of Ferndale Department of Public Works.
- Continue to foster collaboration with the City of Ferndale and other organizations.
- Increase contributions/sponsorships/grants.
- Complete first round of the annual mural program.

### **Transformation Strategies**

This workplan is guided in part by the Main Street Approach. Recently National Main Street has made three key changes to the Main Street Approach: 1) emphasis on transformation strategies that are generated through community engagement and informed by market analysis, 2) a flexible organizational framework that allows for different ways of organizing revitalization work, and 3) a focus on periodic re-examination to measure progress and fine-tune strategies. These changes are intended to guide revitalization efforts and demonstrate the wise use of resources to achieve real results.

The proposed Transformation Strategies for the Ferndale DDA are based on planning documents such as the Possibilities Plan and the 2012 Development/TIF Plan, as well as annual planning conversations that occur during the budget process between the Executive Director, the DDA Board of Directors, and the Ferndale City Council. As the organization progresses, space can and should be made to rethink these strategies and ensure they continue to push for meaningful change.

Strategy	Description	Example Activities
<b>Improve Organizational Resiliency</b>	Our goal is to improve organizational resiliency by ensuring the DDA is a strong organization that can remain consistent through leadership changes. To achieve this, we will document existing policies, procedures, and programs in a clear, easy-to-understand format to ensure standardization across all processes and increase engagement.	<ul style="list-style-type: none"> <li>- Annual workplans</li> <li>- Budget process policy</li> <li>- Conflict of interest policy</li> <li>- Training policy</li> <li>- Historical documentation</li> <li>- Formalize operational agreements with City of Ferndale</li> <li>- Special events policy &amp; calendar</li> <li>- Create a consistent voice for outreach materials (website, newsletter, social media)</li> </ul>
<b>Care for Existing Resources</b>	The highest priority item in the Possibilities Plan was 'Increase maintenance of existing assets.' This is a foundational element that is essential for the success of the Ferndale DDA. By prioritizing items that are failing, and creating a consistent look and feel, the DDA can ensure that the area remains attractive and inviting for visitors and residents alike. Additionally, regular maintenance can help to extend the life of existing assets, reducing the need for costly replacements in the future.	<ul style="list-style-type: none"> <li>- Identifying items for standardization (benches, bike racks, hanging baskets, etc)</li> <li>- Gathering feedback from City departments and businesses</li> <li>- Identifying areas underserved by current streetscape furniture</li> <li>- Removing failing infrastructure</li> <li>- Creating a maintenance plan that serves as a living document.</li> </ul>
<b>Increase Engagement with Public Art</b>	Public art in downtown areas can be a powerful tool for creating a sense of community and pride. It can also be a source of inspiration and a way to bring people together to celebrate the unique culture of a city. From murals to sculptures, public art can be a powerful way to make a statement and bring life to a downtown area.	<ul style="list-style-type: none"> <li>- Before adding additional art pieces, pieces that are outdated or in failing condition should be identified for removal or replacement.</li> <li>- Artwork should be spread more equally throughout the District and not concentrated to the Downtown center.</li> <li>- Murals and overhead lighting or canopies present the best opportunity to activate the pedestrian experience as they take little to no space in the right-of-way.</li> <li>- Larger, iconic pieces of art may be more appropriate at specific sites along the corridor such as transit stops or pocket parks to define the public space.</li> </ul>

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**Placemaking**

Create a sense of community and a unique identity for Downtown Ferndale. By actively shaping the public spaces in downtown, community members and local organizations can work together to create places that are welcoming, vibrant, and functional. This can help to attract residents, businesses, and visitors to the area, which can in turn drive economic development and revitalization. Placemaking can also help to create a sense of belonging and social connectedness among community members, which can improve overall quality of life.

---

- Create and activate public gathering space
- Improve pedestrian experiences
- Activate alleys
- Improve lighting
- Create uniform policies

## Key initiatives for FY24

### I. Strategies and Actions

#### a. **Financial**

- i. Increase contributions/sponsorships/grant revenue

#### b. **Documentation**

- i. Continue creating templates to document DDA policies, procedures and programs.
- ii. Present policies to the board for approval.
- iii. Implement a timeline for annual review of all documentation, especially those that require commitment or action from the DDA Board of Directors.

#### c. **Planning and Construction Communication**

- i. Engage with developers for new and upcoming projects. Help communicate any construction related delays to the public and participate in any City of Ferndale procedures as necessary to support development that fits the Possibilities Plan.
- ii. Finalize the Woodward road construction project communication project.
- iii. Collaborate with City of Ferndale on capital planning efforts such as Withington alley and parking lot design and West Nine Mile Road.
- iv. Pedestrian alley improvements to create more engaging spaces for pedestrians. Potentially a focus on lighting.
- v. Contribute DDA fund balance to West Nine Mile Streetscapes. Alternatively, begin planning for construction in FY25.

#### d. **Formalize Policies with City of Ferndale**

- i. Engage with the City of Ferndale ordinance committee as required/needed for issues such as outdoor patios.
- ii. Executive Director to increase collaboration through attendance at meetings, events with City of Ferndale staff. Adherence to City of Ferndale policy can be a helpful tool to professionalize operations.

#### e. **Replace Failing Streetscape Infrastructure**

- i. Replace all streetscape furniture to create a cohesive, standard aesthetic.
- ii. Explore replacing all garbage and recycling cans.
- iii. Explore adding more seating areas similar to the one near Affirmations, potentially using grant funding.

#### f. **Create an Engaging, Updated Slate of Downtown Events**

- i. Events should prioritize live music, and use of open space.
- ii. Events should feel inclusive for a variety of audiences.
- iii. All events will be seen as an opportunity to learn and improve engagement with downtown businesses.

#### g. **Finalize First Round of the Downtown Mural Program.**



- i. Implement the first annual program for publicly funded murals.
- ii. Create a public art walking tour and/or web page to document existing art collection in downtown.

**h. Continue to Build the Downtown Ferndale Voice**

- i. Continue to build engagement on social media, reaching younger audiences that are currently missing.
- ii. Create and implement a more comprehensive advertising strategy.
- iii. Implement a new focus on professional graphic design and develop some print materials for advertising purposes.

**i. Professional development and training**

- i. Provide business training opportunities, potentially in conjunction with a partner organization such as TechTown.
- ii. Encourage staff development and continuing education.
- iii. Ensure each Board of Directors member participates in annual training and feels empowered to lead the DDA into the future.

**j. Volunteer Recruitment & Engagement**

- i. Communicate the importance of volunteering with Vision Committee to the public and recruit new volunteers.
- ii. Present DEI initiative of the Vision Committee to the DDA Board of Directors.
- iii. Engage volunteers in more in-person events. Explore creating information tents at larger events, etc.

**k. Diversity Equality Inclusion (DEI)**

- i. Continue to implement "low hanging fruit" DEI efforts at the staff level.
- ii. Communicate with Board of Directors about more comprehensive DEI strategy.
- iii. Launch survey to gain statistical information on the diversity of the business community
- iv. Launch Meet Your Neighbor series with intent to introduce a diverse group of business owners to the community.

**II. Timelines and Milestones**

- a. TBD once Key Initiatives are approved by the DDA Board of Directors

**III. Resources and Budget**

- a. Footnotes are created in the City of Ferndale accounting software BS&A to document funding allotted for specific programs.
- b. A copy of the Footnotes Budget Report will be attached when this workplan is finalized. Not every goal/tasks has an assigned footnote, but many do.

**IV. Evaluation and Reporting**

- a. TBD once Key Initiatives are approved by the DDA Board of Directors.



February 16, 2023

Downtown Development Authority

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Approval of Minutes from January 12, 2023

**SUGGESTED ACTION**

Approval of Minutes from January 12, 2023

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**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\\_January 12, 2023.pdf](#)



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

**THURSDAY, JANUARY 12, 2023 @ 8:00 AM**

**Council Chambers**

**300 E Nine Mile, Ferndale, MI 48220**

**1. CALL TO ORDER: 8:09 AM**

MEMBERS PRESENT: Chair Pj Jacokes, Omar George, Sarah Brown, and Mayor Melanie Piana, Metari Harris, Toly Ashkenazi, JeDonna Dinges

MEMBERS ABSENT: Jerome Raska, Jess Minnick,

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

AUDIENCE: John Shuell, owner of Culantro; John Bry, Program Director of Main Street Oakland County

**2. APPROVAL OF AGENDA**

*AYES* – Chair Pj Jacokes, Omar George, Treasurer Sarah Brown, Mayor Melanie Piana, Metari Harris, Toly Ashkenazi, JeDonna Dinges

*NAYS- None*

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

**3. COMMUNITY REPORTS**

Ferndale Area District Library, Jenny Marr provided the following email, read by Executive Director Lena Stevens:

Thursday, January 12, 5 - 8 pm - Art Reception Local artist Mike Ross has his artwork on display from January 3 - February 26. The reception marks the 10-year anniversary since his first art reception at the library. At that time, he took a painting and separated it into 60 pieces and handed them out with instructions to bring them back 10 years later. We're hoping to get back most of the pieces so he can reassemble his original painting! Thursday, January 26, 5:30 pm - Meet the Authors. Join us for an entertaining drag performance and reading from the local authors of *Serial Showgirl*, a vigilante justice crime thriller. Books will be available for purchase and signing after the reading. Monday, January 30, 5-7 pm - Early Learning Fair. Open house for families to looking for information on preschool enrollment, parent resources, and more. Saturday, February 4, 2:00 pm - Boblo Boats Film Screening. Free screening of the new documentary Boblo Boats: A Detroit Ferry Tale. After watching the film there will be a Q&A with the film's director. Brought to you by the Ferndale Library Film Club. Please visit the library website for registration information. The next Library Board Meeting is Thursday, January 19 at 6:30 pm.

#### **4. CALL TO AUDIENCE:**

**a. John Bry, Program Director of Main Street Oakland County**

John Bry provided updates and overview of the following: Ferndale DDA hosted National Mainstreet for the annual accreditation process, mentioned downtown Ferndale is accredited and is available to present to City Council. Main Street Oakland County provides two free seats and reimburse up to \$500 in travel expenses for the Main Street Now conference in Boston this March. Yearly \$10,000 Tech funding application is open, in addition to Flagstar & Genesis grants in amount of \$1,500, discussion of 8 to 10 million AARP dollars is taking place at the county & state level to support Placemaking.

**b. John Shuell, co-owner of Culantro**

John Shuell provided an insight on the business he and his wife opened in 2018. Culantro is a Peruvian cuisine carry out and with sit down seating, his wife Betty is from Peru and it is her menu and vision. In 2020, during the COVID shut down, their carry out business saved them, and they continue to grow a solid customer base.

#### **5. PRESENTATIONS**

**a. Highlights of 2022: A Report of Key Statistics and Trends**

Presented by Engagement Manager, Sommer Realy. The Ferndale Downtown Development Authority (DDA) gathers data each quarter and reports that information to Main Street Oakland County and the national Main Street America program. Soon, data may also be gathered on other topics such as Diversity, Equity, and Inclusion. This template will be used to report those statistics, along with staff insight to the DDA Board of Directors each quarter. A final annual report will be completed using the same template each year. Reviewing statistics for business retention, gain, and loss helps the DDA can make informed decisions. By understanding current trends, we can identify areas of opportunity and develop strategies to capitalize on them. This will help create a vibrant and thriving downtown that will attract businesses, residents, and visitors alike. Summary of Calendar Year 2022 It is bitter-sweet to say goodbye to long-standing neighbors such as Rose Frame Shop and Foley & Mansfield, but it has been exciting to welcome new energy this year. The interconnectivity between downtown and other areas of the City of Ferndale has been strengthened with businesses opening second locations, expanding, and renovating.

Members identified the following missing locations and provided suggestions on other information we could collect in the future: Hothouse located on Woodward is in development, MaryBella's Southern Cache on Woodward opened just outside the TIF district. Suggested additions: demographic racial diversity, minority that will support the entrepreneur story.

**b. New Board of Directors Policy Review**

Lena Stevens provided three new policies for review and discussion. These policies were drafted by the Executive Director based on the DDA bylaws as well as best practices in the industry. Policies included: a. Orientation and Pledge, signed at time of appointment b. Conflict of Interest Agreement, signed annually in January c. Training Agreement, signed annually in January. Requested board members review, add edits and sent back for finalization.

**c. 2023 Conference Attendance Planning**

The following conferences were identified for 2023: a) Michigan Downtown Association Spring Workshop & Lansing Advocacy Day March 8 & 9, 2023 in East Lansing, Michigan \*virtual options will be available b) Main Street Now Conference March 28-29, 2023 Boston, Massachusetts c) International Downtown Association (IDA) Annual Conference October 4-6, 2023 Chicago, Illinois. The current budget for DDA Staff and Board of Director Training is \$15,000. To date only \$38 of that funding has been utilized since July 1, 2022. Average cost per attendee varies largely depending on travel, but an estimate per conference of \$2000-\$3000 is reasonable if air travel is required. Subject to budget availability, the DDA covers all travel and conference registration costs and provides a per diem for food for staff and board members.

Training and education have been underprioritized due to the pandemic, it is the recommendation of the Executive Director that conference attendance be prioritized for any interested board members and encouraged discussion.

Interest shared from board members:

Sarah Brown - yes, to anyone that fits schedule

Pj Jacokes – have attended the Main Street ones, would like to attend the IDA

JeDonna Dinges – yes, to anyone that fits schedule

Omar George – yes, to Main Street in Boston.

Metari Harris – yes, to IDA in Chicago

**6. CONSENT AGENDA**

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

*AYES* – Chair Pj Jacokes, Omar George, Treasurer Sarah Brown, Mayor Melanie Piana, Metari Harris, Toly Ashkenazi, JeDonna Dinges

*NAYS- None*

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

**7. Regular Agenda**

**a. Presentation of Draft Budget from DDA Executive Director Lena Stevens**

Executive Director Lena Stevens explained that the presentation during the last meeting was the visual overview of the workplan and budget for FY 22-23. Board members received a printed draft of the fiscal year workplan with a report included. At the next meeting the board will vote to adopt the workplan that includes the budget and calendar of events. City council will review it in March.

**b. Nomination of Board Officers**

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. As 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, the DDA Board of Directors will vote on these nominations in February 2023.

The following individuals were nominated to serve in four roles: Chairperson, Vice-Chairperson, Secretary, and Treasurer.

Pj Jacokes – nominated for chairperson by Sarah Brown and Mayor Piana, accepted nomination

Sarah Brown – nominated for vice-chairperson by Pj Jacokes, Omar George, Metari Harris, Mayor Piana, accepted nomination

JeDonna Dinges – nominated for secretary by Pj Jacokes and Metari Harris, accepted nomination

Omar George – nominated for treasurer by Metari Harris and Sarah Brown, accepted nomination

#### **8. Call to Board Members**

Board member, George Omar spoke about his concern with safety and the email letter he sent to council members regarding the implementation of security cameras in parking lots. Email generated one on one meetings with Chief Emmi and Mayor Piana.

Board members shared their experiences and thoughts on racial profiling and the concerns they have had with security.

#### **9. Information Items from Executive Director**

In response to the call to board member discussion, Executive Director Lena Stevens stated that this complicated issue is a personal matter from a private property owner at this time. The board will have to decide on if they would like to take a stance on the implementation of cameras in the parking lots. It is a lengthy process that will start with a presentation from the Chief of Police, Dennis Emmi and the City Manager, Joe Gacioch.

#### **10. ADJOURNMENT**

Motion by Metari Harris seconded by Omar George to adjourn the meeting at 10:12 AM

*AYES* – Chair Pj Jacokes, Omar George, Treasurer Sarah Brown, Mayor Melanie Piana, Metari Harris, Toly Ashkenazi, JeDonna Dinges

*NAYS* – None

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



February 16, 2023

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Election of Officers

**SUGGESTED ACTION**

Approve Nominated Candidates to Serve as Officers of the DDA Board of Directors

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**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.

\*Roll call vote required

\*May vote individually or as a slate of four candidates

**Item Background**

Nominations for Officers of the Ferndale DDA Board of Directors were accepted during the regular meeting held on January 12, 2023.

The following individuals were nominated to serve.

Pj Jacokes: nominated for Chairperson by Sarah Brown and Mayor Piana, accepted nomination

Sarah Brown: nominated for Vice-chairperson by Pj Jacokes, Omar George, Metari Harris, Mayor Piana, accepted nomination

JeDonna Dinges: nominated for Secretary by Pj Jacokes and Metari Harris, accepted nomination

Omar George: nominated for Treasurer by Metari Harris and Sarah Brown, accepted nomination

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.

**Item Costs**

n/a

**GL#**

n/a

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**





February 16, 2023

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Adoption of DDA Board of Directors Operational Policies for Conflict of Interest, Board Member Orientation and Commitment, FY23 Training Agreement

**SUGGESTED ACTION**

Vote to adopt policies as proposed

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**Item Description**

Three new policies were presented for review and discussion in January and are ready for adoption. These policies have been drafted by the Executive Director based on the DDA bylaws as well as best practices in the industry.

New Board of Directors Policy Presentation

- a. Orientation and Pledge, signed at time of appointment
- b. Conflict of Interest Agreement, signed annually in January
- c. Training Agreement, signed annually in January

**Item Background**

Being on the Ferndale Downtown Development Authority (DDA) Board of Directors is an incredible opportunity to shape the future of an organization and have a direct impact on its success. It is a chance to be part of a team that is responsible for making decisions that will affect the growth and development of Downtown Ferndale. By being on the Board of Directors, you can help ensure that the organization is making the best decisions possible and that it is on the right track for success.

These policies for members of the Board of Directors are designed to ensure that the organization operates with integrity and transparency, and that the public trust is upheld. Our goal is to improve organizational resiliency by ensuring the DDA is a strong organization that can remain consistent

through leadership changes. To achieve this, we document existing policies, procedures, and programs in a clear, easy-to-understand format to ensure standardization across all processes and increase engagement.

**Item Costs**

n/a

**GL#**

n/a

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[Board of Directors Orientation and Pledge.pdf](#)  
[Conflict of Interest Agreement.pdf](#)  
[FY23 Board of Directors Training Agreement.pdf](#)

## **Board of Directors Orientation & Pledge**

### **A Policy for Members of the Ferndale Downtown Development Authority (DDA) Board of Directors**

#### **Summary**

Do you have what it takes to be a part of the Ferndale Downtown Development Authority (DDA) Board of Directors? Being on the DDA Board of Directors is an incredible opportunity to shape the future of an organization and have a direct impact on its success. It is a chance to be part of a team that is responsible for making decisions that will affect the growth and development of Downtown Ferndale. By being on the Board of Directors, you can help ensure that the organization is making the best decisions possible and that it is on the right track for success.

#### **Why serve on the Ferndale DDA Board of Directors?**

Volunteering for your community can be a rewarding and fulfilling experience for several reasons. Some of the benefits of serving on the Ferndale DDA Board of Directors include:

- *Making a difference:* As a member of a Board of Directors, you can make a positive impact on your community or the organization that you serve. You can use your skills, expertise, and experience to help shape the direction and policies of the organization and to contribute to its success.
- *Developing leadership skills:* Serving on a Board of Directors can provide an opportunity to develop and hone your leadership skills, such as decision-making, problem-solving, communication, and collaboration. These skills can be valuable in both your professional and personal life.
- *Networking and professional development:* Being on a Board of Directors can provide opportunities to connect with other leaders in your field and to learn from their experiences. You may also have the opportunity to attend training and development programs or to participate in professional development activities as part of your board service.
- *Personal fulfillment:* Serving on a Board of Directors can be a fulfilling experience because it allows you to give back to your community or the organization that you care about. It can also provide a sense of purpose and accomplishment, as you contribute to the success and impact of the organization.

Overall, being on a Board of Directors can be an exciting and rewarding experience that allows you to make a difference, develop your leadership skills, connect with others, and find personal fulfillment.

### **Why were DDAs created in Michigan?**

Downtowns are the heart of a community, and they play a vital role in the economic, social, and cultural life of a region. They serve as the hub for commerce, entertainment, and civic activity, and they often play a key role in attracting new businesses and investment to the entire community.

DDAs in Michigan were created after World War II as a tool for communities to combat economic decline in downtowns when consumer habits were trending towards shopping malls located away from city centers. The strategies have evolved over time, but the goal has remained the same - encourage private investment in downtown through the reinvestment of public money into projects aimed at attracting businesses and patrons. By providing a dedicated source of funding and support for downtown revitalization, DDAs can help revitalize and rejuvenate downtown areas, which can have a positive impact on the local economy and the overall quality of life in the community.

DDAs are independent public bodies that are funded largely through tax increment financing (TIF), which captures the increase in property taxes from the date of their establishment, resulting from new development within a designated downtown district. They may also work with other organizations and stakeholders, such as city governments, local businesses, property owners, and community groups, to develop and implement strategies to support the growth and vitality of the downtown area.

***DDAs are typically focused on a range of activities, such as:***

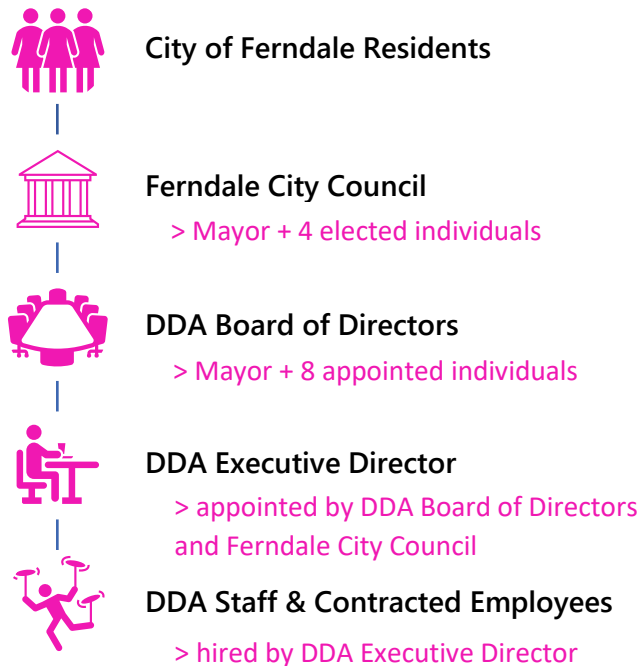


## Organizational structure – who does what?

The Board of Directors is the governing body of an organization and sets the overall direction and policies, while the Executive Director is the executive responsible for managing the day-to-day operations and implementing the policies and strategies set by the board.

The Board of Directors is responsible for setting the overall direction and policies for the organization, and for ensuring that the organization is financially sound and operates in a way that is consistent with its mission and values. The board is composed of volunteers who are appointed by the Ferndale City Council in accordance with state law, with the intend of create a group that is representative of the downtown district.

The Executive Director, on the other hand, is responsible for managing the organization's staff, programs, and resources. The Executive Director reports to the Board of Directors and is responsible for implementing the policies and strategies that the board has approved. The Executive Director is also responsible for managing the budget, overseeing the operations of the organization, and representing the organization to the public and other stakeholders. It is the job of the Board of Directors to give both positive feedback and constructive criticism to the Executive Director in an effort to improve the organization and its services.



### Who is served by the Ferndale DDA?

The boundary of the Ferndale DDA is separated into two categories: the Tax Increment Financing (TIF) District which automatically channels funding from other taxing jurisdiction to the DDA as property values increase over the years, and the Extended DDA Boundary. The Extended DDA Boundary does not generate funding for the Ferndale DDA in the same way as the TIF District. Both areas are assessed a small property tax millage designed to support the operations of the Ferndale DDA and the downtown parking system. See the section below for more detail on these funding mechanisms. [A map of the Ferndale TIF District Boundary can be found online here or in Attachment A.](#)

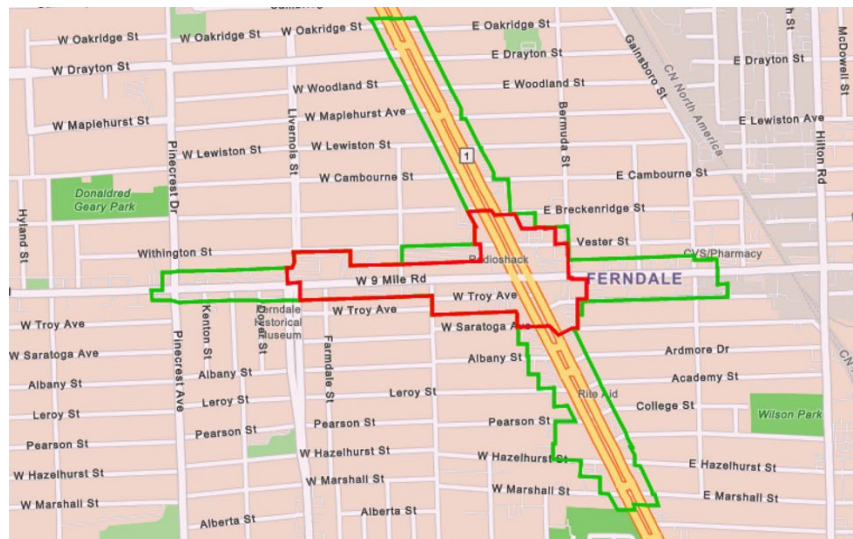
All funds raised by the TIF District must be spent on improvements and services within the TIF District as per State law. Properties located in the Extended DDA Boundary have access to informational and training services offered by the Ferndale DDA, and may be able to participate in certain programs as well. For example, the Ferndale PATIO Zone (Social District) boundary stretches outside of the TIF District and is administered by the Ferndale DDA. Outreach along the Woodward Corridor regarding road construction in 2022-2023 is also being administered by the Ferndale DDA. All properties within the DDA boundaries also benefit from access to a cohesive, well managed parking system and the new parking structure on West Troy Street.

Figure 1: Ferndale DDA Boundary Map. See a larger version in Attachment A.



**Tax Increment  
Financing  
(TIF) District**

**Extended DDA  
Boundary  
(Non-TIF)**



## How is the Ferndale DDA funded?

The Ferndale Downtown Development Authority (DDA) was created in 1981 to promote the revitalization and growth of Downtown Ferndale. The Ferndale DDA is an independent public body funded through tax increment financing (TIF), voted property tax, grants, and other contributions/sponsorships.

Changes in State policy since the 1980's have modified where and how DDAs capture revenue in Michigan. For example, Proposal A in 1997 removed school mileages from tax increment financing captures. In 2017, library taxes became exempt from capture as well. As policy has evolved, so have the plans and funding mechanisms of the Ferndale Downtown Development Authority. Currently, the Ferndale Area District Library contributes to the Ferndale DDA voluntarily based on 2-year agreements.

More information on the Ferndale DDA Budget can be found online at:

<https://downtownferndale.com/about-the-dda/financials/>



### ***The Ferndale TIF District***

The primary source of funding for the Ferndale DDA, generating around \$500,000 annually. In Michigan, tax increment financing (TIF) districts are a designated area within a community where the increase in property taxes resulting from new development is redirected (or captured) from several organizations to be spent on projects within the TIF District. TIF districts very often created by a Downtown Development Authority (DDA), and these funds can only be spent within the TIF District as per State law.

The Ferndale TIF District captures the increase in property taxes from the base value of property in 1981 of \$5,702,600 to present day. In 2021 value was assessed at \$26,509,610. The increased tax revenues are then redirected to the Ferndale DDA from other organizations.

[A map of the Ferndale TIF District Boundary can be found online here](#)  
(red boundary)

### *Jurisdictions subject to capture from the Ferndale TIF District:*

- City of Ferndale: Operating Millage, Additional Voted Millage, Debt Service, Refuse Disposal
- Ferndale Area District Library (voluntary agreement signed every 2 years)
- Oakland County: Operating Millage, Parks & Recreation
- Oakland Community College
- Huron-Clinton Metropolitan Authority
- Oakland County Public Transit Authority



### ***Voted Property Tax***

The Ferndale DDA is also funded in part by a small, voted property tax levied in the downtown area. This practice was first considered in 1992, and then officially adopted in 1997 to create funding for DDA operations and allow some DDA funds to be transferred to the City of Ferndale for parking lot improvements.

The levy in 1997 was 2 mills and it was applied within the TIF District and the Extended DDA Boundary which included adjacent property along East and West Nine Mile Road at that time.

In 2007, the Extended DDA Boundary was expanded to include areas north on Woodward between Breckenridge Street and Oakridge Street, south on Woodward between Saratoga and Marshall Street, slightly east on Nine Mile Road at Paxton Street, and slightly west on Nine Mile Road at Pinecrest Avenue.

In 2021, the DDA voted operating millage was 1.286. The tax is currently applied within the [entire DDA Boundary as indicated by the green line in this map.](#) (green boundary)



### ***Grants***

Grants can be a useful source of funding for DDAs because they do not need to be repaid and can provide the necessary resources to implement projects and initiatives. There are many different types of grants that DDAs may be eligible to receive, including federal grants, state grants, county grants, and private grants. While this has not been a substantial component of the Ferndale DDA budget in recent years, strategies are being put into place to increase utilization of grant funding.



### ***Sponsorships***

Sponsorships can provide DDAs with the necessary resources to implement projects and initiatives that may not be possible without additional funding. In exchange for their sponsorship, businesses and organizations may receive recognition or marketing opportunities, such as signage or promotional materials, which can help to promote their brand or business. Sponsorships can also help to build relationships between DDAs and the community, as they can demonstrate the support and commitment of local businesses and organizations to the improvement of the downtown area. Recent sponsorship examples include Jim Shaffer and Associates and LIV Cannabis for the Ferndale PATIO Zone.



### **How does the Ferndale DDA plan their work?**

On December 14, 1981, the Ferndale City Council adopted a Tax Increment Financing and Development Plan which is a legally required document which guides the Ferndale DDA on how to spend funds captured by the TIF District. That plan has been amended by the DDA Board of Directors and the Ferndale City Council in 1989, 1993, 1997, 2007, and 2012.

Various other planning processes have been undertaken to further guide operations. Initiated in 2018, the Downtown Ferndale Possibilities Plan was designed to create better informed discussion, generate ideas, and help people visualize possibilities. Caring for existing resources is only one piece of the puzzle. Development can change the face of a community and visioning exercises like this can make space for big ideas before a development project is on the table.

The plan begins with a complete understanding of downtown through a parcel-by-parcel investigation, as well as an extensive inventory of all capital assets. It then uses this information along with stakeholder input to imagine downtown's full potential and envision its future in both the near- and long-term. Deeply rooted in providing a cutting-edge downtown experience, the Possibilities Plan also aligns with the City's Master Land Use Plan to assure the continued harmonious development throughout downtown. As necessary, the Ferndale DDA may also undertake other studies and plans. The Experience Plan for The dot parking development was developed by Ideation Orange with feedback from the Downtown Development Authority, City of Ferndale, and the Ferndale Arts and Cultural Commission to activate the areas with public art and artistic wayfinding. To date the following elements have been implemented: entry mural, colored "dots" in stairwell and painted blocks near elevator bays to assist in wayfinding, hidden song lyrics on each floor.

The most recent retail market analysis was conducted in 2016. Once supply chains and business turnover stabilize, it is the intent of the Ferndale DDA to update this analysis and potentially conduct additional research into public perception of Downtown Ferndale.

All of these plans are available on the Downtown Ferndale website:

<https://downtownferndale.com/about-the-dda/planning/>

### **How do the Ferndale DDA and the City of Ferndale work together?**

Much of the work of the Ferndale DDA is done through contractual relationships with the City of Ferndale. Downtown landscaping, maintenance, and snow removal is handed through a contract with the Department of Public Works. The Downtown Resource Officer salary is shared between the Ferndale DDA and the Ferndale Police Department. The office space in City Hall is leased annually. These are critical elements to support operations, but a strong collaborative working relationship between these two organizations has value beyond financial measurement.

Overall, collaboration is an important aspect of effective government operations and can help to ensure that agencies are able to meet the needs of the public and address complex challenges facing the community. Working in close connection with City of Ferndale staff and leadership can help to:

- **Improve efficiency and effectiveness:** By working together, both organizations can share resources, knowledge, and expertise, which can help to improve the efficiency and effectiveness of their operations.
- **Solve complex problems:** Many problems facing government organizations are complex and require a multi-faceted approach to solve. Collaboration can help to bring together different perspectives and expertise to address these problems.
- **Increase accountability:** Collaboration can help to increase accountability by ensuring that different groups are working together to achieve shared goals and objectives.
- **Foster better relationships:** Better relationships lead to more effective communication and coordination, and ultimately better service.
- **Enhance public trust:** When government organizations work together effectively, it can help to enhance public trust in government by demonstrating that agencies are working to address the needs and concerns of the community.

**Welcome to the Board of Directors for the Ferndale Downtown Development Authority (DDA)! As a member of the Board, you will play a critical role in shaping the future of Downtown Ferndale and ensuring that it is a vibrant and thriving place for residents, businesses, and visitors. If you read this far, go tell the Executive Director and get a free coffee (paid by them personally of course!)**



## DDA BOARD OF DIRECTORS PLEDGE

I, \_\_\_\_\_, agree to serve on the Board of Directors for the Ferndale Downtown Development Authority (DDA). I understand that as a member of the Board of Directors I will be responsible for directing the work of the Executive Director and for setting the overall direction and policies for the organization. This includes but is not limited to:

- Setting the budget and financial policies
- Approving projects and initiatives that support the revitalization and growth of Downtown Ferndale
- Participating in planning and development activities to ensure that the downtown area meets the needs of the community
- Promoting the downtown area and working to attract new businesses and investment
- Ensuring that the DDA operates transparently and with integrity
- Attending and preparing for regular board meetings on the second Thursday of each month at 8am
- Participating in at least one training opportunity annually

As a member of the Board of Directors, I have a responsibility to act in the best interests of the DDA and the downtown community. This includes being mindful of conflicts of interest and taking steps to avoid them, as well as upholding the highest ethical standards and operating with transparency.

It is also important to stay informed about issues related to the DDA and Downtown Ferndale, and to be an active and engaged member of the Board. This may involve participating in meetings, reading materials and reports, and staying in touch with the Executive Director and other staff.

Finally, I acknowledge that the Board of Directors serves in a leadership role and is responsible for setting the direction and policies for the DDA. This means that I should be prepared to make difficult decisions and to lead by example.

I acknowledge that I have read and understand the orientation materials and this Board of Directors Pledge and agree to abide by its terms. I understand that failure to meet the expectations outlined in this pledge could result in my removal from the Ferndale DDA Board of Directors.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **Conflict of Interest Agreement**

### **A Policy for Members of the Ferndale Downtown Development Authority Board of Directors**

#### **Summary**

When a member of the Ferndale DDA Board of Directors has a conflict of interest, they should recuse themselves from any decision-making or involvement in the matter. A conflict of interest occurs when someone has a personal or financial interest in the outcome of a decision or situation. The goal of recusing oneself is to maintain impartiality and avoid any potential bias. Recusal can also help avoid the **perception** of a conflict of interest. It is important to be mindful of the perception of a conflict of interest because it can affect public trust and confidence in an organization or individual. Even if there is no actual conflict of interest, the appearance of one can erode public trust and damage the reputation of the organization or individual. Therefore, it is important to take steps to avoid or address the perception of a conflict of interest in order to maintain the integrity and credibility of the organization or individual.

#### **What is the purpose of this policy?**

This policy for members of the Ferndale Downtown Development Authority (DDA) is designed to ensure that the organization operates with integrity and transparency, and that the public trust is upheld. When it comes to ethical decision making, the Ferndale DDA takes proactive steps to ensure that even the perception of a conflict of interest is avoided. Establishing a Conflict of Interest Agreement is an essential step in this process, as it can help protect the organization from potential ethical dilemmas.

On a practical level, public trust is also important to government function because it enables government officials to effectively carry out their duties. Without the trust of the public, it is difficult for government to gain support for its policies and initiatives, which can hinder its ability to effectively govern. In addition, a lack of public trust can lead to cynicism and apathy towards government, which can undermine its ability to serve the needs of the people.

#### **When will Board of Directors members agree to this policy?**

This policy will be signed annually by each member of the Board of Directors.

## Definitions

**Conflict of interest:** A conflict of interest occurs when a member has a personal or financial interest in a matter that could influence their judgment or actions as a member of the DDA. This includes situations where a member, or a family member or business associate, stands to gain or lose financially because of a decision made by the DDA.

**Public perception:** The perception of a conflict of interest refers to the way that a conflict of interest is perceived or understood by others. It is the subjective interpretation of a situation in which a person may or may not have a personal or financial interest that could influence their judgment or actions. Perception of a conflict of interest can be affected by a variety of factors, including the nature and extent of the interest, the circumstances surrounding the situation, and the individual's role or position.

**Disclosure of conflicts:** Members should disclose any actual or potential conflicts of interest directly to the Executive Director, Board Chair before a meeting, and to the rest of the DDA Board of Directors during a regular meeting before participating in any discussions or voting on a matter. This disclosure should include any financial or personal interest that could be affected by the matter at hand.

**Abstention from voting:** If a member has a conflict of interest in a matter, they should abstain from voting on the issue during regular meetings.

**Abstention from discussion:** In some cases, a member may be required to recuse themselves from participating in discussions or decision-making on a particular matter entirely.

**Consultation with the Executive Director:** If a member is unsure whether they have a conflict of interest, they should raise the issue with the Executive Director. The Executive Director will provide guidance on the appropriate course of action.

## Examples of when someone should recuse themselves due to a conflict of interest include:

1. When they have a financial stake in the outcome of a decision.
2. When they have a personal relationship with someone involved in the decision that could in perception or reality impact their ability to make an impartial decision.
3. When they have a personal or professional relationship with someone who stands to benefit from the decision.
4. When they have a personal or professional relationship with someone who stands to be harmed by the decision.

## **CONFLICT OF INTEREST AGREEMENT**

I, \_\_\_\_\_, understand that as a member of the Board of Directors for the Ferndale Downtown Development Authority, it is important to avoid conflicts of interest, and the public perception of conflicts of interest, in order to maintain the integrity and credibility of the organization. A conflict of interest occurs when I have a personal or financial interest in a matter that could influence my judgment or actions as a member of the DDA Board of Directors. This includes situations where a member, or a family member or business associate, stands to gain or lose financially because of a decision I make. This can also include situations in which a conflict of interest could be reasonably perceived by the public.

### **To avoid conflicts of interest, I agree to the following:**

I will avoid taking any action or making any decisions that could be perceived as self-serving or that could compromise the integrity of the Ferndale DDA.

I will disclose any actual or potential conflicts of interest to the DDA Executive Director and to the DDA Board Chair prior to a meeting and take their guidance into account.

If I am involved in a matter that presents a conflict of interest, I will abstain from participating in any voting on the matter. If the conflict of interest is significant, I may be required to recuse myself from the matter entirely including discussions or attendance during all or part of a meeting in which the matter is discussed.

If I am unsure whether a situation presents a conflict of interest, I will contact the DDA Executive Director and the DDA Board Chair to make a determination.

I understand that failure to disclose conflicts of interest or to follow this Conflict of Interest Agreement could result in my removal from the DDA Board of Directors.

I acknowledge that I have read and understand this Conflict of Interest Agreement and agree to abide by its terms.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **FY23 Training Agreement**

### **A Policy for Members of the Ferndale Downtown Development Authority Board of Directors**

#### **Summary**

Training is important for the Board of Directors of a Downtown Development Authority (DDA) because it can help to ensure that they have the knowledge and skills necessary to effectively govern and oversee the work of the DDA. This can include training on topics such as:

- The role and responsibilities of a DDA board member
- The laws and regulations that govern the work of the DDA
- The DDA's mission and goals
- The economic and social context in which the DDA operates
- Best practices for board governance and decision-making
- Strategies for promoting economic development and revitalization in the downtown area

Training can also help to build the capacity of DDA board members to effectively collaborate with other agencies and stakeholders, such as local businesses, community organizations, and government officials. This can be especially important in helping the DDA to achieve its goals and objectives.

In addition, training can help to build the confidence and credibility of DDA board members by providing them with the knowledge and skills they need to effectively represent the interests of the community and make informed decisions. This can help to enhance the public's trust in the DDA and its ability to effectively serve the community.

#### **What is the purpose of this policy?**

This policy is designed to ensure that members of the Board of Directors are aware of training opportunities and are meeting the annual training requirement for board members.

#### **When will Board of Directors members agree to this policy?**

This agreement will be completed and signed annually by each member and each board member will notify the Executive Director when a training session has been completed.

#### **How is training paid for?**

The cost of training will be covered by the Ferndale Downtown Development Authority subject to availability of funds and within the parameters set forth in the annual budget. This may include travel and accommodations as necessary.

## FY23 TRAINING OPPORTUNITIES

### VIRTUAL Downtown Management Training Series- Michigan Downtown Association

*\*these sessions have already been purchased by the Ferndale DDA for use by our members and staff*

- Demystifying DDAs: <https://attendee.gotowebinar.com/recording/2983877066797134863>
- TIF Update: <https://attendee.gotowebinar.com/recording/3301766767429706764>
- Effective Board Member: <https://attendee.gotowebinar.com/recording/2685994075433212161>
- Reporting Requirements: <https://attendee.gotowebinar.com/recording/4925620095798185478>
- Meeting Management: <https://attendee.gotowebinar.com/recording/4268185809135787009>
- Downtown Management Basics:  
<https://attendee.gotowebinar.com/recording/4692912856589431814>
- Dropbox Folder w/ webinar supplements:  
<https://www.dropbox.com/sh/gjqb6f24irdqww8/AABpTorXL7wTv3xHbjALLse-a?dl=0>

### 2023 Michigan Downtown Association Spring Workshop & Lansing Advocacy Day

March 8 & 9

East Lansing, Michigan *\*virtual option will be available*

#### **Perceptions - Debunking Myths and Changing Narratives to Create Strong Downtowns**

Does your community truly understand the importance of a downtown management organization? Do you? Whether your town has a 'parking problem' or you are 'just a party planner', the MDA Annual Spring Workshop will offer you resources and tools to easily convey your organization's true worth while bolstering your management skills. Take control of the spin and create your organization's story through effective communications, marketing, and management.

### 2023 Main Street Now Conference

March 28-29

Boston, Massachusetts

### 2023 International Downtown Association Annual Conference

October 4-6

Chicago, Illinois

### Main Street Oakland County Services and Trainings

*\* will be shared as they become available*

<https://www.oakgov.com/advantageoakland/planning/main-street/Pages/default.aspx>





### **FY23 TRAINING AGREEMENT**

I, \_\_\_\_\_, understand that as a member of the Board of Directors for the Ferndale Downtown Development Authority, I am required to participate in a minimum of one training session annually to ensure I continue to build on my knowledge and skills. Trainings will be identified by the Executive Director, but the Board of Directors chair may approve additional training opportunities as they arise. It is my responsibility to participate in these sessions and use what I learn to help improve the operations of the Ferndale DDA.

**To meet the annual training requirement for the Ferndale Downtown Development Authority Board of Directors, I agree to the following:**

Participate in at least one training session annually.

Report to the Executive Director when training has been completed.

If I identify a training session that is not included on this list, I will seek a recommendation from the DDA Board of Directors Chair before proceeding with training.

The cost of training will be covered by the Ferndale Downtown Development Authority subject to availability of funds and within the parameters set forth in the annual budget.

I acknowledge that I have read and understand this Training Agreement and agree to abide by its terms.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Authorization for Executive Director to Approve Downtown Concrete Repairs in an Amount Not to Exceed \$30,000.

**SUGGESTED ACTION**

Authorize the Executive Director to enter into a contract for downtown concrete repairs in an amount not to exceed \$30,000, pending review of a minimum of 3 quotes from qualified companies

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**Item Description**

The West Nine Mile Road sidewalk and curb system is in need of crucial repairs in several areas which present risk to pedestrians in the form of trip hazards and hindering accessibility. To address this pressing issue, the Executive Director is proposing a collaboration with the Department of Public Works to undertake these repairs. The objective is to enhance the safety and walkability of the downtown area for the benefit of all residents and visitors.

**Item Background**

In an effort to enhance the walkability and safety of the downtown area, authorization for concrete repair work is being requested for several areas of sidewalk and curb primarily on West Nine Mile Road. The areas in need of repair were identified through a collaboration between the Ferndale Downtown Development Authority and the Department of Public Works, with Director Dan Antosik leading the procurement process to secure competitive quotes from multiple qualified contractors. This initiative will contribute to the overall improvement of the downtown infrastructure while longer-term plans for more extensive road and sidewalk repairs are being developed.

There is some precedent for this expenditure, with \$10,067 spent on sidewalk repair in FY19 in collaboration with the Department of Public Works. Funding for annual repairs has been included in the budgets created by Executive Director Lena Stevens; however, this is the first time it has been operationalized.

**Item Costs**

The Department of Public Works is in process to obtain quotes from a number of qualified contractors for the necessary sidewalk and curb repair work in the downtown area. Based on staff estimates, the cost of the work is expected to be approximately \$25,000, although it should be noted that material prices may impact the final cost.

To ensure timely and efficient execution of the repair work, the Ferndale Downtown Development Authority Board of Directors is requested to authorize the Executive Director to enter into a contract not to exceed \$30,000. This authorization will provide the necessary flexibility to proceed with the work prior to the next scheduled Regular Meeting of the Board.

**GL#**

248-000-931.000: Facilities Maintenance, \$25,000 in PROPOSED BUDGET FY23. Remaining funds will come from snow removal budget that will exceed actual costs in FY23.

**CIP#**

n/a

**Additional Notes****ATTACHMENTS:**

[Proposed Downtown Concrete Work List.pdf](#)

# **PROPOSED DOWNTOWN CONCRETE REPAIRS \*QUOTES FOR WORK PENDING**

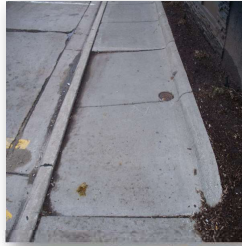
Approximate Address

Notes

Pictures

175 W. Troy - One Eyed Betty's

2 flags w/curbline along the backside to hold in bed



175 W. Troy - One Eyed Betty's east side parking lot apron

CJ 5' x 5' x 6' x 3' flag + DJ 2' x 5' strip of the next flag over



Planavon alongside Detroit Axe across from Schiffer Park

C&D 2 flags(1 flag + two 1/2 flags). Tension wires from powerlines in half flags along curbline



East 9 Mile between Bermuda and Woodward, North and South side of the road

Paver soldier course along sidewalk. CJ North side in front of Como's lot 180' x 2' DJ South side in front of Library lot 47' x 2'



9 Mile, south side just west of Planavon lot apron 1 flag w/manhole cover



163 W. 9 Mile

2.5' x 2.5' x 3.5' section of flag, or the entire flag



169 W. 9 Mile/171 W. 9 Mile

CJ 4' x 2' rectangle where the four corners meet, and DJ 1.5' x 1.5' x 1.5' triangle at the seam along curb



W. 9 Mile along Rust Belt by raised bed      1 flag + 5' x 1.5' strip



141 W. 9 Mile along pavers in alley approach      2' x 2' x 2' triangle



NW corner of 9 Mile and Woodward at entrance to Rust Belt      CJ 18' x 1.5' concrete border of pavers, along with DJ 12' x 1' adjacent border heading west



Pedestrian walkway from Withington lot to 9 Mile      C&D 2 flags w/lightpost in the middle



310 W. 9 Mile      1 flag with manhole cover



320 W. 9 Mile      4' x 2.5' flag

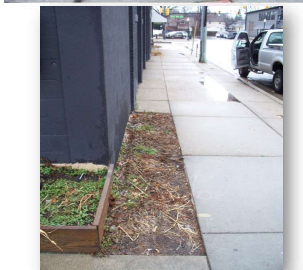


## Special Projects

Bermuda and E. 9 Mile Dorfman Property      Removal of soil and plant material and replace with concrete. 60' x 2.5'



Planavon alongside Detroit Axe across from Schiffer Park      Removal of soil and plant material and replace with concrete. (1) 10' x 2', (2) 11' x 2' (3) 13' x 2'



## Curb Repairs

SE corner of W. 9 mile at Allen

9' x 2' - curb plus concrete to replace damaged pavers



221 W. 9 Mile corner of parking bay

10' of curb plus 4' x 2' of concrete to replace damaged pavers



W. 9 Mile at SW corner of Woodward

6' of curb



170 W. 9 Mile

6' of curb



200 W. 9 Mile

2' of curb



280 W. 9 Mile

1' of curb



210 W. 9 Mile

4' of curb in corner of parking bay



306 W. 9 Mile

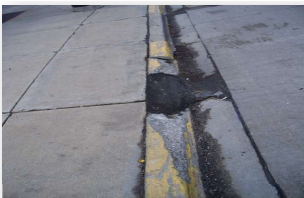
8' of curb in corner of parking bay





315 W. 9 Mile

9' of curb



Allen at SE corner of 9 Mile

8' of curb



**Repairs of Repairs**

195 W. 9 Mile

10' x 8'. D-box is too low and creates pooling. Since this was poured as one and saw cut into four, all of it must be replaced



279 W. 9 Mile

4 flags





February 16, 2023

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Authorization for the Executive Director to Approve Expenses Not To Exceed \$50,000 for the Purchase Of Street Litter And Recycling Cans from Landscape Forms In Collaboration with the Department of Public Works

**SUGGESTED ACTION**

Authorize the Executive Director to approve expenses not to exceed \$50,000 to Landscape Forms for the purchase of street litter and recycling cans

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**Item Description**

Downtown Ferndale currently has a diverse array of street litter and recycling receptacles, encompassing a spectrum of styles and hues. This presents a challenge in terms of aesthetic appeal and can lead to confusion for pedestrians. To address these issues, the Executive Director is proposing receptacles from Landscape Forms to replace all existing units. These receptacles are of the same style as those utilized in recent park enhancements, thereby fostering a cohesive visual presence throughout the city. Furthermore, the receptacles have received endorsement from the Department of Public Works staff, who have practical experience in using these units.

**Item Background**

The Ferndale Downtown Development Authority has made it a top priority to establish a unified visual appearance in the downtown area in recent years. Significant resources have been dedicated to the repair and replacement of street furniture, including major initiatives such as the renovation of Schiffer Park and smaller-scale projects such as the installation of new benches and bike racks. A critical aspect of this effort will be the replacement of all street litter and recycling receptacles.

Having a cohesive look in a downtown area with street furniture is important for several reasons:



**Aesthetics:** A uniform look in street furniture, such as litter and recycling receptacles, benches, and planters, enhances the overall aesthetic appeal of the downtown area and makes it more attractive to visitors, residents, and businesses.

**Identity:** A uniform look in street furniture helps establish a clear sense of place and a unique identity for the downtown area. This can be especially important in creating a positive image and a memorable experience for visitors.

**Functionality:** When street furniture is consistent in style and placement, it can improve the functionality and usability of public spaces, making it easier for people to find what they need.

**Sustainability:** A uniform look in street furniture can also improve sustainability efforts by making it easier for maintenance personnel to service and empty the receptacles, as well as by reducing confusion for users.

#### **Item Costs**

The initial quote from Landscape Forms estimates the cost of the items at \$82,520.52 and an additional fee of \$6,340.00 for shipping and handling. However, to accommodate the needs of the Ferndale Downtown Development Authority, it is expected that further customization, including plaques with logos or instructional information, will be required. The final cost, including these modifications, is estimated to reach \$100,000.

Grant opportunities are being researched in collaboration with the City of Ferndale's Zero Waste Coordinator, Claire Dion. \$10,000 in funding is highly likely from the Southeastern Oakland County Resource Recovery Authority (SOCRRA).

In light of these considerations, the Executive Director respectfully requests authorization to approve expenses up to 50% of the full cost, or \$50,000, recognizing that the final cost may be reduced through the acquisition of grant monies.

#### **GL#**

248-000-977.000: Capital Outlay, \$50,000 included in PROPOSED BUDGET FY23 for Downtown Furniture

#### **CIP#**

n/a

#### **Additional Notes**

#### **ATTACHMENTS:**

[Quotation City of Ferndale - Landscape Forms.pdf](#)

# Quote

Date: 01/27/2023

LF Quote#: 0000377217

PO#:

Project: City of Ferndale - Downtown Litters

Bill To: City of Ferndale  
ATTN: Claire Dion  
300 East 9 Mile Road  
Ferndale, MI 48220

## CORPORATE

7800 E. Michigan Avenue  
Kalamazoo, MI 49048-9543  
P: 800.521.2546 F: 269.381.3455  
www.landscapeforms.com  
Federal I.D.# 38-1897577  
FSC# NC-COC-001261

Ship To: City of Ferndale  
ATTN: Claire Dion  
300 East 9 Mile Road  
Ferndale, MI 48220

Ship To Contact Phone:(248)336-4160

Ship Via: Common Carrier

F.O.B.: Destination

Qty	Description	Unit Price	Total Price
-----	-------------	------------	-------------

CONTRACT: NCPA 07-53

### When ordering please confirm:

- Shipping address and contact information (name and ph#)
- Billing address and contact information
- Is your firm or the project tax exempt? If so, exemption certificate must accompany order
- Delivery schedule:

\_\_\_\_Ship immediately upon completion

OR Ship On/After the date:\_\_\_\_\_

32	Chase Park Litter Style: <i>Side Opening, 36 gal. capacity</i> Powdercoat Color: <i>To Be Advised</i> Standard Features: <i>Black Polyethylene Liner</i>	\$ 1,599.78	\$ 51,192.96
18	Chase Park Recycling Style: <i>Side Opening Single-use *</i> Single Use Door Opening: <i>Standard side opening</i> Single Use Body Opening: <i>Standard side opening</i> Lock Option: <i>No Lock</i> Sand Pan: <i>No Sand Pan</i> Sign Option: <i>To Be Advised</i> Powdercoat Color: <i>2-tone Lid and Body</i> Options: <i>No Options</i> NOTE: <i>* Modified product subject to extended lead-times</i> Lid Powdercoat Color: <i>To Be Advised</i> Body Powdercoat Color: <i>To Be Advised</i>	\$ 1,740.42	\$ 31,327.56

Due to the recent increases on fuel related costs that are being seen globally, Landscape Forms has temporarily included an additional 2% surcharge on all Shipping and Handling quotes

Item Total	\$ 82,520.52
Shipping & Handling	\$ 6,340.00

Page: 1 of 3

Cust #: 64480  
SSR: Kyle Verseman  
Rep: Kyle Verseman, MI5

*Landscape Forms Customer Service*

Purchaser

Seller

landscapeforms®

# Quote

Date: 01/27/2023

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ATTN: Claire Dion  
300 East 9 Mile Road  
Ferndale, MI 48220

Ship To Contact Phone:(248)336-4160  
Ship Via: Common Carrier  
F.O.B.: Destination

Qty	Description	Unit Price	Total Price
Sub Total			\$ 88,860.52
Estimated Tax			\$ 5,331.63
Document Total			\$ 94,192.15

### Payment Terms: NET 30 - PENDING CRED APPROVAL

Landscape Forms, Inc. reserves the right to change payment terms based on payment history as well as information obtained from commercial credit reporting agencies.

- Purchaser is responsible for confirming options, materials, quantities, etc., for completeness and conformity to plans and specifications.
- Changes to or cancellations of orders may incur a penalty charge of 30% or more. Special orders may not be changed or cancelled.
- Studio 431 (custom) orders cannot be cancelled once purchase order is received and approved.
- Studio 431 orders are subject to price increase after engineering/product development is complete and approved by designer, end user and purchaser. Modifications in price will be handled via Change Order.
- All orders that include a swing product must include an executed liability waiver to be accepted and entered into production.
- Only the Material Supplier Standard Limited Warranty shall apply to all product sold by Landscape Forms. No other warranties or changes to the standard warranty will be applied or accepted.
- No merchandise can be returned without authorization from Landscape Forms. Returns may be subject to a disposition fee of 30-100%.
- Prices based on quantities shown and quantity changes may affect price.
- QUOTED prices are held for 60 days. After receipt of a written ORDER, prices will be held for up to twelve months from receipt of the order. Changes in quantity or specification may affect pricing. Upfit pricing will only be held for six months after receipt of a written order.
- **Lighting Poles only**-QUOTED prices are held for up to 30 days. ORDERS received on valid quotes for immediate release will be accepted at quoted. Orders received for a future dated release are subject to current pricing at the time of order release.
- Pricing includes selection from our standard color palette. Optional colors and custom color matches are available for an additional fee and will extend lead-time. Please contact our corporate office for more information.
- Fixtures for custom products are the property of Landscape Forms, Inc., and are not available for sale.

Page: 2 of 3

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SSR: Kyle Verseman  
Rep: Kyle Verseman, MI5

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ATTN: Claire Dion  
300 East 9 Mile Road  
Ferndale, MI 48220

Ship To Contact Phone:(248)336-4160

Ship Via: Common Carrier

F.O.B.: Destination

- Landscape Forms is a supplier only and ships via common carrier. Customer is responsible for offloading and installing unless otherwise indicated above.
- Handling fees alone will apply on third party and customer pick-up orders.
- Mounting hardware is only available on a limited number of products. Please consult the installation recommendations or contact our corporate office to confirm. In the event hardware is provided, it MUST be used for proper installation.
- Refer to Care and Maintenance guidelines for more detailed information and instructions.
- All orders ship upon completion of fabrication. A one-week grace period may be available, after which storage fees will apply.
- This Agreement contains the entire understanding between the parties. All prior communications are merged into this Agreement. The terms of this Agreement shall control any conflict between documents.
- This Agreement may be signed by the parties separately and by facsimile, and together they shall be deemed one binding, original Agreement.
- Purchaser shall pay all costs and expenses paid or incurred by Landscape Forms, Inc. in collecting any amounts due for goods purchased by Purchaser, including without limitation, reasonable attorneys' fees and collection costs. Balances on invoices not paid within 30 days of date of invoice, or within an alternate period of time as determined and indicated by Landscape Forms, shall incur interest at a rate of 18% per annum. Cash discounts are not offered.
- Tax is estimated. Actual tax will be charged on final invoice and shall be payable by the Purchaser. U.S. customers must provide a valid sales tax exemption or resale certificate to remove liability.
- To the extent purchaser supplies or modifies the standard specifications for any products, Landscape Forms, Inc. expressly disclaims all representations and warranties related to such products or their design whether express or implied except that the products shall be manufactured in accordance with purchaser's specifications.
- **REMITTANCE OPTIONS:** For information on paying via credit card, ACH, direct bank transfer, or wire please email us at [AR@landscapeforms.com](mailto:AR@landscapeforms.com). Please note all credit card charges will be subject to a 3% surcharge. Mail payments to:

### USD Checks

Landscape Forms, Inc.  
Dept 78073  
PO Box 78000  
Detroit, MI 48278-0073  
USA

### CAD Cheques

Landscape Forms, Inc.  
PO Box 2408  
Station A  
Toronto, Ontario M5W 2K6  
CAN

Page: 3 of 3

Cust #: 64480  
SSR: Kyle Verseman  
Rep: Kyle Verseman, MI5

*Landscape Forms Customer Service*

Purchaser

Seller

landscapeforms®

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** January Expenditure Report \* NEW

**SUGGESTED ACTION**

Review and discuss the January DDA Expenditure Report as provided by the Executive Director

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-02-13

**Item Description**

Submitting a monthly expenditure report to the DDA Board of Directors allows the Executive Director to keep the board informed of the organization's financial status, ensuring transparency and accountability in financial decision making. This one page document shows only expenses that were authorized in January 2023, however the percentage of each general ledger item that is used is displayed for the entire fiscal year. All questions are encouraged.

**Item Background**

The monthly expenditure report provides the DDA Board of Directors with crucial information on the organization's financial performance, enabling them to make informed decisions and adjust course as needed to ensure the organization's long-term success. These reports are designed to give the Board a clear and up-to-date picture of the organization's financial situation, allowing them to monitor and scrutinize the Executive Director's financial decisions. This increases the accountability of the Executive Director and ensures that budgetary control is maintained each month.

Remember that asking questions about budget reports helps gain a deeper understanding of the organization's financial status and how its funds are being used. Board members have a fiduciary responsibility to the organization and its stakeholders to ensure that its finances are managed responsibly. Asking questions is highly encouraged.

**Item Costs**

n/a

**GL#**

n/a

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[DDA January Expenture Report.pdf](#)

## EXPENDITURE REPORT FOR CITY OF FERNDAL

PERIOD ENDING 01/31/2023

% Fiscal Year Completed: 58.90

GL NUMBER	DESCRIPTION	2022-23	ACTIVITY FOR		AVAILABLE
		ORIGINAL BUDGET	2022-23 AMENDED BUDGET	MONTH 01/31/2023 INCREASE (DECREASE)	
Fund Group <None>					
Fund 248 - Downtown Development Authority					
Expenditures					
Dept 000 - General					
248-000-706.000	Full Time Personnel	127,805.00	127,805.00	10,284.84	50,918.23
248-000-707.000	Part-Time Personnel	20,700.00	20,700.00	0.00	20,700.00
248-000-709.000	Overtime	0.00	0.00	0.00	0.00
248-000-714.000	Holiday Pay	0.00	0.00	0.00	0.00
248-000-714.100	Sick Pay - Annual	0.00	0.00	0.00	0.00
248-000-715.000	Social Security	11,380.00	11,380.00	810.00	5,335.73
248-000-716.000	Health - premiums	0.00	0.00	0.00	0.00
248-000-716.100	Health Insurance	7,269.00	7,269.00	0.00	7,269.00
248-000-716.110	Health Insurance - EE Contribution	(360.00)	(360.00)	(30.00)	(150.00)
248-000-716.115	Health Insurance - Retiree	0.00	0.00	0.00	0.00
248-000-716.150	Health Insurance Waiver	4,000.00	4,000.00	333.33	1,666.69
248-000-716.736	Health - OPEB Funding	0.00	0.00	0.00	0.00
248-000-716.999	Health Care Clearing	0.00	0.00	0.00	0.00
248-000-717.000	Life Insurance - EE	269.00	269.00	22.40	112.20
248-000-718.000	Pension- ICMA-RC 401	8,873.00	8,873.00	719.94	3,490.91
248-000-719.000	Fringe Benefits	0.00	0.00	0.00	0.00
248-000-721.000	Longevity	0.00	0.00	0.00	0.00
248-000-725.000	Workers Compensation	866.00	866.00	0.00	866.00
248-000-730.000	Postage, Mail processing	500.00	500.00	0.00	500.00
248-000-740.000	Operating Supplies	3,500.00	3,500.00	51.07	592.71
248-000-740.248	Operating - DDA Special Projects	0.00	0.00	0.00	0.00
248-000-747.000	Grant Activity	0.00	0.00	0.00	0.00
248-000-752.000	Motor Fuel / Lubricants	0.00	0.00	0.00	0.00
248-000-775.000	Repair & Maintenance	1,000.00	1,000.00	0.00	1,000.00
248-000-802.000	Audit/Actuarial Fees	1,200.00	1,200.00	0.00	1,200.00
248-000-818.000	Contractual Services	105,895.00	105,895.00	4,642.50	27,345.19
248-000-818.600	Contractual Services - Special	0.00	0.00	0.00	0.00
248-000-853.000	Phone/Communications	800.00	800.00	0.00	800.00
248-000-853.116	Telecom - Cell Phone EE Reimb.	1,650.00	1,650.00	0.00	1,650.00
248-000-873.000	Training/Education	16,000.00	16,000.00	0.00	15,961.25
248-000-885.000	Special programs	46,500.00	46,500.00	0.00	37,426.81
248-000-885.500	Special Programs- Public Art	15,000.00	15,000.00	0.00	15,000.00
248-000-900.000	Printing & Publishing	24,000.00	24,000.00	3,500.00	13,239.16
248-000-914.000	Liability Insurance	1,800.00	1,800.00	0.00	0.00
248-000-920.000	Utilities	10,000.00	10,000.00	723.43	5,478.20
248-000-931.000	Facilities Maintenance	233,464.00	233,464.00	0.00	221,230.22
248-000-931.441	Facilities Maintenance - DPW	0.00	0.00	0.00	0.00
248-000-940.200	Equipment Leases - Non-City owned	0.00	0.00	0.00	0.00
248-000-942.000	Building Rental	0.00	0.00	0.00	0.00
248-000-943.000	Equip Rental Alloc - General Fund	600.00	600.00	0.00	600.00
248-000-956.000	Miscellaneous	0.00	0.00	0.00	0.00
248-000-958.000	Memberships & Dues	3,500.00	3,500.00	0.00	3,200.00
248-000-961.101	General Fund Admin Allocation	16,000.00	16,000.00	0.00	16,000.00
248-000-965.101	Contrb To General Fund	90,000.00	90,000.00	0.00	90,000.00
248-000-965.585	Contrb to Auto Parking	55,000.00	55,000.00	0.00	55,000.00
248-000-968.000	Depreciation Expense	0.00	0.00	0.00	0.00
248-000-970.000	Bad Debt	0.00	0.00	0.00	0.00
248-000-974.000	Public Improvements	0.00	0.00	0.00	0.00
248-000-977.000	Capital Outlay	47,500.00	47,500.00	0.00	47,176.05
248-000-977.115	Printing and Scanning Devices	0.00	0.00	0.00	0.00
248-000-996.000	Interest Expense	0.00	0.00	0.00	0.00

Total Dept 000 - General

854,711.00

854,711.00

21,057.51

24.70

643,608.31

02/13/2023 12:50 PM  
User: lstevens  
DB: Ferndale

EXPENDITURE REPORT FOR CITY OF FERNDALE  
PERIOD ENDING 01/31/2023  
% Fiscal Year Completed: 58.90

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GL NUMBER	DESCRIPTION	2022-23 ORIGINAL BUDGET	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/2023 INCREASE (DECREASE)	% BDGT USED	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund Group <None>						
Fund 248 - Downtown Development Authority						
Expenditures						
TOTAL EXPENDITURES		854,711.00	854,711.00	21,057.51	24.70	643,608.35
Fund 248 - Downtown Development Authority:						
TOTAL EXPENDITURES		854,711.00	854,711.00	21,057.51	24.70	643,608.35
Fund Group <None>:						
TOTAL EXPENDITURES		854,711.00	854,711.00	21,057.51	24.70	643,608.35
TOTAL EXPENDITURES - ALL FUNDS		854,711.00	854,711.00	21,057.51	24.70	643,608.35