



VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
Downtown Development Authority Meeting
THURSDAY, May 11 @ 8:00 AM

1. CALL TO ORDER: TIME 8:15 AM

MEMBERS PRESENT: Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacokes, Toly Ashkenazi, and Jerome Raska

MEMBERS ABSENT: N/A

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

GUESTS: Dan Jacey, Director of Human Resources; Dan Antosik, Director of Public Works

2. APPROVAL OF AGENDA

Motion by Chair PJ Jacokes seconded by Vice Chair Sara Brown, to approve the agenda with addition of Main Street Now award announcement as a presentation 5.b.

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacokes, Toly Ashkenazi, and Jerome Raska

NAYS- None

All ayes, motion carries.

3. COMMUNITY REPORTS

a. N/A

4. CALL TO AUDIENCE

a. N/A

5. PRESENTATIONS

5.a Discussion of lease of property at Bermuda & East 9 Mile Road for use as a "Pop Up Park"

Pop up park lease for use of 165 W Nine Mile at the corner of Bermuda and East Nine Mile is the last covid policy in place to discuss. Lease costs \$400 a month in summer and \$500 in winter. Board members discussed and determined that the DDA should keep it as long as possible and support continuing the lease. Other discussion included that the lease and or rental agreements with property owner supports local businesses can utilize space and activate area with pop up events, recommended an installation of shade areas with kite shades, placement of a sign that states the DDA is leasing it and activate it as an art park.

5.b Main Street Now award for Power in our Places

Executive Director, Lena Stevens submitted The dot (development on troy) in the category titled Power in our Places. Jedonna Dinges, Jerome Raska and Pj Jacokes attended the event on May 4th and were happily surprised that Downtown Ferndale was awarded with a check for \$1,000 and a Pewabic title.

6. CONSENT AGENDA

6.a Approval of FY23 4th Quarter Budget Amendment to Capital Outlay

6.b Approval to purchase 13 Parc Vue benches in the amount of \$24,196.92

6.c Approval to purchase 40 bike racks in the amount of \$14,362.68

6.d Approval to purchase 10 self watering planters in the amount of \$6,261.00

6.e Approval of Contract for Social Media Services from Sadie Quagliotto for FY24 in the amount of \$36,300

6.f Approval of Interlocal Agreement Between the City of Ferndale and the Downtown Ferndale Development Authority for FY24 in the amount of \$30,800

6.g Approval of minutes from April 13, 2023

Motion by Jerome Raska seconded by Vice Chair Sara Brown, to approve the consent agenda.

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacobs, Toly Ashkenazi, and Jerome Raska

NAYS – None

All ayes, motion carries.

7. Regular Agenda

7.a Approval for Contract Extension for Landscaping and Maintenance Services in Downtown Ferndale with the City of Ferndale, through its Department of Public Works in an amount not to exceed \$188,948.00

Around 4 and half years ago, the DDA established this contract with the Department of Public Works. An overview of services and accomplishments was presented last month by engagement manager, Sommer Realy and DPW Downtown liaison, Derek Radell. After this year's new infrastructure changes, the Board will discuss to availability of the DPW continuing the snow and ice portion of the contract. The current amount of contract is \$185,540. Snow and Ice removal is a separate line item, and it will stay in place to fund an outside contract once the RFP is complete.

Motion by Jerome Raska, seconded by Metari Harris to approve the contract extension for landscaping and maintenance services in Downtown Ferndale with the City of Ferndale, through its Department of Public Works (DPW) in an amount not to exceed \$188,948.

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacokes, Toly Ashkenazi, and Jerome Raska

NAYS – None

All ayes, motion carries.

7.b Approval of Transition Plan for DDA Executive Director Lena Stevens

Dan Jacey, Director of Human Resources *explained the recruitment process will include 20-minute stakeholder interviews with board members, to determine what the DDA is looking for in a candidate. Time and fees associated with Human Resources department recruitment will be about \$1,500. Information collected during interviews will generate an updated job description which will be open for 3-4 weeks. The top eight candidates will undergo virtual interviews, oral board 2 – 3 members 4-5 from city including who the DDA works with most often, second group of interviews, 2-3 people become strong candidates. The transition plan is endorsed by the Human Resources departments continuity and transparency, recommends Sommer Realy for acting director based on the experience of working with her on Racial Equity Action Team (REAT).*

DDA staff is asked to leave the room for the board to discuss these items in private with Dan Jacey, the Director of Human Resources.

Upon return, Board member express they are not comfortable with the hourly rate and asked if it can be raised. Lena Stevens revised the contract details to include access to facility and server with DDA files.

MOTION 1:

Motion by Vice Chair, Sarah Brown seconded by Chair Pj Jacokes to approve Employment Agreement with Sommer Realy for the position of Acting Executive Director

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacokes, Toly Ashkenazi, and Jerome Raska

NAYS – None

All ayes, motion carries.

MOTION 2:

Motion by Vice Chair, Sarah Brown seconded by Chair Omar George to increase the hourly rate to \$125 and approve Independent Contractor Agreement for support services by Lena Stevens via The AI Lifestyle LLC

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacokes, Toly Ashkenazi, and Jerome Raska

NAYS – None

All ayes, motion carries.

MOTION 3:

Motion by Vice Chair, Sarah Brown seconded by Jerome Raska to authorize the HR Department of the City of Ferndale to lead a recruitment initiative for a new Executive Director of the Ferndale Downtown Development Authority with the expense to not exceed \$1,500

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacokes, Toly Ashkenazi, and Jerome Raska

NAYS – None

All ayes, motion carries.

8. Call to Board Members

9. Information Items from Executive Director

9.a Update on the Downtown Ferndale Mural Program Selection Timeline

The advisory committee selections will be presented during board meeting in June for the Board members to approve each location and associated concept.

9.b Update on Nine on Nine Concert Series Application

Krista Johnston of Reveal Productions has signed a contract to facilitate this event.

9.c Update on Spring Fever, Plant and Flower Market Event

Krista Johnston of Reveal Productions has executed the vision of activating the street scape on West Troy Street with community driven events.

9.d Update on Ferndale Social District Cup Distribution Strategy

To ensure the cohesive branding and transition into businesses being responsible for the purchase of cups, the DDA is working with City Hall front counter on processing purchases of Patio Zone branded cups.

7. ADJOURNMENT

Motion by Jerome Raska, seconded by Treasurer, Omar George to adjourn the meeting at 9:54 A.M.

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Mayor Melanie Piana, Chair PJ Jacobs, Toly Ashkenazi, and Jerome Raska

NAYS – None

All ayes, motion carries.