



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

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

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

MEMBERS ABSENT: Mayor Melanie Piana, JeDonna Dinges

STAFF PRESENT: Sommer Realy, Acting Director + Engagement Manager

GUESTS: Joe Gacioch, City Manager for City of Ferndale; Kyle Bryce, CED Planner I; Claire Dion, Zero Waste Management; Kara Sokol, Communications Department; Dan Jacey, Director of Human Resources

AUDIENCE: Sairy Garcia, Oakland Thrive branch of Oakland County Business Forward; Kylie Smith, House of Trillium, LLC; Grant Zvoch, employee of Pure

**2. APPROVAL OF AGENDA**

*NAYS- None*

*All ayes, motion carries.*

**3. COMMUNITY REPORTS**

N/A

**4. CALL TO AUDIENCE**

- a. Sairy Garcia, Oakland Thrive branch of Oakland County Business Forward introduced herself and reminded all in attendance of the services they offer.
- b. Kylie Smith, House of Trillium, LLC – 23257 Woodward – Stated she was lead to attend the DDA Board Meeting to gain a better understanding of the zoning process because it directly affects her business location. Stated that massage is not classified as healthcare within the zoning ordinance and limits her ability to move her business to another location in Ferndale.
- c. Grant Zvoch, employee of Pure Honda attended to introduce himself as a resident of Ferndale who does not own a motor vehicle and mentioned he is interested in being more involved with the downtown community.

**5. PRESENTATIONS**

#### **5.a Presentation of the City's Newly Designed Website, [www.ferndalemi.gov](http://www.ferndalemi.gov)**

The Communications Director; Kara Sokol provided a presentation and brief overview of the City's newly designed website, [www.ferndalemi.gov](http://www.ferndalemi.gov), which launched on June 30. The presentation highlighted where to locate DDA board member application, meeting calendar, agendas, new design features, important navigational changes, and key accessibility improvements. Presentation focused on navigation to the DDA page, how people can apply to be on the board, rotating images, and accessibility components.

#### **5.b Presentation on the City of Ferndale Zoning Ordinance Rewrite**

Community and Economic Development (CED) Department staff, Kyle Bryce provided update on the ongoing zoning ordinance rewrite and seeking input on Downtown Design standards. The presentation included information on work already completed, upcoming and planned public engagement sessions, and the general timeline of the full process. The City of Ferndale is updating its zoning ordinance, which shapes the way we live, work, and play in our beautiful community. The primary goal is to create a sustainable, inclusive, modern, and user-friendly code, consistent with the 2022 Master Plan and Climate Action Plan. The city is working hard to ensure this process reflects the vision of all Ferndale residents and stakeholders, and we want to hear from YOU.

Late winter, adopt early 2024. For the whole city, 4 areas of focus, second story requirements at transit overlay district Woodward and nine meant to make a specific form of buildings, expansion of sq ft and triggers second story requirements, renovations, courtyard enclosures, second story requirement focus. We do not know what the end product will be.

MEMBERS: Tree planting guide to include the process of putting trees into the ground, Second Floor requirement when expanding square footage, clear explanation of the process required for any business or resident, type of business and how it is zoned.

Kyle Bryce answered the questions asked and stated they would be incorporated in the process. The process of relocating business sometimes requires a business to use a variance that is approved by the board of appeals. Zoning is in place to keep industry and residents are kept separate. Members and the public can submit an online form with their thoughts, ideas and wishes by visiting [www.zoneferndale.com](http://www.zoneferndale.com). Send direct inquiries to [ced@ferndalemi.gov](mailto:ced@ferndalemi.gov).

#### **5.c Presentation to Review Grant-Funded Research and Recommendations on Improving Services Through a Tiered Rate Structure for the Shared Compactor Areas in Ferndale's Central Business District**

Clair Dion, Zero Waste Manager, presented on behalf of the fellowship research that was conducted. The 2020 Downtown Waste Reduction and Recycling Master Plan recommended moving toward a tiered rate structure for the City's shared compactor areas. This presentation outlined data collected and analyzed over the past two months from multiple stakeholders and provided potential next steps toward creating an effective tiered rate system and improving service in the shared compactor/recycling areas. Board members, Omar George and Sarah Brown were given appreciation for their insight and working with those involved in the research.

## **6. CONSENT AGENDA**

6.a Approval of from June 8, 2023 minutes

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

*NAYS* – None

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

**7. Regular Agenda**

7.a Consideration to Approve of the License Agreement with 165 E. 9 Mile LLC for the use of 165 East Nine Mile For an Annual Cost Not to Exceed \$12,000

The board of directors discussed the consideration of signing a lease agreement with new terms that do not allow the licensee to sublease the property and increased the rent to \$1,000. It was stated that the activation of this area was specific to the pandemic and provided relief to the surrounding businesses. In the last year, this property has been used rarely. Members discussed the option of going month to month throughout the rest of the summer season or to let it go once this month is over. Rent for the month of August has been paid.

*Motion by Jerome Raska seconded by Treasurer Omar George, to Authorize the Interim Director, Sommer Realy to not execute a new lease agreement and remove all assets from property no later than September 1, 2023.*

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

*NAYS* – None

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

**8. Call to Board Members**

Omar George mentioned the lack of having a downtown resource officer has made a difference and stated he is hopeful that this position will be filled again as it intended to be.

Metari Harris mentioned may be an option to work with area non-profit organizations that can assist with individuals who live on the streets and or struggle with mental health.

Jess Minnick announced Not Sorry Good's two-year anniversary taking place on Saturday and reminded everyone to share the Fall Art Walk participation form with business neighbors.

**9. Information Items from Executive Director**

Sommer Realy, Acting Director + Engagement Manager will provide an overview of the information included in weekly status emails.

-Board members are continuously evolving, and new member come on board as other members terms expire. It was asked of the current members to recruit new members as soon as the submission form is available on the City of Ferndale's new website

-Contract with AI Lifestyle has expired and will not be extended. Previous Executive Director, Lena Stevens provided the DDA with transitional services for 60 days under the contract with AI Lifestyle. During that time the Acting Director worked with her to transfer user names, subscriptions associated with the terminated credit card, Woodward Moves communication support and updates to the downtown Ferndale website.

Downtown Mural Program installations are completed. The Vision Committee, led by member Jess Minnick with the help of this committee is organizing a Fall Art Walk to support the businesses community and celebrate the art installations that were part of this 1st annual program. The Acting Director is in the process of finalizing all paperwork, payments, and grant obligations to close out program.

Woodward Moves, the Department of Public Works and the Downtown Development Authority will present to the council on August 14, 2023. This presentation will include all the steps this project has taken and what is remaining. Contract with Franco ends on September 23rd, 2023. Construction is expected to be complete by late October 2023.

Time moves fast, let us look ahead a bit, Ferndale Dream Cruise, Art Fair Weekend, Trick or Treating downtown, Late Night Shopping nights, PATIO zone and more.

## 10. ADJOURNMENT

Motion by Jerome Raska, seconded by Greg Pawlica to adjourn the meeting at 10:23

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

*NAYS* – None

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