

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of October 21, 2014**  
**Meeting Room – 8:00 AM**

The regular meeting of the DDA Board was called to order at 8:03 a.m.

**ROLL CALL**

**Present:** *Greg Presley, Margene Buckhave, Mary Starring, Mayor Chris Johnson, John Casey, Shawn Riley Jim Long, Carolann Ayers*

**Absent:** *Lynda Heaton, Excused,*

**Also Present:** *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Marketing & Communications Coordinator/Christa Williams, DDA Planning Coordinator/Kate Knight, Northville School Board President/Ken Roth, Resident/Paul Sherbeck*

**AUDIENCE COMMENTS**

Paul Sherbeck questioned whether DDA Board meetings could be broadcast to the public. This would increase transparency and provide residents a better understanding of how tax dollars are being spent. Mayor Johnson noted that when the City Council investigated having their sessions videotaped for broadcast on the Public Access channel, the City would have had to invest in all of the equipment needed to make the broadcast possible. Additionally, with all of the different forums available for broadcast television, the potential audience reached was negligible. Ken Roth of the Northville School Board stated that Public Access limited the School Board to one broadcast per month. Lori Ward shared how the Town Square security cameras were funded: 50% from a RAP Grant and 50% divided between the DDA and the City's General Fund. It was also noted that all budgets are included on the DDA website.

Sherbeck also voiced concern regarding the detail level with which DDA Board Minutes are reported.

**APPROVAL OF AGENDA**

**Motion by Riley, seconded by Ayers, to approve the Agenda. Motion carried unanimously.**

**FIRST QUARTER BUDGET AMENDMENTS**

Lori Ward presented an overview of the First Quarter Budget Amendments as found in Attachment 4.e of the Consent Agenda. A few highlights:

- The City has applied for reimbursement of lost personal property tax. \$32,171 has been added to the budget under revenue;
- The current year tax appeals have been budgeted \$10,000, which is standard for the DDA budget;
- Sponsorships are now being shown as revenue for the different events;
- Unspent dollars from the FY14 budget for the Signage and Markers Project, are being carried over to the FY15 budget \$145,000;
- As a result of last winter's weather, the cost of replacing lighting, umbrellas in Town Square, and plant material, was greater than expected \$13,945;
- Carry over dollars from FY14 for the amended and restated TIF and Development Plan which is currently under review \$7,900.

## **TIF LEGISLATION UPDATE**

Ward presented an overview of the most recent proposed TIF Legislation. The proposed Legislation was amended to include two additional components: transparency and additional data reporting. Currently the DDA's website contains all of the required reporting, except for the current TIF Plan. The DDA is currently in the process of amending and restating the TIF Plan, and will post once the amended Plan has been adopted.

The proposed legislation is would also require additional components be added to the DDA Annual Report: growth in the private sector within the DDA TIF Boundary; and regional growth. These components are not clearly defined in the proposed legislation. Discussions are still occurring to determine what the additional annual reporting will actually contain.

Another change is a section which provides for Gain Sharing. Beginning in 2016 DDA's would be required to give back 1.25 % to the TIF to the taxing jurisdictions each year, with no cap. This would mean the DDA would be required to give back an additional 1.25% each year until the DDA expired.

Local representatives have been working to help oppose the proposed legislation, as has the Michigan Municipal League. At this time, there is no certainty that the legislation will be taken up in a lame duck session.

## **COMMITTEE UPDATES**

### **Design Committee**

The 2014 Fall Planting was completed by Commercial Ground Services (CGS) on October 2<sup>nd</sup>. The planting retained existing grasses from the summer planting and include kale and mums. The DDA has been working with Begonia Brothers to transform the Downtown into an October destination. Orange seasonal lights have been installed on more than a dozen trees. This same vendor is coordinating the DDA's Skeleton program and seasonal décor packages.

Experience Design (EXP) is working on design refinements, content and fabrication estimates. DDA staff held a phone meeting with the vendor, DDA Board and Exhibit Design

Subcommittee members Lynda Heaton and Mary Starring, to gauge progress and direction. EXP was able to accommodate the group's decisions and move forward with the final development of lenticular technology with staff approval. The next rounds of refinement will result in a finished construction set package for public bid solicitation.

DDA staff is working through a project contract punch list with Wayfinding consultant Buzz Bizzell as the program design is reaching finalization. Bizzell is developing final template pieces for regulatory signage, evaluation of our local zoning and signage code.

DDA staff has identified a limited number of potential additional services, some as described in the original project RFP. These include a Phase 4 contract addendum, in final closeout. Other potential options include the design of a singular sculptural signage piece installed in place of the temporary projecting banner sign over the Comerica Community Connection.

The DDA has hired one seasonal staff person to cover the end of the growing season, through October. The DDA has also contracted with one of our current landscape vendors, Commercial Grounds Services, to supply a crew for spot maintenance prior to major Downtown programming, such as Victorian Festival and Skeletons Are Alive.

### **Marketing Mix Committee**

None

### **Parking Committee**

None

### **Organizational Committee**

Carolann Ayers requested a special meeting of the DDA Board to discuss the TIF Update Plan. This Plan would identify and prioritize projects for the next 25 years.

Ward presented the need for the Citizens Development Council to be appointed prior to the next DDA Board meeting.

**Motion by Ayers, seconded by Casey**, to hold a special meeting of the DDA Board on November 6, 2014 at 6:30pm, to discuss an amended and restated TIF Plan, with a copy of the existing documents provided the week prior to the meeting. **Motion carried unanimously.**

## **COMMUNICATION**

### **Board and Staff Communications**

The next DDA Board meeting is November 6, 2014.

**Meeting adjourned at 8:54 a.m.**

Respectfully submitted,

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Christa Williams  
Northville DDA  
DDA Secretary  
Marketing & Communication Coordinator