

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of August 18, 2015
Meeting Room – 8:00 A.M.

The regular meeting of the DDA Board was called to order at 8:07 a.m.

ROLL CALL

Present: *Mayor Chris Johnson, Shawn Riley, Greg Presley, Carolann Ayers, Mary Starring,*

Absent: *Margene Buckhave, Excused, Lynda Heaton, Excused, Jim Long, Excused, John Casey, Excused*

Also Present: *City Manager/Patrick Sullivan, DDA Director/Lori Ward, Resident/Fred Sheill*

AUDIENCE COMMENTS

Fred Sheill congratulated the DDA for another terrific Concours d'Elegance car show. Sheill complimented DDA staff Christa Williams for a job well done. Exhibitor participation and sponsorship increased significantly this year under her management. Sheill also noted that Williams did a great job of recruiting volunteer participation and getting people involved in the event.

City Manager, Patrick Sullivan commented that while the costs of the event grew based on the inclusion of the Display cars at the VIP reception, the event still made a small profit. Sullivan also noted that Downtown Northville is a beautiful backdrop for the event.

APPROVAL OF AGENDA

Consent agenda as follows:

- Minutes of DDA Meeting June 16, 2015
- PR Summary June 2015
- PR Summary July 2015
- Financial Statement of June 2015
- Financial Statement of July 2015
- Invoice Report June 2015
- Invoice Report July 2015

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

NON-MOTORIZED TRAIL PRESENTATION – JASON MACDONALD, LIVING LAB

Ward introduced Jason MacDonald of Living Lab to speak about the new non-motorized trail and signage program that will link Edward Hines Drive to Maybury State Park. MacDonald's firm was retained to develop the branding and wayfinding signage system for the trail. MacDonald reviewed the pedestrian trail locations throughout the DDA and presented a map that showed the locations of both signs mounted on poles and sidewalk decals. DDA staff questioned whether the signs and decals would be reviewed by the Historic District Commission.

The decals that would be installed on the pavement are \$40 a piece and the signs mounted on poles range from \$40 - \$305 per pole depending on the type of sign. The total cost to install the program throughout the DDA is estimated at \$3,115. In order to implement the program, the DDA would have to approve a budget amendment of \$3,115 in first quarter.

Motion by Riley, seconded by Starring, to approve the signage and branding package for "the Link" and to authorize a budget amendment of \$3,115 to pay for the implementation of the DDA's portion of the program. **Motion carried unanimously.**

MARKETING/EVENT CONTRACT

The DDA's 20-15-16 budget this year reflected a change in the staffing of the DDA. In previous years, the DDA Marketing and Planning Coordination positions were contract positions. In this year's budget, the positions were moved to part-time City Staff. This was done, in part, to allow for greater control over scheduling. Both contract employees have since ended their contracts with the City. Christa Williams, the Marketing and Communications Coordinator has expressed an interest in staying on to provide assistance with the DDA's special events. DDA Director Ward is recommending that the DDA update the Contract with Christa Shops for You (Williams) to specify the contract would be for Special Events only at a rate of \$30/hour. Ward reviewed the contract with the Board.

Motion by Starring, seconded by Ayers, to approve the contract for Event Planning with Christa Shops for You in the amount of \$30/hour. **Motion carried unanimously.**

COMMITTEE UPDATES

Design Committee

Ward presented an update for the exhibit design work being done in the Comerica Community Connection (CCC). The photographic installation is schedule to be installed prior to Victorian Festival. DDA staff is working with the project designer and fabricator to develop a key/legend for the exhibit that would be installed on the east wall. The legend should be completed and installed this fall.

Ward also presented an update for the Wayfinding signage. The Type A signs and the Parking Signs are scheduled to be installed the first week of September. Work has begun on the bid package for Phase 2 of the project that includes the larger scale Type B signs that will be installed on the Mile roads, regulatory signs, the projecting sign at the Comerica Community Connection, and single building signs.

Marketing Mix Committee

Riley reported that the Marketing Mix Committee didn't meet in July, but referred the Board to the Public Relations Summary for the past two months included in the Board packets.

Parking Committee

None

Organizational Committee

Ayers noted that the DDA is seeking to fill a part-time staff position for 20 hours a week. Ward has interviewed candidates and should have a selection by the next DDA Board meeting in September.

COMMUNICATION

Board and Staff Communications

The next DDA Board meeting is October 20, 2015.

Meeting adjourned at 9:47 a.m.

Respectfully submitted,

Lori M. Ward
DDA Director
Northville DDA