

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of May 17, 2016**  
**Meeting Room – 8:05 a.m.**

The regular meeting of the DDA Board was called to order at 8:05 a.m.

**ROLL CALL**

**Present:** *Chairman/Shawn Riley, Mayor Ken Roth, Margene Buckhave, Carolann Ayers, John Casey, Mary Starring, Lynda Heaton*

**Absent:** *Greg Presley (excused), Jim Long (excused)*

**Also Present:** City Manager/Patrick Sullivan, DDA Planning Coordinator/Courtney Miller, DDA Executive Director/Lori Ward, Resident/ Aaron Cozart, Resident/ Fred Sheill, Resident/ Ethan Allen

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent agenda as follows:

- a. Minutes of April 19th, 2016 DDA Meeting
- b. April 2016 Financial Statement
- c. April 2016 Invoice Report

**Motion by Roth, seconded by Starring**, to approve the Consent Agenda. **Motion carried unanimously.**

**ADOPTION OF DDA 2016-17 BUDGET**

Ayers presented the budget that was previously discussed by the DDA before being reviewed and approved by City Council. The document needs to be formally approved by the DDA before going into effect on July 1, 2016. Procedurally, budget documents should be approved by City Council before being formally adopted by the DDA Board.

**Motion by Ayers, seconded by Heaton** to approve the 2016-17 DDA Budget. **Motion carried unanimously.**

Roth presented a letter from Wayne County requesting audit information from the DDA, which was received by most DDA offices in Wayne County. The information requested was sent and is regularly available on the DDA website.

## COMMITTEE INFORMATION AND UPDATES

### a. *Design Committee*

- i. Secondary Streetscape Guidelines: The Secondary Streetscape Guidelines, developed by DDA Staff in conjunction with Carlisle Wortman is being presented to the Planning Commission at the next meeting. The DDA will receive comment on the guidelines from the Planning Commission, and they will be brought to the Board at the next meeting for adoption, as they will be part of the DDA guidelines, not the City Ordinance.
- ii. Road Repair on Main Street: Repair work on Main Street has been completed.
- iii. Brick Repair: Brick repair work is underway, as there are trip issues involving the brickwork Downtown.
- iv. Pavilion Repair: DDA Staff is working with Dave Mielock to assemble a bid packet for repair work needed on the pavilion in Town Square.
- v. Parking Deck Repair: Ward gave an update of the progress of the repairs proposed for the MainCentre and Cady Parking Decks. Staff has been working to put together a bid packet for repairs on these two structures. A proposal has been solicited from a company called Wyss Janney Elsner. A structural engineer has viewed the conditions and found one of the beams in to be in very poor condition. The building owners have shored up the beam for safety while the DDA works to resolve the issue. A proposal has been received from RAM Construction. Ward and Jim Gallogly, Director of Public Works met with Aaron Cozart and Ethan Allen, building owners, to discuss sharing the cost of repairing the beam, as private and public property are resting on the beam. The cost has been estimated at \$6200. Wyss Janney is in the process of reviewing structural drawings and will offer recommendations to Ward regarding the necessary work. RAM Construction does not have structural engineers on their team, therefore the review by Wyss Janney is important to the process. Ward stated that the repairs need to be done as quickly as possible, as 3-4 parking spaces are currently blocked off as a result of the work, and the current conditions are unsafe. She expects a quick turnaround of information from Wyss Janney.

### b. *Marketing Mix Committee*

- i. Promotional Video: Riley reported that the Committee discussed which businesses would be highlighted in the upcoming promotional video. The timeline was also discussed and the committee decided to wait to film until

after landscaping was installed in the Downtown. Ward reported that the testimonials are moving forward, as those can be filmed inside.

- ii. Downtown Promotional Opportunity: Sullivan reported that Greg Richards, owner of Wok Asian Bistro, and other citizens have suggested trying to capture the traffic Downtown that has been caused by the closure of I-275. The current idea is a monthly banner for June, July, and August that will list the summer events in Northville. Staff will immediately begin to research material and design options, as well as cost.

**Motion by Casey, seconded by Starring** to approve temporary signage over the roadway, not to exceed \$2,500. **Motion carried unanimously.**

According to Sullivan, Richards also suggested holding more events in Town Square, and feels that it is underutilized. The Board discussed the cost requirements (including insurance) for this undertaking, and who would possibly take on the planning and management. Roth encouraged further exploration of the topic of increased utilization in Town Square, potentially between Parks and Rec and the DDA, and sharing the results with Greg. Casey suggested discussion wait until the next budgeting process to see if the DDA could feasibly take on this task. The Board agreed that cost is the biggest uncertainty with this project, and the first step will be determining financial feasibility. Sullivan will provide contact information for a local insurance agent, and Reilly will get further information on potential costs from musicians.

c. *Parking Committee*

Casey reported that the Committee was interested in forming a subcommittee to walk the DDA district, led by Jerry Mittman, and consider the best places for bike racks and parking.

- i. Bike Rack Installation: Casey stated that the Committee considered various areas for parking, one of which was on the top level of the Cady deck. Roth stated that not placing the racks in the central Downtown was a missed opportunity, due to increased bike traffic from the neighborhood connector. Other alternatives discussed by the committee included in front of Joseph's Coney Island, and near Dancing Eye Gallery on N. Center Street at Main. The Committee is interested in installing hoops on the sidewalk, as well as a larger rack. Locations are currently being discussed. Roth requested a recommendation before next month's meeting so the racks can be installed and utilized throughout the summer.

d. *Organizational Committee*

- i. Strategic Plan Update: Ward reported that the kickoff meeting for the Strategic Plan Steering Committee was held on April 27<sup>th</sup>. BRI is currently working on setting a standing meeting date for the committee. They have also created a website for the project which will be linked to the DDA website. Staff will also place a link on the City website.

**FUTURE MEETINGS/ IMPORTANT DATES**

- a. Marketing Mix Meeting – June 2, 2016
- b. First Friday Experience – June 3, 2016
- c. Executive Committee Meeting – June 8, 2016
- e. Next DDA Board Meeting – June 21, 2016

**BOARD AND STAFF COMMUNICATIONS**

None.

The next DDA Board meeting is June 21, 2016.

**Meeting adjourned at 9:11 a.m.**

Respectfully submitted,

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Courtney Miller  
Northville DDA  
Planning Coordinator