

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of October 18, 2016**  
**Meeting Room**

The regular meeting of the DDA Board was called to order at 8:02 a.m.

**ROLL CALL**

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

**Absent:** *none*

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

**AUDIENCE COMMENTS**

Presley commented on the condition of the tree line at the top of Ford Field along the Dunlap/Hutton curve. In previous years, he noted, the area had been trimmed and people could see down into Ford Field. Currently, the area is overgrown does not look very good. Sullivan advised that he would contact the Parks and Recreation Department, who is responsible for the maintenance of the park and let them know.

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Jim Long commented on the September Board meeting minutes. The minutes stated that the "City and the CadyCentre pedestrian bridge share the beam in need of repair." Ward stated that a more accurate statement would be that the City and the CadyCentre pedestrian bridge share a need for the beam in need of repair. Long also noted that the minutes reflect a statement by Long that stated the cost of the repair should be shared by the City and the property owner, when in fact he stated that the building owners should pay for the repair work required. Riley stated that the minutes spelled his first name incorrectly. Heaton stated that the minutes stated that Presley was both present and absent from the meeting. Presley confirmed his attendance.

Ward stated that the September 20, 2017 would be amended to reflect the changes.

**Motion by Ayers, seconded by Roth, to approve the Agenda and Consent Agenda as amended. Motion carried unanimously.**

## COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee* – Committee has not met since June. October Design Committee Update handout was distributed at the meeting. Highlights include:
- Wayfinding Project – meeting was held with Wayne County Road Commission. Cheryl Gregory from Spaulding DeDecker has been assisting the DDA in navigating the approval and permitting process. All issues were addressed at the meeting. Two items remain to be completed. The City needs to acquire letters of support from the two neighboring communities where signs will be located, Novi and Northville Township. In addition, City Council will need to pass a Resolution agreeing to be responsible for the construction, installation, maintenance and liability for the signs.
  - Ward will present the projecting sign at the Comerica Community Connection to the Historic District Commission on October 19<sup>th</sup> for approval.
  - Presley requested that a meeting be set up for the Design Committee to review options for the banner pole behind the Comerica Community Connection announcing the walkway. Discussion took place on additional signage for Comerica Community Connection.
  - Cady Street Parking – DDA staff has met with attorney Greg Need, all documents have been completed and City/DDA will meet with the building owner to discuss who will pay for the repairs. The item will be discussed at the Executive Committee at their next meet. Ward stated that the project has already been bid, RAM is the low bidder. Long asked where the discussion will take place regarding how much the DDA and the building owners will pay. The project is being discussed at the Executive Committee meeting because the deck is owned by the City. Sullivan suggested that the DDA schedule a closed session meeting to consider the legal opinion received by Counsel as to the responsibility of repairing the deteriorating beam. Ward will take a poll of the Board to find a date for the Special Meeting.

Ayers asked whether the City would be involved in the cost of the repairs or just the DDA? Ward responded that previously the DDA has paid for the repairs.

- Seasonal décor was installed downtown and fall landscaping completed. Over 120 life sized skeletons have been installed around the downtown for Skeletons are Alive program. The program has been an overwhelming success. The Board discussed the positive impact the program has on activity and the economy downtown. There was a suggestion made to expand the program to make it more interactive by adding voting. Staff will explore. Ward reported that there has been no vandalism or theft this year of any skeletons. Buckhave asked if we could add evening lighting to the program.

Ward reported that the Marketing Mix Committee is discussing this replicating this type of an event for later winter or early fall when business is slower to drive traffic to downtown.

- b. *Marketing Mix Committee* – Ward stated that there are ads running currently in the Northville Record and other O & E publications promoting the Skeletons. It was noted that there is a change in staff at the Northville Record and some stories have not received the attention they should receive. Riley stated that at the last Committee meeting the amount of money and the advertising venues were discussed, specifically the cost of advertising in Hour Magazine. Riley stated that the purpose of the marketing effort is to promote the Downtown as a destination, not to promote individual businesses. The Committee is scheduled to review the DDA's budget at their November meeting to provide feedback on how to spend the marketing dollars going forward.

DDA is discussing collaborating with the NCBA on producing a holiday catalogue that would be a direct mail piece. The catalogue would be a smaller size and highlight downtown businesses.

- c. *Parking Committee* – Casey reported that a call for volunteers to count parking occupancy resulted in no new volunteers. The Police Department is now assisting with the collection of nighttime counts. DDA staff is looking into hiring part time staff to collect parking information on weekends.
- d. *Organizational Committee* – Ward reported that 2<sup>nd</sup> quarter budget amendments would be presented to the DDA at their next meeting.
- e. *Strategic Plan Update*: Ward stated that a Strategic Plan Update was prepared and distributed at the meeting with the board packets. The Steering Committee last met on August 22<sup>nd</sup>. Sharon Woods of LandUSA presented both the retail and residential Target Market Studies. The Committee held a meeting in September to discuss the studies and provide feedback to the consultants. Ward met with Woods to discuss the comments and concerns, which have been incorporated in the studies. The Strategic Plan Committee will meet again on October 21<sup>st</sup> to review the changes. Ward mentioned that the Strategic Plan Committee meetings are open to the public and she encouraged the Board to participate.

#### **FUTURE MEETINGS/ IMPORTANT DATES**

- a. Marketing Mix Meeting – November 3, 2016
- b. First Friday Experience – November 4, 2016

- c. Executive Committee Meeting – November 9, 2016
- d. Novembers DDA Board Meeting, November 15, 2016
- e. Girls' Night Out – November 17, 2016
- f. Holiday Lighted Parade – November 18, 2016
- g. Small Business Saturday November 26, 2016

#### **BOARD AND STAFF COMMUNICATIONS**

Ward provided a brief update on some of the available spaces downtown.

- Ward has been working with the Beale Group and an interested restaurant group that are negotiating the purchase of the Riffles Building. The group is a well know restaurant owner and has a unique concept for Northville. Ward has toured the building owner with the group and the city's building inspector as they evaluate the space.
- Browndog Creamery and Dessert Bar is moving next door to its current location and will take the whole building. They will begin work soon and open in the spring of 2017. They will approach the City to obtain a liquor license to allow them to serve flavored coffees and other alcoholic beverages. It will be a full service dessert bar similar to their concept in Farmington Hills.
- dearPrudence is scheduled to be open in time for Girls Night Out in early November.

Sullivan congratulated Riley on a successful concert at Genittis Hole in the Wall. Scars on 45 played at Genittis and money was raised for Civic Concern. The concert was well attended. Many of the Board members were in attendance. Ward stated that it was a success, and it would be great to continue having additional concerts in downtown.

The next DDA Board meeting is November 15, 2016.

**Meeting adjourned at 9:20 a.m.**

Respectfully submitted,

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Lori M. Ward, Director  
Northville DDA