

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of June 20, 2017
Meeting Room A

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

ROLL CALL

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

Absent: *Mary Starring, Robert Miller*

Also Present: Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Fred Sheill/Resident, Liz Cezat/Communication Manager, Sarah Prescott/School Board Representative

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. May 2017 Financial Statement
- b. May 2017 Invoice Report
- c. 4th Quarter Budget Amendments
- d. 4th Quarter Budget Amendment Explanations

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

GRAPHIC PACKAGE TO MARKET NORTHVILLE

Ward informed the Board that as part of the strategic planning process, Beckett and Raeder recommended that the City/DDA put together a package of information that contains market information, graphics, and potential incentives for the Northville Downs property. This would allow the City/DDA to convey to potential developers the City's goals for the site.

Ward solicited a proposal from Beckett and Raeder for the work. The proposal was included in the DDA Board packet. In addition, Ward spoke to two other consultants about the process and fees to perform similar work. The scope of work outlined in the Beckett and Raeder proposal includes working with a local committee to develop a conceptual plan for the 48 acre site. The conceptual plan would utilize previous planning

efforts such as the Master Plan Update and Cady Street Overlay as starting points in the development of the conceptual design. The plan, prepared in autocad, would include existing conditions, floodplain issues, local concerns, traffic, and other information. Based on the conceptual design, a site graphic or perspective would be developed that provided a dimensional drawing that reflected the goals of the plan. The DDA would utilize this illustration as part of an information package to market the site. The cost of the conceptual plan and illustration ranges from \$9,800 - \$13,300 depending on how many illustrations are developed. The illustrations are \$3,500 each. Ward stated that there was sufficient funds left from end of the year surplus to pay for the development of the plan and illustration.

Discussion took place regarding whether the DDA should be involved in promoting areas that are located outside of the DDA Boundaries. Also, discussion took place regarding whether the DDA, if involved, should pay for the entire amount of the design and illustration work.

City and DDA staff were directed to contact the Northville Downs to discuss the status of their property and to discuss the potential of collaborating and sharing of costs on the development of a plan and illustration that could be used to help market the site. The DDA Board asked that the item be reviewed again in July once the contact with the Downs has been made.

HELPING HANDS GRANT

Ward stated that recently, DDA Board member John Casey had been inducted into the All State Hall of Fame. All State recognizes agents who are in the top 5% in sales for 20 consecutive years. Casey is the only agent to have received two inductions into the Hall of Fame – once for home and auto insurance and now for the financial side. All State Foundation has a program called Helping Hands that awards grants to organizations that are supported, in part, by their agency owners. Casey has selected the Northville DDA as the organization he would like All State to support through a \$1,000 grant to the organization.

Casey stated that he had already filled out all of the paperwork for the grant. In addition, it is an annual grant program that Casey could apply for each year for DDA programs or purchases. It was recommended by DDA staff that this year's grant be earmarked to help purchase and install multiple bike racks in the downtown. Riley congratulated Casey for his achievement and thanked him, on behalf of the DDA, for selecting the Northville DDA as the organization to receive the Helping Hands grant.

Motion by Long, seconded by Presley, to participate in the Helping Hands Grant Program. Motion carried unanimously

COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee – Games in Town Square* - Ward informed the group that the games for Town Square had been designed and fabricated by volunteers from the Village Workshop in just one week. The DDA Board authorized \$1,000 at the June 6th Board meeting and the actual costs for materials is \$200. Ward praised the Village Workshop for their excellent craftsmanship and quick turnaround. Ward stated that the DDA office is already receiving positive feedback from the addition of the games.

Wayfinding Signs. The final specifications (Vector drawings) have been completed by Bizzell design and forwarded to Universal Signs and fabrication is underway. Previously, Bizzell provided an additional service to the DDA to visit the site during fabrication to ensure that the signs are being constructed accurately. Bizzell also oversaw installation. DDA staff has solicited a proposal for this work from Bizzell and will present to the next DDA Board meeting.

Downtown Maintenance. The Beautification Commission planted 84 barrels in May and had them in place for the Memorial Day Parade. In addition, they planted the area next to the Presbyterian Church and Long Mechanical. The DDA's Contractor, Commercial Grounds Services planted Town Square and the clock area for Memorial weekend and the Flower Sale. CGS dramatically trimmed back the vines on Riffles and Rock on Main. Last year there were many complaints about the bees and the birds. Irrigation was turned on and the porta-potties were installed for summer.

- b. *Marketing Mix Committee* – Riley updated the Board on the recent Marketing Mix Committee where discussion took place on adding an event to early spring that would bring visitors in to downtown for an entire month with a program similar to Skelton's are Alive. A subcommittee has been formed to explore the possibilities of collaborating the Art House, Chamber, and Merchants organization.

Downtown Walking Map and Directories. DDA staff, working with the Chamber of Commerce is in the process of updating all of the data on the Walking Maps and Directories. There are currently 2 directories at Town Square and Old Church Square. The maps are also tied in with the business directory on the DDA's website. It has been over a year since the maps were last printed.

- c. *Parking Committee* – DDA staff has a phone conference set up with Attorney Greg Need to discuss the last draft of the Parking Management Agreement that was drafted last year between Singh Development and the City of Northville. The Agreement seeks to increase the monthly parking fees enough to cover some of the physical improvement projects necessary to keep the deck operational and safe. DDA staff will then set up a meeting between representatives from Singh, the City of Northville, and the DDA to discuss the changes in the terms of the agreement.

- d. *Organizational Committee* – The DDA Board of Directors adopted the 2017 Strategic Plan for Downtown Northville at a special meeting on June 6th. DDA Staff will present the Strategic Plan to City Council on June 19th and urged members of the DDA Board and the Strategic Plan Steering Committee to attend the meeting and show support for the Plan.

FUTURE MEETINGS/ IMPORTANT DATES

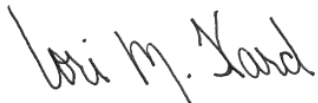
- a. Independence Day Parade – July 4, 2017
- b. Marketing Mix Meeting – July 6, 2017
- c. First Friday Experience – July 7, 2017
- d. Executive Committee Meeting – July 12, 2017
- e. Sidewalk Sale – July 28 – 29, 2017
- f. DDA Board Meeting – July 18, 2017
- g. Grub Crawl – July 25, 2017

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is July 18, 2017

Meeting adjourned at 9:05 am

Respectfully submitted,



Lori M. Ward, Director
Northville DDA