

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of April 20, 2018
Meeting Room A

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

ROLL CALL

Present: *Mayor Ken Roth, Robert Miller, Aaron Cozart, John Casey, Greg Presley, Mary Starring, Margene Buckhave*

Absent: *Chairman Shawn Riley, Carolann Ayers, Jim Long*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director (at 8:21a.m.), Amelia Ritter/DDA Marketing and Communications Coordinator, Fred Sheill/resident*

AUDIENCE COMMENTS

Many in the group noted that because of the weather there was low attendance at the Board meeting. Director Ward was delayed due to the weather. The group noted that six members make a quorum and proceeded with the meeting. Casey ran the meeting with Chair Riley absent.

APPROVAL OF AGENDA AND CONSENT AGENDA

- a. March 2018 Financial Statement
- b. March 2018 Invoice Report
- c. March 20, 2018 Meeting Minutes
- d. 3rd Quarter Budget Amendments
- e. 2017 DDA Tax Capture

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

PARKING DECK EVALUATION, REHABILITATION & MAINTENANCE

Roth presented the Parking Deck Structural Analysis proposal that was chosen from the RFP and submitted to City Council. The chosen firm was Carl Walker WGI. The bid proposal would have a review of the structural integrity of the deck, a proposal of long-term maintenance, and a lifespan analysis. There are also options for additional testing with a higher technical component. This is step one in this project and was approved by City Council.

Presley stated that there were two firms with Carl Walker and that both were considered, among other firms. Carl Walker WGI was chosen as a middle-of-the-road option with what the group thought to be the best services. Roth noted that another reason this firm was chosen was their inclusion of a life expectancy of the parking decks, which is a critical detail.

Motion by Roth seconded by Presley to approve the proposal by Carl Walker WGI for the Parking Deck Structural Analysis. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

The new Design Committee held their first meeting. The members went through a list of 18 items, both long and short-term projects. The first item was the Ford Field Connection, which the Committee would like to address. The playground, entryway, and comfort station are items the Committee would like to address. There are many other groups, such as Rotary, who could be involved to help offset cost of this project. Presley asked about the financial scope and Miller answered that they are in the process of cost-estimating. Sullivan agreed with this and noted that there is also an option to combine the entryway and comfort station with another proposed project nearby that would give another public restroom option to the community. Casey asked about fundraising for this project, possibly with Tom Holzer Ford. Miller said there is a plan to reach out to all local Ford dealerships for fundraising. Roth said that DTE and Consumer's Energy may also be good options, as they look for opportunities for "greenwashing" in the community and they have a lot of funds allocated for projects like this. Sullivan said the first step should be getting a cost estimate so organizations who would be willing to help out would know how much is needed to complete the project. Presley asked about whether or not the DDA has the option to pursue grant money. Ward mentioned that the group needs to talk to Parks and Rec about fundraising as well as maintenance.

Ward said that there was a discussion with two representatives from Rotary about the Parks and Rec Master Plan, which is ten years old. She noted that the Master Plan may need to be updated because the Community would need the projects to be identified in the Plan in order to be eligible for certain grant funding. An updated Master Plan would give the DDA a good idea of cost estimates for this project.

Presley asked about the old plan of the vista overlooking the field, but the cost estimate from that project was very high. Buckhave discussed the possibility of having an amphitheater for concerts on the property if the plaza overlook were to be considered again. She and her husband used to own the property in question and had plans for a venue and tiered decks going down to the field. These ideas were not formal plans, just dialogue. Buckhave did suggest that the schools help fund the Ford Field project with a Pennies for

Play program. Ward noted that it was suggested that the Tour de Ville proceeds could be dedicated to this project as well. Sullivan agreed and added that more money would likely be raised if they had a specific community goal for fundraising.

Miller noted that the Committee also talked about the addition of a bike repair station and increasing the number of bicycle racks in town. Ward noted that a possible station local would be the south end of Northville Square. The Board discussed whether the optimal location would be closer to a parking lot or to a trail based on where it would be the most convenient. There was also discussion about adding a covered structure over the station, a bike rack, and a possible drinking fountain. The Eagle Scout who will be fundraising for the repair station works at D & D Bicycle in town and has been consulting with them about fundraising and location. The Board discussed downtown signage and banners. They talked about the effectiveness of panels vs. cross-street banners. Ward said the DDA has a cost estimate for a pair of signs, one by Center and Cady and another by the Ford Plant. The cross-street banners signs are effective in conveying a hometown feel, but if they are too expensive then they might not be worth it for organizations to buy for a one day event. These banners can last many years though, so they may still be the best option for events.

Other topics Miller said were discussed at the meeting were mural projects, façade grant program, alley and streetscape improvements, and exterior piano installation. There is an idea to install two pianos for a dueling piano feature and also an idea to install it in the Comerica Community Connection Walkway. However, it makes sense to have it in Old Church Square where it can be located by Broughton Music, out in the open with a lot of foot traffic. There may need to be an awning for weather-proofing. Ward mentioned a project in Ann Arbor where electrical boxes were decoratively painted as a community contest. If there is a lot of interest in painting the pianos, this may be a fun community contest and next project.

b. Marketing Mix Committee

Ward contacted Miller Canfield to find out if the DDA has the opportunity to include nearby businesses into their marketing efforts. The businesses within the DDA pay a 2-mill levy, so the thought was that if surrounding businesses that were not within the boundary but still contributed to the DDA could opt-in to marketing efforts by paying a fee comparable to what their share of the 2-mill levy would be if they were located in the DDA. Miller Canfield advised that the DDA could proceed with this type of a program. If a business is not interested, they are not obligated to pay. It is an option for interested business who would like to play a more active role in DDA and Downtown Northville events.

Party in the Ville has set a date and will happen on June 2nd from 1:00-9:00 pm. It needs to be brought to City Council for final approval of serving area. Businesses not attending NCBA meetings also need to be informed of event details, and are encouraged to attend the City Council meeting for support or to express any concerns about their business during the event. The DDA board is excited for this event to be a trial run for a new set-up for downtown festivals. Because it is only one day, it is a good opportunity to learn and improve on events.

c. *Parking Committee*

Casey told the group that there is nothing new with the Parking Committee, aside from the parking deck updates discussed at the top of the meeting. Ward reminded the group that because there were two firms with the name Carl Walker, prices on the handouts in the DDA Board packet were transposed. The correct price, approved by City Council, is not to exceed \$18,175. Because this is a different figure than the one provided at the top of the meeting, Roth asked to strike the previous approval of the contract with Carl Walker WGI in favor of the amended numbers. Presley confirmed with Ward that the DDA has that amount of money in their budget. Ward said \$25,000 is set aside in the parking fund.

Motion by Roth seconded by Presley to approve the amended proposal by Carl Walker WGI for the Parking Deck Structural Analysis. **Motion carried unanimously.**

d. *Organizational Committee*

Ward stated that the only organization committee update was budget amendments, which were approved with the consent agenda.

e. *Economic Development Committee*

The main item on the Economic Development agenda was the Master Plan and the Subarea Plan updates, as well as what additional areas need to look at to remain proactive with development.

Ward mentioned that a utility master plan was tabled to be approved at the next City Council meeting. Sullivan explained that the master plan is to determine the capacity of the water, sewer, and other utilities to determine what would be needed to support the new development to the south.

Roth made the Board aware of a bill that is being presented in Lansing right now that deals with small cell networks, or 5G communication. This bill would allow telecommunication companies to plant poles with micro-cell networks around towns. These utility networks are about the size of a refrigerator. As of right now, per the legislation, they cannot be placed in historic districts or towns with laws that do not permit underground burial for utilities and cell networks. Roth suggests that the city adopt an underground utility policy so this does not happen in Downtown Northville. There is little that locals can do to stop it, so action should be taken soon by the city so no previous

beautification efforts are upset. These cells would be for wireless communication and efforts in driverless car technology improvements.

Casey asked what happened at the previous night's City Council meeting. Sullivan and Roth explained that the approved Master Plan updates allow a development to have first floor residential as a part of a mixed-use project.

Presley took Singh Development through the Foundry Flask building and the waterwheel building. The Foundry Flask structure is solid but needs a lot of repairs. Cozart said that the Committee decided to postpone the DDA boundary discussion until next month. They want as many people as possible to be able to attend and have that conversation. That meeting will be May 14, 2018.

The last item on their agenda was the Redevelopment Ready status. Cozart stated that there was a discussion to include that on the next meeting's agenda and invite Dominic Romano of MEDC CAT, to be a part of the discussion. Roth stated that he would also like to know the specific benefits for Northville in funding this certification.

Miller asked about the finials on the streetlamps, saying that flags get caught in them and he was wondering if they could be removed. Ward said that they are an add-on from when they are ordered and did not know how easily they could be removed. She also stated that the DDA is looking to move to LED lighting and slowly replace the current high pressure sodium fixtures. She noted that DPW gave the DDA the option to replace the bulb for a much lower price than buying a whole new lighting fixture, but Roth wanted to make sure that the energy efficiency level is still the same if the DDA changes out the bulb with the existing base. Starring said that she did this in her store and her bill has been lower since changing the bulbs. Roth still wants to make sure that changing the bulb would be a true fix and would result in increased energy efficiency. Sullivan noted that the developer who has Northville Downs under contract will be releasing a press release today about their involvement in the project.

FUTURE MEETINGS/ IMPORTANT DATES

Future Meetings/Important Dates

- a. Girls' Night Out – April 27, 2018
- b. Marketing Meeting – May 3, 2018
- c. First Friday Experience – May 4, 2018
- d. Executive Committee Meeting – May 9, 2018
- e. Economic Development Meeting – May 14, 2018
- f. DDA Board Meeting – May 15, 2018

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is May 15, 2018

Meeting adjourned at 9:29 am

Respectfully submitted,

A handwritten signature in cursive script that reads "a. Ritter". The signature is written in black ink on a white background.

Amelia Ritter, Marketing and Communications Coordinator
Northville DDA