

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of September 18, 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, Chairman Shawn Riley, Carolann Ayers, Margene Buckhave, John Casey, Aaron Cozart, Jeri Johnson, Jim Long, Robert Miller, Greg Presley, Mary Starring*

Absent: *None*

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

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda

- a. August 2018 Financial Statement (Attachment 4.a)
- b. August 2018 Invoice Report (Attachment 4.b)
- c. August 21, 2018 Meeting Minutes (Attachment 4.c)

Long stated that the meeting minutes should reflect his recommendation of using 5 sack concrete as well as 5" of concrete on the sidewalk pours as part of the Secondary Streetscape Design Guidelines.

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

PURCHASE OF US FLAGS FOR DOWNTOWN

Ward is requesting approval from the DDA Board to replace the US flags in the downtown area. It has been 15 years since the flags were last replaced and they are in poor shape. The flags frequently get caught on the finials of the light fixtures and snag or tear. Ward researched flag vendors in the metro area talking to several that have done previous work with the City of Northville. The original count for the flag replacement was provided by DPW. Ward has since discovered that the number provided included several areas that are not in the DDA Boundaries. These areas are located primarily along Center Street. DPW usually installs flags from 7 Mile to 8 Mile Road.

Ward is recommending that the DDA purchase the flags through Signs by Tomorrow of Novi who is a current vendor with the City. The order would include flags in the DDA area only, plastic wrapper ring attachments, and approximately 2 dozen flag poles to replace poles that are damaged.

Ward stated that she would contact DPW to determine if they want to place an order for flags to install in areas outside of the DDA boundaries. When the current flags were purchased 15 years ago, the DDA and DPW purchased the flags jointly in an effort to cover more of the City with flags and have them appear the same.

Long inquired how large the flags were. Ward responded that the nylon flags are 3' x 5' and made in the US. Long noted that the problem of the flags catching on the light poles will remain.

Price suggested that the DDA seek sponsorship from the community for the flags. They could be recognized in the Northville Record for their contribution. The cost of the flags is roughly \$26. Price thinks that there would be many community members who would be interested in sponsoring flag based on the participation level of the Chamber Veteran banner program. Long asked how many times a year flags are installed and Ward responded 3-4 times.

Miller suggested that we could explore adding counter weights to the flags to avoid the flags getting caught on the street lights.

Motion by Long, seconded by Casey to approve the purchase of flags, wrapper rings and poles within the DDA district from Signs by Tomorrow and explore sponsorship opportunities. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. Design Committee

- Piano was installed in Old Church Square prior to Heritage Festival. The piano received a lot of use over the weekend. Buckhave supplied the DDA photos. There was a question of whether the DDA should have the piano tuned. There are a few items that still need to be addressed including adding a back panel, waterproofing the piano, adding signage, and developing a cover.
- A mural committee, led by Chuck Murdock, has been meeting to discuss location, application method and content to install a downtown mural. Currently favored location would be the side of Lucy and the Wolf. Johnson asked if the mural was permanent. Ward responded that the murals have a 5-7 year lifespan.
- Interest in continuing the program that was started by the Chamber of Commerce and led by Michelle Fecht to provide historic research and photos of the 4 corners of downtown. The Design Committee would like to expand that program to have installation recognizing other significant buildings and events. Roth asked how the DDA would address the discoloration of the

building of the fading of the brick where it is not covered up? Sullivan asked if there would be a public input process for the images. Ward stated the only public input process envisioned now is the HDC approval process.

- Ward directed the Board to the Design Committee minutes from the August Design Committee meeting for more details.
- Ayers pointed out that in the Design Committee minutes there is a section that stated that the DDA has been contacted by Ginovus, consulting firm working with Watermark developers one of the developers of the Northville Downs. Watermark expressed interest in working with the DDA to capture future TIF revenue for the Northville Downs project to help finance the project. Ward stated that she responded to the letter by requesting more information from the developer. No action has been taken. Ayers stated that this request is a kin to a tax abatement, which the City has never granted. Long asked how much money the developer was asking for. Ward responded that they are asking for 50% of new TIF revenue generated by the project over a ten year period.

b. *Marketing Mix Committee*

- The Marketing Committee did not meet in September due to a scheduling conflict.
- Skeletons are Alive kickoff party is scheduled for Friday, October 5th from 6-9 pm. The DDA has a presenting sponsor this year, Next Home All Pro Realty and Community Financial is also an event sponsor. The DDA has sold over 20 skeleton sponsors, 8 new skeleton sponsors and one donation – Northville Square. The DDA retires 8 skeletons every year and replaces with new poses to keep the event fresh. The Dale Hicks band will be playing, food trucks, photobooth, street performers, and dancers.
- Scars on 45 concert raised \$1200 for Living and Learning Center. Sunday was a slow day for the event. In the future a different date would be better.

c. *Parking Committee*

- No meeting has been held in September.
- Ward noted that she has a meeting set up with the downtown resident to discuss his concerns regarding the decision that the Parking Committee made concerning the location of Residential Overnight Parking designated spaces and the monthly permit fee.

d. *Organizational Committee*

- Ayers let the Committee know that the Organizational Committee has met to work on the 1st Quarter Budget Amendments. Ayers informed the group that shortly after the DDA's 2018-19 budget was approved by the Board and City Council that unexpected expenditures were allocated to the DDA for DPW services and downtown maintenance. These expenditures were not included in the approved budget and will need to be addressed through the budget amendment process. Ayers added that since there is not a firm number for these new expenses it makes it hard to know if we have available funds for projects like the new flag purchase.

- A goal of the Organizational Committee is to get someone into the DDA office to assist the Director with the workload. It is difficult to move forward on hiring when we do not know what funds will be available. Riley asked if there was any progress made on hiring an office employee. Ward stated that there has been on progress.
- The Organizational Committee will meet and come up with some ideas on how to move forward.

e. *Economic Development Committee*

- The majority of the discussions at the EDC meeting are surrounding the Northville Downs project. There is an October 2nd Planning Commission meeting where PUD eligibility will be discussed.
- The EDC has met twice to discuss the project further and put together a summary of the Committee's comments to share with the Planning Commission. Chair Cozart and Ward will be meeting to take all of the Committee's comments and combine them into one statement.
- Casey asked if the Committee has prioritized all of the issues surrounding the project including: traffic, density, daylighting the river, farmers marketing, commercial development. Cozart responded that the Committee will be working on prioritizing the issues.
- Presley thinks that it is important to have a grid layout for the project, similar to Northville's existing neighborhoods. Presley asked whether the layout is addressed in the City's Master Plan.
- Ayers asked if the developers were addressing the circulation and traffic. Sullivan replied that the City's traffic engineers, OHM, have reviewed the developer's proposal and suggested a roundabout at 7 Mile and Sheldon to improve the level of service. Ward suggested that another roundabout be added at Hutton extended, Hines and 7 Mile Road. This would require a bridge over Johnson creek.
- Starring attending a recent meeting held by the developers at the Garage. The issues expressed included daylighting river, farmers' market, traffic, density, and parking.
- Ayers asked how much this project would increase the population of the City. Presley responded it would increase the population by 1200 residents.
- Casey asked about how the development will impact the flood plain.
- City's attorney is looking into how to guarantee that the benefits that are being proposed by the developer are delivered in future phases of the project if the first phase of the project is getting increased density or other benefits.
- Ayers stated that she has been approached by a number of residents and neighbors with comments and concerns.
- Sullivan reminded the Board that the developer is not proposing to daylight the river, primarily due to cost. Cozart stated that with the current layout of the project, if the river was not daylighted now, it could not be accommodated in a future phase.

FUTURE MEETINGS/ IMPORTANT DATES

Future Meetings / Important Dates

- a. Marketing Committee – October 4
- b. Skeletons Are Alive – October 5
- c. Design Committee – October 8
- d. Executive Committee – October 10
- e. Great Pumpkin Festival – October 13 - 14
- f. Economic Development Committee – October 15
- g. DDA Board Meeting – October 16
- h. Witches Night Out – October 19
- i. Trick or Treat Trail – October 20
- j. Streets of Treats – October 27
- k. Dog Park Costume Contest – October 28
- l. Trick or Treating – October 31

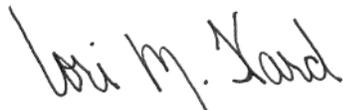
BOARD AND STAFF COMMUNICATIONS

Mayor Roth mentioned that there is a public informational meeting scheduled for September 20th at 6:00 pm at the Northville Community Center for the City to disseminate information regarding the November Road Bond. There will be another meeting held in October. There is a group that has been formed, Neighbors for Better Streets, to get information about the road bond out.

The next DDA Board meeting is October 16, 2018

Meeting adjourned at 9:45 am

Respectfully submitted,



Lori M. Ward, Director
Northville Downtown Development Authority