

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of April 15, 2014
Meeting Room – 8:00 AM

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

ROLL CALL

Present: *Greg Presley, Shawn Riley, Margene Buckhave, Mary Starring, Lynda Heaton, Carolann Ayers, Mayor Chris Johnson*

Absent: *Jim Long, Excused, John Casey, Excused*

Also Present: *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Planning Coordinator/Kate Knight, DDA Marketing & Communications Coordinator/Christa Williams, Northville School Board President/Ken Roth, City of Northville Director of Public Works/Jim Gallogly, Property Owner/Chuck Lapham*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- Minutes of DDA Meeting March 2014
- Financial Statement of March 2014
- Invoice Report March 2014
- PR Summary March 2014

Motion by Ayers, seconded by Riley, to approve the Agenda and Consent Agenda. Motion carried unanimously.

DDA OPERATING BUDGET 2014-2015 UPDATE

Lori Ward presented the updates for the DDA Operating Budget 2014-2015. On April 4, 2014, the City of Northville Finance Director informed the DDA that the Office of the Wayne County Treasurer notified the Finance Director of an upcoming bill for approximately \$82,560 for the DDA. This is a result of Michigan Tax Tribunal Board of Review decisions. Wayne County paid the entire bill, and initially billed each pertinent party their portion of the bill. However, through research they determined that every DDA within Wayne County had not been billed for

their portion, thus the bill for \$82,560. An update to the revenue source for the 2013-2014 Budget, was presented. Under property taxes, there is an adjustment indicating the deduction of \$82,590 for Wayne County. This does not impact the proposed 2014-2015 Budget which is going before the Northville City Council. It does, however, require a Budget Amendment for the 2013-2014 fiscal year to reflect the Wayne County deduction. This deduction will reduce the beginning fund balance for the 2014-2015 fiscal year, with less than the 50% desired balance for that account.

Carolann Ayers questioned the payment requirement from Wayne County: can this be paid over a period of time through a payment structure; or does it need to be paid in one lump sum. Patrick Sullivan raised the question as to whether the Northville DDA could bill Wayne County for the back taxes for the Jail Millage, which have not been paid to the DDA. Lori Ward will investigate both issues.

The 2014-2015 budget was updated with the DDA Board requests from the March 18, 2014 meeting: pay off the \$150,000 City of Northville loan in the 2013-2014 fiscal year, thus resulting in an interest savings of \$12,650; the allocation for public restrooms has been reduced by \$10,000. The requested DDA staff investigation of the rental of portable restroom facilities determined that it was fiscally not possible to have them on-site throughout the entire season, rather they will need to be rented on a case-by-case basis.

The DDA Budget session before the Northville City Council is scheduled for April 28, 2014.

COMMITTEE UPDATES

Design Committee

City of Northville Director of Public Works, Jim Gallogly, made a presentation about the existing trash dumpster program, and a proposal for a change to that program. The existing program has four dumpster locations for businesses to take their trash. The current program provides for daily emptying of the trash dumpsters, Monday through Saturday. These pick-ups also include any adjacent cardboard dumpsters. There is a continual effort to maintain the cleanliness of the dumpster area. This has become increasingly difficult, and the areas are unsightly. Gallogly is proposing two options to improve the dumpster areas: schedule a second pick-up scheduled three days a week during the late afternoon, with the additional cost of these pick-ups pass directly to the businesses; have the trash contractor clean up the dumpster area after they complete the dumping of the receptacle, once a day. The budgetary impact will be presented to the Northville City Council on April 28, 2014. As a note, the trash program is an enterprise account, whereby the program pays for itself. The users pay for the entire program. There is no financial impact to the City.

Bizzell Design is in town to work on the Wayfinding project. A presentation of the Wayfinding Project will be made at the May DDA Board meeting.

Marketing Mix Committee

Shawn Riley presented the outcome from the April 2, 2014 Marketing Mix Committee meeting. The decision was made to return to a monthly format for this committee. The primary topic of the April meeting was measurement of marketing results. There was also a discussion as to how the DDA impacts housing creation within the Downtown.

A discussion occurred regarding how businesses go about marketing their businesses, specifically how the business who follows the traditional marketing efforts, versus more of an online effort.

Parking Committee

There has been no need for the Parking Committee to meet. However, the NCBA has had conversations regarding parking, and were to put together a written request to meet with the Parking Committee. As of the May meeting, the request has not been received.

DDA Staff met with the Singh representatives of the MainCentre apartments regarding their parking agreement. Both parties were unable to provide documentation allowing for exclusive use of the gated parking deck. Given the increase in the need for parking, the concern is how is it communicated to the public that the gated lot is for public use, not just the MainCentre apartment's use.

Organizational Committee

None

COMMUNICATION

Board and Staff Communications

The next DDA Board meeting is May 20, 2015.

Meeting adjourned at 8:52 a.m.

Respectfully submitted,

Christa Williams
Northville DDA
DDA Secretary
Marketing & Communication Coordinator