

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of November 18, 2014
Meeting Room – 8:00 AM

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

ROLL CALL

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

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

Also Present: *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Marketing & Communications Coordinator/Christa Williams, Resident/Fred Sheill, Resident/Paul Sherbeck, City Finance Director/Sandi Wiktorowski, Plante Moran/Kristin Hunt*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA

Consent agenda as follows:

- Minutes of DDA Meeting October 21, 2014
- Minutes of DDA Special Meeting November 6, 2014
- Financial Statement of October 2014
- Invoice Report October 2014
- PR Summary October 2014

Motion by Riley, seconded by Heaton, to approve the Agenda. Motion carried unanimously.

DDA FINANCES

Kristin Hunt from Plante Moran presented the audit report and official results letter, for the fiscal year 2014 which ended June 30, 2014. The Northville DDA received a clean unmodified audit opinion for fiscal year 2014. There were no unusual findings, audit adjustments, or past adjustments. All amounts were within budget. There is \$733,130 in cash at the end of the year. Highlights from this year's audit include:

- \$396,710 of fund balance was used within the year. Two primary issues impacted the fund balance: the payoff of debt service for \$162,100; and the Wayne County charge backs for tax appeals for years 2008-2012 in the amount of \$97,923. The remaining \$136,000 was used from the fund balance to complete projects which were budgeted for completion in fiscal year 2014.
- The fund balance for the end of fiscal year 2014 is \$610,560, of which all is liquid. The reason the fund balance is less than the total cash available is because some of the money has already been budgeted in fiscal year 2015 for special projects.

A couple of footnotes from the audit are the breakdown of tax captures and the payment to Wayne County.

Wiktorowski stated that one positive note is the reimbursement for the Personal Property Tax losses experienced in fiscal year 2014. To date, the DDA has received \$32,000 toward the PPT reimbursement.

Motion by Johnson, seconded by Riley, to accept the audit as presented. Motion carried unanimously.

AMENDED AND RESTATED DEVELOPMENT AND TIF PLAN

Ward presented a map of the geographic area of Downtown in which the DDA collects the 2 mil levy on the income producing buildings, and the DDA boundary where the levy is not captured. The captured area includes the east side of Wing Street from the north side of Cady Street, to the north side of Dunlap; east to Center Street, north to the south side of Rayson Street, east to Hutton Street, south to the north side of Main Street, east to Griswold, south to Beal Street, west to Wing Street. The non-capture area is the Ford Field area, east to Northville Road and including the Water Wheel Building, south to the Wagon Wheel Saloon, west to Griswold, and including only those the buildings on the south side of Main Street. Miller Canfield, who is providing legal assistance for Amended and Restated Development and TIF Plan, proposed that the two boundaries become the same. The time in which a taxing jurisdiction can opt out is when the DDA is initially boundaries are formed. And if the area is within the boundaries to begin with, then you can enlarge the development area to match it going forward, with no opt out provision. This information becomes important, as Ford Field is not within the development area, and the DDA has expressed interest over the years of creating a connection between the downtown business district, and the Field. Since the DDA is currently evaluating their Development and TIF Plan, this would be the ideal time to make the changes to the boundary. The base year would be reset for 2015 for the additional areas. Sullivan pointed out that with the base year established at 2015, and the property values are still low, initially, the TIF would lose money, however in the long run the addition would benefit the Downtown.

Motion by Johnson, seconded by Riley, to incorporate the balance of the Development Area into the Capture Area. Motion carried unanimously.

Ward presented a revised schedule for the Amended and Restated Development and TIF Plan. The Citizens Development Council (CDC) was approved at City Council on November 17, 2014. The CDC is scheduled to meet the first week of December 2014. The proper notification and postings will occur five days prior to the meeting. Based on the amended schedule and proposed changes, Sullivan is proposing that the December 16, 2014 DDA Board Meeting be rescheduled to December 9, 2014 so that approved movements can be presented to City Council for the Public Hearings prior to the end of the year.

Motion by Johnson, seconded by Buckhave, to reschedule the December DDA Board Meeting from December 16, 2014 to December 9, 2014. **Motion carried unanimously.**

COMMITTEE UPDATES

Design Committee

The 2014 Winter Planting was awarded to Commercial Ground Services (CGS) on October 30. The installation will be consistent with recent Winter Planting designs, and includes evergreen boughs, red dogwood twigs and red berries. The vendor will remove current plant material and install new product the week of November 17; installation will be complete by the Holiday Lighted Parade on Friday, November 21.

The DDA has been working with Northville vendor Begonia Brothers to transform Downtown into a winter holiday destination. Orange Halloween seasonal lights have been removed on more than a dozen trees downtown, and installation is beginning with warm white LEDs to celebrate the season. In addition to street trees, the DDA is relamping Town Square, as budgeted, to accommodate the lifecycle of existing string lighting. Group relamping is the most economically efficient method of lighting maintenance. It allows for tree growth as well.

As part of the DDA's traditional holiday preparation, Downtown light poles will be wrapped with greenery and lights. Santa's house will be installed in Town Square, and the Holiday Tree will be erected and lit.

Experience Design (EXP) is working on design refinements, content, and fabrication estimates, readying a finished construction set package for public bid solicitation. The final photography selection and the reproduction rights are being vetted.

DDA staff is working through a project contract punch list with Wayfinding consultant Buzz Bizzell as the program design is reaching finalization. Bizzell is developing final template pieces for regulatory signage, informational maps and gateway prototypes.

Packages for large "B" series and parking lot signage will be submitted for group review on November 12. A separate package for "A" series signs will be submitted for bid, pending approval from Wayne and Oakland Counties. Regulatory sign prototypes are being finalized for bid package this week.

The Housing Subcommittee (Shawn Riley DDA Board member/Marketing Mix Committee Chair and Realtor; Tracy Wick/Residential Development Consultant and Realtor; Michelle Aniol/ Northville Resident, Community Development Professional; Greg Presley/DDA Board Chair, Design Committee Chair, Architect; Lori Ward/DDA Staff; Kate Knight/DDA staff) met on October 30 to discuss residential development opportunities within Downtown and the City.

The group reviewed and mapped available parcels in the City, differentiating between city-owned and private properties. New projects coming to market include the Corner House condominiums, with ten units starting at \$499,999. This development will be at the northwest corner of Griswold and Cady Streets.

The Committee reviewed the Cady Street Overlay District currently under discussion with the Planning Commission and City Council. Action items were distributed within the Committee for contacting property owners, real estate brokers and developers with potential and demonstrated personal interest in property within the proposed Overlay District.

The Committee is prepared to make a recommendation to the DDA Board and City's Executive Committee that the City submit an application for the Michigan Economic Development Corporation (MEDC) Redevelopment Ready Communities (RRC) program. RRC is a state-wide certification program to establish well-defined, innovative redevelopment strategies with community-supported vision to attract investment. More and more State programs and funding sources give priority to RRC communities. Ward stated that DDA Staff will investigate how valuable the RRC designation would be to the DDA and communicate the findings at the December DDA Board Meeting.

Marketing Mix Committee

None

Parking Committee

The DDA Staff received an email from Dan Ferrara, representing the property owners in the southwest quadrant of the Marquis parking lot, requesting an audience with the Parking Committee. This will occur in December.

Organizational Committee

The December DDA Board Meeting will include a review and update of the DDA Goals and Objectives.

COMMUNICATION

Board and Staff Communications

The next DDA Board meeting is December 9, 2014.

Meeting adjourned at 9:05 a.m.

Respectfully submitted,

Christa Williams
Northville DDA
DDA Secretary
Marketing & Communication Coordinator