

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of June 21, 2016
Meeting Room – 8:00 a.m.

The regular meeting of the DDA Board was called to order at 8:01 a.m.

ROLL CALL

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

Absent: *Lynda Heaton*

Also Present: City Manager/Patrick Sullivan, DDA Planning Coordinator/Courtney Miller, DDA Executive Director/Lori Ward, Resident/ Fred Sheill

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. Minutes of May 17th, 2016 DDA Meeting
- b. May 2016 Financial Statement
- c. May 2016 Invoice Report

Motion by Presley, seconded by Buckhave, to approve the Consent Agenda.
Motion carried unanimously.

CADY STREET PARKING DECK REPAIR

Ward reported that that a structural engineer, Jay Desai and has been retained for the repairs on the structure. His proposal included not only engineering a solution for the deterioration issues, but also working on the inspection and bidding processes. Ward stated that Desai has been asked to determine what has caused the deterioration. She said there is an easement agreement with the building owner to have the pedestrian bridge attached to the City's parking structure. This agreement includes maintenance and repair of the bridge, therefore, once more information is received from Dessai, staff will meet with the building owner to decide how the cost will be allocated.

Because this project is a safety issue, staff has been working to keep the project moving. The item is on today's agenda to inform the Board of the action taken, and request a motion to approve use of the \$9,600 required for the work. The money has already been budgeted for parking deck repairs. Sullivan stated that Ward should notify City Council that this emergency expenditure is occurring.

Motion by Ayers, seconded by Casey to approve spending \$9,600 on repair of the Cady parking deck. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

- i. Secondary Streetscape Guidelines: Presley asked if the Design Committee would need to review the Secondary Street Scape Guidelines. He will meet with staff to further discuss whether or not this needs to be done.
- ii. Construction Sign: Ward reported that promotional signage for Downtown Northville was installed 2 weeks ago on North Center Street near Kroger, facing North. The project was approved by City Council, and was installed the next Friday. The sign is removable, and when the I-275 closure changes directions, it will be moved to face the other direction on the opposite side of the street. It cost less than was approved by the Board, and includes a removable panel listing the events occurring in Northville that will be changed out each month. Buckhave stated that the current font on the signs is too small to read. She suggested removing some information from the sign and increasing the font size. Staff will explore the option of accomplishing this within the amount previously approved by the Board.

Bike Focus Group: A Bike Focus Group meeting was recently held. Type and location of additional bike racks was discussed. Discussions included the construction of a bike facility housing more than 6, and adding more single hoops downtown. Roth said that decorative bike racks are frequently not used, as people are not aware that they are bike racks, and a simpler, more utilitarian option would be better. Staff will be pricing these options before the next meeting. The idea of Respite Stations was well received by the group. Staff will create a map of proposed locations for bike racks, based on conversation at the meeting, and bring it to the next focus group meeting.

Additionally, the group was interested in discussing issues that were involved in the non-motorized plan. Representatives from Parks and Recreation and the Department of Public Works will be present at the next meeting to follow up and continue the discussion.

Presley asked if placing bike racks in on-street parking spaces was a temporary solution. Ward reported that although the current location was selected by the Parking Committee, there is concern for losing a parking

space on Main Street, and this placement is intended to be seasonal. Casey stated that the Parking Committee chose this spot because it was a 30-minute parking space. Presley suggested utilizing bump outs for bike racks and parking. Staff will explore alternative locations for the bike rack. Ward suggested adding this item to the Design Committee agenda for the next meeting.

Ayers asked about the protocol for biking on the sidewalk. Ward stated that there is nothing in the ordinance about not biking on the sidewalk, but cyclists should alert pedestrians when passing. Ayers asked if biking issues could be included in the discussion of the Strategic Plan update. Ward responded that it could be included.

- iii. Downtown Plantings: Presley complimented Ward on the appearance of the plantings downtown. Long commended the efforts of the Beautification Commission.
- iv. Downtown Directories: Buckhave asked when the directories on the sidewalks downtown would be updated. Staff is currently working on updating the business information on the walking maps which will drive the update of the on-street directories.

b. *Marketing Mix Committee*

- i. Ford Field Policy: Riley reported that the group discussed the recent changes to the Ford Field Policy for events.
- ii. Promotional Video: Ward reported that the video shooting had to be rescheduled and will begin June 28th. Two videos are currently in process, one for business recruitment, and the other for general promotion of the downtown (both will be used on the website and social media). Ward recently attended a presentation at Hillside Middle School of Pure Michigan video projects created by the students.
- iii. Downtown Photography: Ward reported that professional photos were taken at the Flower Sale and the Memorial Day Parade, and in many of the downtown businesses. The photos will be utilized in social media and print ads.

c. *Parking Committee*

Casey reported that he was in touch with a vendor who makes drone videos, and the committee will be looking at this option, in the event that no volunteers are found to count parking spaces. DPW currently performs these counts one day a month, four times per day. Weekend and evening counts are needed to ascertain more accurate numbers. There are some areas that DPW is not

currently counting that should potentially be counted. Sullivan proposed hiring a part-time employee to take these counts, as it might be simpler, and less expensive than using a drone and taking staff time to perform counts.

Presley said that if we were able to gain better data about the amount of parking that currently utilized, we can better understand how much parking the downtown is able to support, and therefore make informed decisions about future development. One volunteer has stepped forward so far, and the DDA is seeking more.

Roth informed the Board that Plymouth will be instating paid, metered parking throughout the downtown in the near future, and it may be a discussion that will be necessary soon. He asked that the Parking Committee provide numbers and a proposal for hiring a part-time employee to perform counts and the cost of the drone method.

d. *Organizational Committee*

- i. Strategic Plan Update: Ward reported that the Board will be receiving a monthly report from Beckett and Raeder throughout the Strategic Planning process. The next Steering Committee meeting is scheduled for Monday, June 27 at 3pm. Beckett and Raeder staff will be circulating around Northville performing Intercept surveys in the coming week.

FUTURE MEETINGS/ IMPORTANT DATES

- a. First Friday Experience – July 1, 2016
- b. Marketing Mix Meeting – July 7, 2016
- c. Executive Committee Meeting– July 13, 2016
- d. July DDA Board Meeting – July 19, 2016
- e. Salute to Summer Sidewalk Sale – July 29-30, 2016

BOARD AND STAFF COMMUNICATIONS

Long asked if there were any updates on available spaces in the downtown. Ward reported that there is a retail use interested in the Pendleton space that is currently available, but not yet confirmed. Roth asked if the leasing agent could put a “Coming Soon” sign in the window once the buyer is confirmed.

Presley stated that Red Dot Coffee will be opening in the coming weeks. They will be located south of Kroger on N. Center Street. They will serve coffee and food, in a café setting.

The next DDA Board meeting is July 19, 2016.
Meeting adjourned at 9:23 a.m.

Respectfully submitted,

Courtney Miller
Northville DDA
Planning Coordinator