

**DOWNTOWN DEVELOPMENT AUTHORITY  
Regular Meeting of July 18, 2017  
Meeting Room A**

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

**ROLL CALL**

**Present:** *Mayor Ken Roth, Chairman Shawn Riley, Carolann Ayers, Margene Buckhave, Lynda Heaton, Natalie Kneifel, Jim Long, Robert Miller, Greg Presley, Mary Starring*

**Absent:** *John Casey*

**Also Present:** Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Fred Sheill/Resident

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent agenda as follows:

- a. June 2017 Financial Statement
- b. June 2017 Invoice Report
- c. May 16, 2017 Meeting Minutes
- d. June 6, 2017 Meeting Minutes
- e. June 20, 2017 Meeting Minutes

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

**GRAPHIC PACKAGE TO MARKET NORTHVILLE**

Ward informed the Board that as part of the strategic planning process, Beckett and Raeder recommended that the City/DDA put together a package of information that contains market information, graphics, and potential incentives for the Northville Downs property. This would allow the City/DDA to convey to potential developers the City's goals for the site.

At the June DDA Board meeting, discussion took place regarding whether the DDA should be involved in promoting areas that are located outside of the DDA Boundaries. Also, discussion took place regarding whether the DDA, if involved, should pay for the entire amount of the design and illustration work. City and DDA staff were directed to contact the Northville Downs to discuss the status of their property and to discuss the

potential of collaborating and sharing of costs on the development of a plan and illustration that could be used to help market the site.

Sullivan and Ward met with Northville Downs representative Mike Carlo and reviewed the City's vision for the redevelopment of the Downs property, the Master Plan, the Cady Street overlay district, and the new Strategic Plan. Carlo was in complete agreement. Discussion took place on more actively marketing the site. Sullivan inquired whether the Downs would participate in the cost of the marketing. Carlo indicated that the Downs is not interested at this time in moving forward with an active marketing campaign. Sullivan suggested that the drawings only reflect the development on the south side of Cady Street and not further south.

A meeting of the shareholders of the Driving Club was held a few weeks ago. A follow up meeting with Carlo is scheduled for July 19<sup>th</sup> to discuss the outcome of the shareholders meeting, the new FEMA maps, and discuss further a joint marketing effort that would focus on the south side of Cady Street.

Ward stated that there appears to be coordination of the owners of the Downs and the Driving Club and they are on the same page. It is just unclear on what the time frame is for redevelopment of the site. Presley asked if there was anyone that currently had a purchase interest in the site. Ward responded that it appears that there is not. There have been previous contract holders on the site, but they have all expired.

Sullivan mentioned that he is also setting up a meeting with the owners of the Foundary Flask to discuss the potential redevelopment of their site. Staff will report back to the DDA Board at their next meeting. Ayers asked what the recommendation was on the graphic package. Ward responded that the Board wait to make a decision until we have more information.

## **COMMITTEE INFORMATION AND UPDATES**

- a. *Design Committee – Wayfinding Signs.* Wayfinding signs are in production and should be completed and installed by the end of August. The package of signs include the larger scale signs on the Mile Roads, 2 additional parking signs, the projecting sign on Comerica Community Connection, a directional sign to dining and shopping on Mary Alexander Court, and a single business sign for Northville Cider Mill and Winery.

*MainCentre Parking Deck Parking Agreement – The City Manager, DPW Director and DDA staff participated in a conference call with DDA Attorney Greg Need to review the final Parking Agreement. The structure of the agreement will change from a Parking Management Agreement to a Ground Lease. Before a meeting is set up with Singh to review the proposed agreement, a better understanding of the upcoming financial obligations for deck repairs needs to be obtained. DDA staff will prepare a RFP for professional services to evaluate the deck and determine a schedule for needed repairs. In addition the DDA will request for a maintenance manual to be prepared to address annual repairs.*

Presley inquired whether Singh had expressed any more interest in initiating a residential project where the MainCentre parking deck is. Ward responded that there had been no recent contact from Singh regarding any interest in the deck property. Ward indicated that the City would like to convey, in some form, the elevator/stair tower and bridge to Singh since MainCentre residents are the only ones that can access the facility. The agreement will address the ownership and responsibilities of the tower and bridge and would permit the City to inspect the bridge and tower annually to ensure that the elements over the public right-of-way are in good repair and safe.

- b. *Marketing Mix Committee – Downtown Walking Map and Directories.* DDA staff, working with the Chamber of Commerce is in the process of updating all of the data on the Walking Maps and Directories. The requested changes are currently being made by Graphic Visions and the project should go to print in the next few weeks.

Staff met with representatives of Begonia Brothers to begin the discussions on this year's Skeletons are Alive event. This year the Marquis Theatre participating by holding Saturday night movies throughout the month of October.

Riley asked how the games are being received in Town Square. Staff said that they are all getting a lot of use. The bean bags disappear from time to time and need to be replaced. It will be an ongoing expense. The games are being stored under the stage at night by Parks and Recreation staff. Buckhave mentioned that she is interested in adding games to the Old Church Square too. They recently purchased new benches for Old Church Square. Many people waiting to eat at Center Street Grill wait in the Old Church Square plaza.

M-1 will be in town at the end of the month to shoot video for an overall promotional piece for the community. Six months ago a business recruitment video was developed that is utilized when talking to prospective new business owners or developers.

- c. *Parking Committee – Electric Plug in station sponsor Manfred Shon* is in the process of getting estimates from electrician to work on the installation of the EV stations. DTE will need to install a new meter service and then the stations can be installed.
- d. *Organizational Committee – Staff met with Ayers* to develop a part time job description for the vacant DDA staff position. The job would require 24-29 hours per week and would work primarily on marketing and operational tasks. The job would be posted on MML, MDA, City and DDA websites, with hopes to have the position filled by early October.

Working with Ayers, staff reviewed the Implementation Strategy prepared by Beckett and Raeder and took all of the tasks outlined in the Plan and assigned them to one of the 5 Committees. New Board members should review the

document provided by staff and determine which of the committees they would like to participate on. A new Committee, Economic Restructuring, has been recommended and will need a Chair. Staff reminded the Board that the committees do not have to be chaired by a Board members.

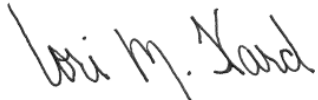
#### **FUTURE MEETINGS/ IMPORTANT DATES**

- a. Sidewalk Sale – July 21 – 22, 2017
- b. Grub Crawl – July 25, 2017
- c. Marketing Mix Meeting – August 3, 2017
- d. First Friday Experience – August 4, 2017
- e. Buy Michigan Now Festival – August 4 - 6, 2017
- f. Executive Committee Meeting – August 9, 2017
- g. DDA Board Meeting – August 15, 2017

#### **BOARD AND STAFF COMMUNICATIONS**

The next DDA Board meeting is August 15, 2017  
**Meeting adjourned at 9:05 am**

Respectfully submitted,



Lori M. Ward, Director  
Northville DDA