

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of October 17, 2017
Meeting Room A

The regular meeting of the DDA Board was called to order at 8:02 a.m.

ROLL CALL

Present: *Mayor Ken Roth, Chairman Shawn Riley, Carolann Ayers, John Casey, Natalie Kneifel, Jim Long, Robert Miller, Greg Presley, Mary Starring, Aaron Cozart*

Absent: *Margene Buckhave*

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

Riley welcomed Cozart to the DDA Board. Cozart gave a brief introduction of himself and he stated he was happy to join the Board.

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

- a. September 2017 Financial Statement
- b. September 2017 Invoice Report
- c. September 19, 2017 Meeting Minutes
- d. DDA Annual Report
- e. First Quarter Budget Amendments
- f. First Quarter Budget Amendment Description

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

COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee* –
Ward referred the Board to the handout in their packet which provides a summary of downtown projects. Ward mentioned that the DDA has been working on new panels for the directors that have event information. The directories are currently located in Town Square and Old Church Square. A third location north of Comerica Walkway is being explored for installation of a wall mounted directory. Banners are also being considered for the north end of the walkway.

They may need to be redesigned or the pole relocated so they do not block the security camera view of the parking lot. DDA is working on restaurant guide and walking map. There may be an additional insert for town history along with art and restaurants. The Wayfinding project is still in progress. We are waiting for a cost estimate from an independent Michigan engineer on whether the specified pole would support the weight and wind load of the proposed signs. There were electrical repairs needed in Town Square recently. Allied Electrical will test lights and outlets to make sure they are working before the Holiday Lighted Parade. DDA staff has also asked Allied for a proposal to either repair or replace the overhead Festoon Lights in Town Square.

The Skeletons Are Alive! event went well, aside from the rain that started at around 8:30pm. Some skeletons have had to be adjusted since the event. There has been great attendance each day with visitors coming to town to see the skeleton installation.

Movies at the Marquis were discussed. Board members expressed support for the event and hope for a good turn out so the Marquis owners will continue movie events during other holiday seasons.

Presley stepped down as the Design Committee Chair and Robert Miller was appointed the new Design Committee Chair. Miller has participated in similar roles in Ferndale, MI and Conway SC.

b. *Marketing Mix Committee* –

Riled informed the Board that members of the Marketing Mix Committee were contacted to see who wanted to stay on the Committee and who wanted to move to the newly formed Economic Restructuring Committee. They will have their first meeting next month and hone in on the tasks that they will work on. The Strategic Plan recommended that the Economic Restructuring Committee be formed and charged with planning, development, business recruitment, business retention and business assistance. Ward stated that the Committee would look at properties in the DDA boundaries as well as adjacent properties that impact the DDA. They may be discussing changing the downtown boundaries. Casey mentioned wanting to see barriers to development lifted because of the work of this Committee.

Ward stated that Senate Bill 393 has been prepared and addresses DDA's requirements in regard to transparency and reporting. The bill was discussed and is a positive thing for the DDA.

Presley brought up the topic of the older residential structures that are located on East Main Street. Development pressures exist on those buildings and no policy currently exists. Riley asked if there are any regulations that require building owners to maintain their building. Roth responded that there are provisions in the Historic District Ordinance that address that issue, however some of the issues facing the buildings are interior issues including lead paint or asbestos and foundations. Roth asked if Presley was suggesting that the DDA take a position

on the demolition request for 341 E. Main. Presley asked if the DDA and Planning Commission could meet to discuss the topic. Ayers suggested that we convene a Joint meeting of the HDC, Planning Commission, DDA and City Council meet to discuss topics of common interest. DDA staff will explore setting up a joint meeting to discuss.

b. *Parking Committee* –

Casey asked what the status of the EV charging stations was. Ward stated that Up2Go is waiting for the equipment from Tesla to then install behind 120 West Main. Once the units are installed, DTE will come out and install the meter.

Trash pick-up was discussed. Service may need to be added on the weekend because after the Skeletons Are Alive event, the trash cans were overflowing. This does not need to happen every weekend, but after big events it would be helpful to have someone on the weekends. There was talk about the DDA's three seasonal employees covering the weekends or possibly a local company coming in.

c. *Organizational Committee* –

Kneifel announced that there were 25 resumes received for the Marketing and Communications Coordinator job. They were narrowed down to 4 and 3 responded for an interview. The job was offered to Amelia Ritter and we are waiting on a background check and physical for her to tentatively start on November 6.

FUTURE MEETINGS/ IMPORTANT DATES

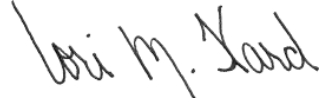
- a. Skeletons are Alive – through October 31, 2017
- b. Streets of Treats – October 28, 2017
- c. Marketing Mix Meeting – November 2, 2017
- d. First Friday Experience – November 3, 2017
- e. Executive Committee Meeting – November 8, 2017
- f. Girls' Night Out – November 10, 2017
- g. Holiday Lighted Parade – November 17, 2017
- h. Greens Market – November 18 – 19, 2017
- i. DDA Board Meeting – November 21, 2017

BOARD AND STAFF COMMUNICATIONS

Casey informed the Board that through his work with All State a grant in the amount of \$1000 was made to the Northville DDA to be used for the purchase of bike racks for the downtown.

The next DDA Board meeting is November 21, 2017
Meeting adjourned at 8:54 am

Respectfully submitted,

A handwritten signature in black ink that reads "Lori M. Ward". The signature is written in a cursive, flowing style.

Lori M. Ward, Director
Northville DDA