

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of February 20, 2018**  
**Meeting Room A**

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

**ROLL CALL**

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

**Absent:** *Margene Buckhave, Carolann Ayers*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Amelia Ritter/DDA Marketing and Communications Coordinator, Fred Sheill/resident, Marilyn Price/City Council member, Michelle Aniol/resident, Sue Taylor/resident, Sandi Wiktorowski/Finance Department (arrived 8:22 am for budget discussion)*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

- a. January 2018 Financial Statement
- b. January 2018 Invoice Report
- c. January 16, 2018 Meeting Minutes

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

**ELECTION OF OFFICERS**

Ward noted that Riley had expressed interest in staying on as the Chair of the DDA Board. Casey is the current Vice Chair and would like to stay in that role, but wanted to offer it to anyone else on the board who may be interested. It was agreed upon that Casey would remain Vice Chair, Ayers as Treasurer, and Ritter as secretary.

**Motion by Roth seconded by Miller** to reelect the officers for another term and to appoint Ritter as secretary. **Motion carried unanimously.**

**DDA 2018-2019 BUDGET DISCUSSION**

Ward presented the proposed 2018-2019 Budget that she had prepared with the organizational chair, Ayers. She noted that it looks very similar to the previous year, as there are no new capital projects and most funds will be going toward payment of the DDA's bonds and maintenance of existing infrastructure. The DDA has a fund balance

going into next year of \$245,000, which is approximately 33% of our revenue and expenses. Changes for this year include the addition of a part-time marketing position, a Wednesday night concert series with JAG Entertainment and sponsorships, and the budget for the newly created Economic Development Committee. That budget includes a line item for Creative Many study and a line item for the DDA boundary expansion.

Long asked who Creative Many study was and Ward explained that they are an advocacy organization for the arts that was outlined as one of the recommendations of the 2017 Strategic Plan to try to develop a niche around arts and industry in Downtown Northville. The amount budgeted for the study came from Beckett and Raeder, as well as previous similar studies completed by the organization. No decision has yet been made to retain the organization, but it is in the budget as a possibility. Creative Many will meet with the Economic Development Committee in March just to start a discussion. Riley noted that there may also be money from the Redevelopment Ready grant to apply to the Creative Many study. When developing the Strategic Plan, there was a lot of discussion about how we have the opportunity to create a unique brand for Northville because of what we have downtown to work with, so this could help us put it all together.

Roth asked Ward about the part-time marketing position and where the funds are coming from. Ward said that they were always allocated, just not utilized last year when the position was vacant. It is not a new line item.

Roth also asked Ward if TIF revenues are subject to Headlee Capture. Ward noted that the 2-Mill Levy is. Sullivan said that the maximum millage rate times the value is captured, so the maximum millage rate is being rolled back each year by Headlee. Ward said that every year when the budget is put together the 2-Mill Levy is rolled back, and it is sometimes noted that it is due to Headlee. Roth noted that the number in this budget proposal may be higher than what it should be as the financial assessors for the city are still preparing their report.

The DDA has two districts, one that collects the tax increment financing and the other that levies the 2-Mill. Ward acknowledged that the DDA has big expenses coming up to maintain the parking decks and lots and the city and the DDA are working collectively to address the repairs and the funding source. Advice from the city's financial consultants was to consolidate parking expenses into one fund to try and manage them better. They are now one fund, which includes parking deck repairs, maintenance, and snow removal.

Long asked who the DDA uses for elevator inspection and repair, which is a DDA parking fund expense, but it is a project that is done through DPW. Ward and Wiktorowski both were not sure which company DPW currently works with.

Riley asked if the \$1,500 that is budgeted for the DDA boundary expansion study was sufficient. Ward said that it is probably not and that the DDA would need to get an estimate from with Miller-Canfield or Beckett and Raeder.

**Motion by Casey seconded by Starring** to approve Proposal of 2018-2019 DDA Budget. **Motion carried unanimously.**

#### **APPROVAL OF TOWN SQUARE RENTAL APPLICATION**

Ritter put together an application and rental contract for those interested in renting Town Square for personal events that are too small to require a special events permit. Currently the charges are based on the city's fee schedule, however the DDA would like to lower the amount to encourage more use of the plaza or possibly offer a discount for non-profit organizations.

Long pointed out that Tunes for Tuesday comes in and uses the space without any application, so why not let small groups do the same with only a hold harmless agreement. Miller also suggested that we just let groups use the space because there's not much stopping them from doing so in the first place. Currently, reserving the space does not provide exclusive use, which is an argument to keep the fee down, A larger group, maybe one using electricity, would have to go through the DDA for approval.

Roth stated that we need to figure out what the insurance required would be for a small group versus a larger event. He said the fee could be \$0, but if there is a large insurance fee it may not be worth it. Sullivan noted that if there is no application or approval process then no one is held responsible if injury does occur. Sullivan suggested that the City's insurance company and attorney look over the proposed application. Roth says that there was good feedback on the draft and Sullivan mentioned that it needs to go to City Council.

#### **COMMITTEE INFORMATION AND UPDATES**

a. *Design Committee*

Miller said that he is hoping to have the first Design Committee meeting in March. The Committee will start talking about the piano in Old Church Square, the mural project, and a sculpture. Riley will apply for the grant for the mural through his realtor association.

The Cady Deck stairs have been repaired correctly and the nosing looks the way it was originally intended to as per the contract with RAM. The next step with these stair towers is some painting and cleaning.

The wayfinding signs are still being installed and will be finished this week.

The meter for the charging stations has been installed and we are now waiting for a line from a transformer to the new meter and the meters will be live. After that, signage will be installed and there will be a ribbon cutting in the next month or so.

Miller and Ward met with Mark Russell about the Streetscape Design Guidelines and are working on completing the changes and getting them to the Planning Commission and to City Council. They are also moving to call them Standards, not Guidelines, as they are more than just suggestions.

The DDA is working with a local Girl Scout to install a piano in Old Church Square. Ward will donate the piano, it will be painted, and the Girl Scout will coordinate the signage and a sponsor for a canopy to place over the piano to protect it from weather. Ward has spoken to Buckhave about this, as she lives above Old Church Square, and she is excited about the idea.

Ward mentioned getting a second set of oversized games similar to those in Town Square for Old Church Square so people can use them while they wait for tables at nearby restaurants.

The DDA is also working with a local Boy Scout to install a bike repair station in downtown. A bike focus group will be meeting to discuss the best location for this station.

We are working to finalize the Bank of America easement to allow ADA accessibility from Main Street to the Marquis Parking Lot.

*b. Marketing Mix Committee*

This committee met in early February and talked about more events, including activities to go along with Skeletons are Alive and October in the Ville.

Ritter started a video series to spotlight business owners for the DDA website and social media pages. Adorn and Chocolates by Renee were the first to be featured and next month will have a spotlight on a business for St. Patrick's Day or for National Reading Month.

The Marketing Committee has moved away from our contract with Hour Magazine and are focusing on SEEN and The Ville, in addition to the City and Parks and Recreation's newsletter. Miller also suggested that the DDA consider advertising in the Great Lakes Design magazine.

There are new members to the Marketing Committee to welcome for next month, the library and the Historical Society.

*c. Parking Committee*

Casey stated that the focus on the Parking Committee's latest meeting was overnight parking in the Marquis Lot. Citizens with parking passes are having to park in the middle of the lot, not in their designated spaces. The Committee expanded the number of spots that the permit holders can use. If there is still an issue, and permit holders are unable to find spots in the designated area, they can call the police department.

*d. Organizational Committee*

Ward and Ayers met to discuss the budget before the DDA Board Meeting.

e. *Economic Development Committee*

The two items focused on at the latest meeting were Redevelopment Ready and the DDA boundary expansion. Sullivan has gone through training for Redevelopment Ready and Ward is halfway through. The program makes sure that approval processes are transparent and efficient so that a developer knows what to expect. Because of this training the City has adjusted and amended its PUD Ordinance, the Master Plan is in the process of addressing first-floor residential, the Overlay Ordinances for Cady Street and Foundry Flask are being looked at for consistency. The City has not yet pursued certification, and would need receive authorization from City Council and complete a self-evaluation prior to becoming certified. Aniol brought up the fact that if we are not an engaged community there are several programs in community development that we are not eligible to receive benefits from. Aniol stated that the City would have needed to be engaged by October 1 and working toward certification in order to be eligible for assistance this year.

Roth asked about the Foundry Flask development and Singh's proposal. Singh's plan at this point is a 100% residential project. Sullivan noted that at his last meeting with Singh, they do not want to provide commercial space in their project. Ward said that the DDA gets a lot of requests for commercial space that the DDA cannot always accommodate. She also noted that the Tipping Point is looking to expand and this may be a good commercial space for them, and it places an emphasis on our creative community.

Another issue noted at the Planning Commission meeting is that the current ordinance requires commercial on the first floor and mapped out comes out to be a greater square footage than what our Strategic Plan tells us we can accommodate for our entire marketing plan for Downtown Northville. Roth noted that some compromise or flexibility might attract a developer who is looking for a mixed use project.

The financial information regarding the potential financial impact on the area needs to be gathered to determine what to do about DDA Boundary Expansion. From there, we can decide if we want to expand and what type of agreements would be made if we do.

Sullivan gave an update on the McGuire Building, saying the application was deemed incomplete due to a technicality where you have to put the building up for sale for a certain amount of time to prove that there is no feasible use of the historic building. The building has a For Sale Sign on it now and Sullivan is expecting the owner back soon with a new application.

The entity that has control over Northville Downs has plans to meet with the City in the coming week.

## **FUTURE MEETINGS/ IMPORTANT DATES**

### Future Meetings / Important Dates

- a. Marketing Meeting – March 1, 2018
- b. First Friday Experience – March 2, 2018
- c. Executive Committee Meeting – March 14, 2018
- d. Economic Development Meeting – March 19, 2018
- e. DDA Board Meeting – March 20, 2018

## **BOARD AND STAFF COMMUNICATIONS**

The next DDA Board meeting is March 20, 2018  
**Meeting adjourned at 9:23 am**

Respectfully submitted,

A handwritten signature in cursive script that reads "a. Ritter".

Amelia Ritter, Marketing and Communications Coordinator  
Northville DDA