

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

The regular meeting of the DDA Board was called to order at 8:03 a.m.

ROLL CALL

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

Absent: *Carolann Ayers, Greg Presley*

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*

AUDIENCE COMMENTS

Long asked about a line item in the Expense and Revenue Report. In the Design Committee section there is a charge for \$74,000. Long is wondering what the expense is for. Ward reviewed the document and responded that there appears to be an error in the report provided by the Finance Department. The expense should have been included as part of the Wayfinding Signage and Markers budget which has zero expenses noted. The error will be corrected for the April meeting.

Long asked about the Town Square Rental guidelines and application from the February 2018 minutes. He was under the impression that the DDA would let people use the space as they would like to, and there would be no need to reserve the space. Ward stated that that would be the case for many users, but if an individual or group wished to have exclusive use of Town Square, the space would need to be reserved. An A frame sign could note when the square is reserved. An example of this type of use would be a wedding.

Long noticed that the minutes reflected an update on an easement with Bank of America and wondered if it should have been Comerica Bank. Ward confirmed that the easement was between Bank of America and Poole's Tavern for to allow for a pedestrian easement from Main Street to the Marquise Theatre that is ADA compliant.

APPROVAL OF AGENDA AND CONSENT AGENDA

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

Motion by Casey seconded by Long to approve the Consent Agenda. **Motion carried unanimously.**

APPROVAL OF CHANGES TO THE DRAFT BUDGET 2018-2019

After the DDA adopted the budget at their February meeting, they received additional information from the City Assessor and the Board of Review. This year the taxable value is projected to increase by 4.1%, resulting in a TIF revenue increase of just under \$20,000. Each year the DDA budgets \$5,000 for lost revenue for tax appeals. There are no significant appeals at this time so the number will remain the same for 2018-2019. In addition to the increase in commercial property values, the DDA is also experiencing an increase in investment revenues. Combined there is a revenue increase of \$23,000 for fiscal year 2018-19.

Ward attached a table with explanations of each proposed change to the draft budget. A significant change in this year's proposed budget is the creation of an Economic Development Committee budget that includes both the proposed DDA boundary expansion and the Creative Many study. Pending approval of the DDA Board, these changes will go to City Council in April.

Casey asked for a further explanation of what the Creative Many Study is about. Ward explained that they are the premier arts advocacy group for the state of Michigan. If retained by the DDA, Creative Many would inventory arts related resources in Northville and determine how the city can create partnerships and present the arts as a marketing niche for the community and build on it for both businesses and visitors coming in. Creative Many has been invited to make a presentation to the Economic Development Committee in the next month. After a discussion by the Economic Development Committee, the group will make a recommendation to the DDA Board on whether to proceed with a contract with Creative many. Ward said that this process will look similar to what the Strategic Plan.

Motion by Roth seconded by Starring to approve Changes of the 2018-2019 DDA Budget. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

Miller has completed the process of recruiting members for the Design Committee. The Committee will meet in the upcoming weeks.

b. *Marketing Mix Committee*

Riley recapped the decision to switch advertising from HOUR to SEEN. Ward introduced the two new members of the Marketing Committee, representatives from Mill Race Village and the Northville District Library. The Committee is looking for more collaboration between organizations in the city.

Ritter is continuing a Downtown Northville Presents video series to highlight unique businesses around town. She has made videos for Adorn Fine Flowers, Chocolates by Renee, My Little Paris Café & Bookstore, and Cherie Baby Café, with the latest being very popular on the Downtown Northville Facebook page.

c. *Parking Committee*

Overnight parking was discussed at the latest meeting as there was an issue brought up on a Facebook page about a gentleman who needed to take an Uber home and leave his car parked in the lot overnight. When he returned in the morning, he had a ticket received a ticket. The Committee discussed possibly allowing overnight parking from April-November, but nothing was decided. The DDA Board suggested that instead of another layer of parking enforcement (adding more restrictions and rules on signs) the City could provide stickers to bars that patrons can place on their car to let law enforcement know that they opted to take an Uber home and will be back for their car. The number for the police station could also be posted in the restaurant, but patrons need to know their license plate number for both of those options. The other option discussed was to leave the issue as is. These instances have been few and far between. Casey, a local bar owner, said that he often calls Uber for his customers.

The Committee still needs to look at other communities to see how they handle overnight parking and overflow lots, as well the cost of the tickets. In this specific instance, the ticket was \$5. If it is determined that this isn't a huge issue that is occurring often, it may be left as is. The Parking Committee will discuss this further and bring the Board's ideas to their next meeting.

Revisions of the outdated parking map were also discussed at the last Committee meeting. The EV stations will be added, as well as bike racks and the bike repair station (location pending).

d. *Organizational Committee*

Ayers was absent from this meeting. Ward noted that the budget changes are the only Organizational Committee matter for this month.

e. *Economic Development Committee*

Cozart stated that there were a couple of agenda items that they wanted to address, like the DDA boundary expansion, but had to push them back to get to more pressing items. The main item on the agenda was changes to the Master Plan and Cady Street Overlay. Cozart was gathering feedback from the DDA Board and the Economic Development Committee to take to the Planning Commission meeting tonight. Sally Elmiger, the City's Planning Consultant, was in attendance at the Committee meeting as well. There are five key items that they discussed and will take to the Planning Commission meeting:

1. Establishing a regional identity
2. Increasing density
3. Adding public space/green space
4. Requiring/encouraging first floor commercial
5. Need to address traffic increases & congestion

Sullivan raised a concern that Singh has had the Foundry Flask property under option and has come to the Planning Commission and stated that they would like to do construct a residential development of over 100 apartments. This site has numerous obstacles to development. Sullivan said that if we change the Master Plan to require it to be a mixed use development, he hopes that Singh will continue to move forward on their project not walk away. We may be placing an obstacle in front of somebody who wants to redevelop this site by saying that it needs to be mixed use.

There was disagreement over what the position that the DDA's Economic Development Committee took following their meeting yesterday. The difference centered on whether a developer could have a single use project on the first floor.

Roth read a sheet from the previous day's meeting that stated," Creative Mixed Use shall include single-use development or mixture of office, medical research and development, or creative and industrial arts workspace. First floor and upper level residential are acceptable in this area as part of a mixed use project." Under the current ordinance, developers are prohibited from developing a single-use property.

Roth said that later in the day the Planning Commission was going to look at the overlay ordinance, after having input and discussion from City Council and the DDA Board. The wanted input from stakeholders before they processed the information. Roth did not know if a decision would be made at this meeting.

Ward suggested that the Economic Development Committee meet again to agree on what was discussed as members were not on the same page with new properties being mixed-use vs. single-use and which would be more beneficial and more attractive to developers. Cozart agreed that the majority of the Committee did not want to have an all residential development. He questioned how we could incentivize the projects to encourage commercial.

Price asked about which area specifically the committee was focusing on. She understands why the area is labeled the Creative District, but is wondering if that promotes people coming into the downtown area if it is a little further away and may not allow residential. Riley compared it to a new development in Plymouth that is set a couple blocks outside of their downtown area. Miller noted that the guidelines in the city's plan are a

suburban response to an urban development. Sullivan is still wondering if the City can be confident that there is a developer that has the same interests that the City does.

Buckhave asked how many buildings are included in the Foundry Flask site. Sullivan was not sure how many buildings would be included. He did know that they want to do over 100 apartments, have a riverwalk, and widen Cady Street to include street parking. He noted that the City would like for this area to have a warehouse feel, but has yet to see plans that capture that.

Roth noted that part of this property is part of the Historic District Commission, which is something else that will have to be looked at and dealt with as developers are considered.

Miller suggested that the Economic Development Committee and those who attended the previous night's City Council meeting stay after the DDA Board meeting to discuss the issue further.

FUTURE MEETINGS/ IMPORTANT DATES

Future Meetings / Important Dates

- a. Marketing Meeting – April 5, 2018
- b. First Friday Experience – April 6, 2018
- c. Executive Committee Meeting – April 11, 2018
- d. Economic Development Meeting – April 16, 2018
- e. DDA Board Meeting – April 17, 2018
- f. Girls' Night Out – April 27, 2018

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is April 17, 2018

Meeting adjourned at 9:36 am

Respectfully submitted,



Amelia Ritter, Marketing and Communications Coordinator
Northville DDA