

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of May 15, 2018
Meeting Room A

The regular meeting of the DDA Board was called to order at 8:06 a.m.

ROLL CALL

Present: *Mayor Ken Roth, Chairman Shawn Riley, Carolann Ayers, Robert Miller, Aaron Cozart, John Casey, Greg Presley, Margene Buckhave, Jeri Johnson*

Absent: *Jim Long, Mary Starring*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Amelia Ritter/DDA Marketing and Communications Coordinator, Fred Sheill/resident, Marilyn Price/resident*

AUDIENCE COMMENTS

New DDA Board member, Jeri Johnson, was introduced. Johnson has been a resident of Northville for 27 years and has also worked with Northville's Chamber of Commerce.

APPROVAL OF AGENDA AND CONSENT AGENDA

- a. April 2018 Financial Statement
- b. April 2018 Invoice Report
- c. April 20, 2018 Meeting Minutes

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

NORTHVILLE UNPLUGGED!

Ward introduced a new Wednesday night acoustic concert series from June 6 - August 29, with no concert on July 4, called Northville Unplugged! This event is meant to utilize Town Square and create more activity in the summer. These concerts will be managed by JAG Entertainment and will run from 7:00 - 9:00 pm. \$6,000 was put into the budget for this series and sponsorships will offset the cost of the series. The DDA will need to raise about \$3,000 in additional sponsorship coverage. The special event application for the concert series will go to City Council next Monday.

Ayers asked about the fact that money is coming out of the fund balance for this event. Ward confirmed and noted that the series straddles two fiscal years and they will be addressed in a 4th quarter budget amendment. She did not have an exact amount, but said that each show is averaging \$500. The DDA is seeking sponsorships of \$250 to cover roughly half of the event.

Sullivan asked about streets closures. Ward said that the series will first have a soft closure of Main Street and Hutton Street to gauge the response. A determination will be made after the first night of concerts.

The DDA is in the process of creating marketing materials for this event.

Motion by Roth seconded by Buckhave to approve the Northville Unplugged! concert series. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

Miller picked half a dozen smaller projects and one larger project, Ford Field, to focus on for this year. For the next meeting the committee will discuss the mural project, the piano in Old Church Square, and a parking RFP next steps update. Ward noted that Carl Walker WGI will be putting together a scope of work and rehabilitation plan and then the DDA will negotiate the next phase, which will be construction drawings that will need to be issued.

The DDA appeared before City Council with a request for the purchase of street lights after accidents have caused the city to lose three lights over the span of a couple of months. These lights are on Cady Street and East Main, which are older high pressure sodium bulbs. Roth noted that the sample LED light on East Cady is too bright, Ward agreed.

The DDA got approval from City Council to dispose of some items in the Public Works yard in an effort to try and tidy up and organize the lot. There are a number of furnishings that will be disposed of or salvaged if they are not bid on by the public. Roth noted that someone will likely want some of the old wood from the Comerica Community Connection to create something new and have a piece of Northville nostalgia.

The Bike Focus Group is interested in placing the bike repair station over on 7 Mile Road. The group would also like to pursue placing one closer to Northville Square.

Presley asked to go back to the Ford Field project for further discussion, asking if the DDA had budget money to pursue design. The Rotary Club has an interest in spearheading this project, so money could come from that source. Presley also asked about grants and Ward and Miller said they are still working on that as they find out who is spearheading the update of the comprehensive Ford Field project. Parks and Recreation had a master plan design for Ford Field, but it was many years ago and the design may need to be updated.

Johnson asked if the Ford family would have interest in donating money for the project, or if another organization would be interested and in turn gain naming rights. Ayers and Ward mentioned that there are restrictions on the use of Ford Field based on previous deeds. Buckhave stated that she and her husband used to own the property along the curve at Ford Field and brought along the drawings that Presley made up for her in 1997. This plan is similar to what could be done with the plaza and a community connection.

b. Marketing Mix Committee

Riley noted that Jennifer Luikart from Mill Race Village was invited to join the Marketing Committee. Ward is also hoping that a representative from the Northville District Library will join, as well as someone from the Marquis Theatre.

The other big topic at the last couple of meetings is addressing how to include businesses that are outside of the DDA in DDA marketing materials in a way that is fair to the businesses within the boundaries that pay a 2-Mill Levy. Ward reached out to Miller Canfield to see what the DDA's options were and they said businesses outside of the boundary could be included with a possible member fee that would be comparable to what the other businesses pay or the DDA could just include them at no charge.

Presley asked about a possible move from The Tipping Point Theater and how the DDA can capitalize on an event showcasing the town's live theaters. Ward said that nothing is planned at the moment, but the Creative Many study that the DDA is working on getting done will focus heavily on making Downtown Northville an art, music, and entertainment district. Ward has a meeting with the director following this meeting, but she will be leaving at the end of the summer. The DDA still has budgeted funds for the study and still hopes to pursue it.

Riley brought up the opportunity for another concert in town, booking Scars on 45 to come in for a fundraising event at Genitti's or The Tipping Point. Opportunities like this are good to showcase Northville's entertainment as the DDA waits for Creative Many.

Johnson brought up an expansion of the DDA borders as a way to help with marketing efforts and bring more money into the DDA. (See e. *Economic Development Committee*) Casey said that as a restaurant owner, he would like to see more businesses be able to participate so the marketing budget could expand and more could be done for all downtown businesses to benefit from.

Roth asked if there would be a proposal of membership rates given to the board. Ward said there are a couple ways that this could be presented, one with a fee paid to be included on items like the walking map. Casey suggested one annual fee, instead of piece-mealing different fees and

constantly checking back in with businesses. Johnson agreed with Casey, based on how membership is done at the Chamber of Commerce.

c. *Parking Committee*

There has not been a committee meeting in the last two months, and there is no new information to report from this committee.

d. *Organizational Committee*

Ayers is working on the 2018-2019 budget, but it is currently in flux. She would like to take a closer look at the line item for the expansion of the DDA boundary, doing studies to see what can and cannot be done.

Ward announced that Ritter is stepping down as the Marketing and Communications Coordinator as she has accepted a full-time position with the Livingston County Convention and Visitors Bureau. The DDA is in the process of trying to replace that position and has posted it on MML, Indeed, and on social media. The seasonal groundskeeper position has also been posted, but there has not been as much interest as in previous years. The Beautification Commission is hoping to start planting on May 24, so the groundskeepers need to be ready to start maintenance. Parks and Recreation is also having a hard time filling this position. Sullivan suggested combining the positions and splitting them between the two entities, both for the groundskeepers and the Marketing and Communications Coordinator. Board members brainstormed other ideas for hiring younger groundskeepers (who could not work as late), combining positions, and different places to post the positions.

e. *Economic Development Committee*

Cozart said that, regarding DDA boundary expansion, what needs to be done is a deep dive financial analysis to see how the change would affect the city and the DDA. He also noted that certain entities, like the library, could opt-out of being in the DDA so their portion of the tax bill would go back to them instead of being captured, increasing their revenue. This analysis would be a long and difficult process, but a necessary step in redrawing the boundary.

Sullivan mentioned an energy-efficient program that City Council is looking at. Councilmember Patrick Giesa is looking at starting more green initiatives around town and the city's financial consultant introduced the Energy Reduction Coalition, which is a non-profit that converts lighting to more energy efficient sources. They will come in and fund these conversions, calculating the current energy usage and future savings. The fund this program through the energy savings, starting at 60% and going down to 20% after a set amount of time. The city is pursuing this and would like to get some estimates of the potential savings. The parking deck consultants recommended that the city ensures that the likes meet Industrial Illumination Standards, being sure that it not only is saving energy but is still functioning at the level it needs to be at.

Dominic Romano from the MEDC came to their meeting and spoke about benefits and requirements and how to go about getting Redevelopment Ready certified. Cozart suggests the group being a self-evaluation as they prepare to apply so the City can be approved and maintain their status in the program.

Ayers pointed out that because MEDC is a governor-appointed organization, it might not have the same status in November after the election.

Sullivan said that he has gone through this organization before to get a grant for The Garage and he is willing to go through the process again if there are businesses downtown that will benefit from it. The Board is still seeking answers on the process of getting themselves prepared to apply for an MEDC grant, but thought some of the answers given at the economic development committee were vague.

Cozart said the group also talked about Brownfield Redevelopment. A Brownfield TIF would capture new tax revenue from a development and the money could be spent for cleanup and environmental activity. Northville does not have a Brownfield Authority right now, so the first step would be to establish one. Price mentioned that there were 8 people interested in seats on the DDA Board, so it's possible a group could be made from those people. At the next City Council meeting there will be a resolution of intent to establish a Brownfield Authority, followed by two public hearings. The board needs at least five people. The authority would be very project-driven. Developers would present all information and the authority would decide if it's eligible and how the cost would be covered. This committee would only meet as needed-scheduling meetings for projects, studies, and evaluations.

FUTURE MEETINGS/ IMPORTANT DATES

Future Meetings/Important Dates

- a. May 18 – Armed Forces Benefit Concert – May 18, 2018
- b. Northville Jazz Band – May 25, 2018
- c. Flower Sale – May 25-26, 2018
- d. Memorial Day Parade – May 28, 2018
- e. First Friday Experience – June 1, 2018
 - f. Party in the 'Ville – June 2, 2018
 - g. Marketing Meeting – June 7, 201
 - h. Design Committee Meeting – June 11, 2018
 - i. Executive Committee Meeting – June 13, 2018
 - j. Economic Development Meeting – June 18, 2018
 - k. DDA Board Meeting – June 19, 2018

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is June 19, 2018
Meeting adjourned at 9:26 am

Respectfully submitted,

A handwritten signature in cursive script that reads "a. Ritter". The signature is written in black ink and is positioned above the typed name.

Amelia Ritter, Marketing and Communications Coordinator
Northville DDA