

Approved & Accepted:

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**

Thursday, August 8, 2019 8:00 A.M.

FERNDALE CITY HALL

300 E. 9 MILE

FERNDALE, MI 48220

MINUTES

I. CALL TO ORDER

A. Roll Call 8:07 a.m.

DDA Board Members Present: Greg Pawlica, Jacki Smith, Blake Scheer, Janice Semma, Jerome Raska, Mindy Cupples

DDA Board Members Absent: Pj Jacokes, Nathan Martin Chris Johnston, Heather Cutlip*

Staff Present: Cindy Willcock

Guests: Sheryl Stubblefield, Finance Director; Justin Lyons, City Planner; Barb Miller, Deputy City Clerk; Dan Antosik, DPW; Kara Sokol, Communications Director; Jenny Marr, Library Director; Lisa Nuskowski, MoGo Bike Sharing

B. Dismissals: Pj Jacokes, Nathan Martin, Chris Johnston (work conflict), Heather Cutlip (pending Board resignation letter)

C. Approval of Agenda

Motion by Director Raska, seconded by Mayor ProTem Pawlica to approve the agenda as presented.

All Ayes, motion carries.

D. Approval of Minutes:

Motion by Director Scheer, seconded by Director Raska to approve the minutes for July 2019 regular meeting. All ayes, motion carries.

II. Community Reports

A. Ferndale Area Chamber of Commerce

Director Scheer noted that Drag Queen Bingo fundraiser will be September 25 at Boogie Fever. Tickets are available, visit website or Facebook for purchase information.

B. Ferndale Area District Library

August calendar of events was provided. The summer reading program is finishing up and they held an escape room event last weekend. Upcoming activities include the last of the summer concert series and a wrap-up workshop for the seed library program. The Library will be closed Friday and Saturday for Dream Cruise. They will be celebrating the 10th anniversary of their book party and are looking to The Emory, who host the events, to come up with a signature cocktail

III. Consent Agenda

A. DPW Downtown Maintenance Report and Summary Brief

B. DDA Staff and Committee Reports

Director Raska noted that the hanging floral baskets aren't very showy and some are dead. He feels the baskets too small and don't hold enough moisture.

Director Scheer noted that the planting beds on Withington looking amazing and also asked for the proposed cost on Affirmations bench.

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Chair Smith inquired as to whether responsibility for the dumpsters had been determined. DPW Administrative Manager explained that an item would be going before City Council to revise the penalties and allow code enforcement to begin fining \$100, \$300 (first and second offences) and \$500 for a third offence within one year, which would also be a misdemeanor. This ordinance amendment would also allow DPW to write tickets. Other actions include refurbishing the compactors to minimize issues, creating a sanitation inspector position and better signage.

Mayor ProTem Pawlica asked for clarification on the amount of additional dollars and time was being spent to clean up around the compactor areas. Antosik estimated the daily clean-up of the cardboard dumpsters to be about \$115 per pick up (once or twice per week) plus DPW clean up time at \$50 per occurrence.

Chair Smith requested that the staff report include detailed information in the "Outreach" portion to include not only businesses visited, but details of the visits.

Motion by Director Raska, seconded by Director Scheer to accept the Consent Agenda as presented. All Ayes, motion carries

IV. Call to Audience

None

V. Presentation

A. MoGo Bike Sharing

Lisa Nuskowski

Lisa Nuskowski, founder of MoGo provided background on company. It is a non-profit 501(c)3. Her presentation included statistics on the program usage. She noted that Ferndale will be getting 7 stations, with additional in Royal Oak, Oak Park, Berkley and Huntington Woods joining those already in Detroit. Mogo will be making an announcement about additional technology they are adding to their fleet tomorrow.

Director Cupples asked where the Ferndale stations would be located: Livernois and Emwill, Earl Boulevard and Pinecrest, 9 Mile and Woodward (exact location pending), E 9 Mile near City Hall, 9 Mile and Wanda, Martin Road Park and Woodward Heights and Wolcott. Discussion was had regarding how to reserve and use the bikes, accessibility to stations and convenience. Nuskowski stressed that these bikes as designed for transportation and mobility rather than as recreational tool

VI. DDA PU Update

- I. A DDAPU update was included in the Board packet for review and Communications Director Sokol detailed the status The dot communications program. The Board requested that A.Victoria Mae be at all future meetings to provide updates on the program and their progress.

Chair Smith note that information on the valet service was included in the packet, and also highlighted the Executive Director recruitment. HR was asked to create small selection committee and Director Cupples volunteered to look at. It was also noted that MDOT is planning on resurfacing Woodward in 2020 and the City is meeting with them to try to negotiate a later start date. Mayor ProTem Pawlica noted that there are a number of things the City is trying to accomplish on Woodward, including looking into a road diet, the addition of buffered bike lanes, and utilizing pavement markings to calm traffic and enhance the pedestrian experience. He stated that he doesn't believe we will be able to move the project back, so we will need to look at forming a construction mitigation plan. Chair Smith stated that this would be one of the first things the new Executive Director would have to "get on".

VII. Action Items

- A. Acceptance of Financial Reports

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At the request of the Board, acceptance of the Financial Statements was moved to an action item to allow for additional discussion. A request was made to provide further detail for account 248-000-818-00 as it pertains to Hamilton Anderson and Chariot in particular, and report back to the Board in August.

Motion by Director Cupples, seconded by Director Raska to accept the financial reports as presented. All Ayes, motion carries.

VIII. Information Items

A. AVM Update

Report and spreadsheets included in packet. Board requested that AVM attend meetings and present updates in person

B. Hamilton Anderson – CIP Plan

At the request of the executive board, information on Board terms was provided. Currently the Discussion was had regarding the lack of responsiveness from Hamilton Anderson. Director Raska will reach out to principal Rainy Hamilton, as he has a relationship with him.

C. Project and Grant Status Update

At the request of the Executive Board, a spreadsheets were prepared to detail the status of all current downtown projects as well as grants applied for, and grants available.

D. Board Vacancies

With the pending resignation of Heather Cutlip, the Board will consist of 9 members. According to Act 57 and the DDA Bylaws, the Board must be comprised of 8-12 members.

E. DDA Staffing

The Deputy Director recommended the creation of a part time administrative position to assist with database updates/corrections, answering phones, office organization, and providing assistance with events and other projects such as social media, enews and website updates. The position would be temporary 60-day, 20 hours per week during the transition period.

IX. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)

Deputy Director provided update on events

X. Adjournment

Motion to adjourn the meeting at 10:07 a.m. All ayes, motion carries.