

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of January 21, 2014
Meeting Room – 8:00 AM

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

ROLL CALL

Present: *Greg Presley, Jim Long, Shawn Riley, Mary Starring, Chris Johnson, John Casey*

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

Also Present: *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Planning Coordinator/Kate Knight, DDA Marketing & Communications Coordinator/Christa Williams, Resident/Fred Sheill, Resident/Michelle Aniol, Resident/Paul Sherbeck, Northville School Board President/Ken Roth, Building Owner/Chuck Lapham, Building Owner/Lee Holland*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- Minutes of DDA Meeting January 2014
- Financial Statement of January 2014
- Invoice Report January 2014
- PR Summary January 2014

Motion by Casey, seconded by Riley, to approve the Agenda and Consent Agenda as presented. **Motion carried unanimously.**

ELECTION OF DDA OFFICERS

The slate of officers was presented by Lori Ward:

Chair – Greg Presley
Vice Chair – John Casey
Secretary – Christa Williams
Treasurer – Carolann Ayers

Motion by Riley, seconded by Long, to approve the 2014-2015 Slate of DDA Officers. Motion carried unanimously.

PRESENTATION BY CARLISLE/WORTMAN ASSOCIATES

Don Wortman, the City of Northville Planning Consultant, presented the City of Northville Non-Motorized Plan and the City of Northville 2014 Master Plan Update.

The City of Northville Non-Motorized Plan was created by a committee comprised of: Ken Roth/Northville Public Schools; Jennifer Fry/Northville Township; Pat Sullivan/City of Northville, City Manager; Jerry Mittman/Resident; Michelle Aniol/Resident; Patrick Geisa/Resident; Paul Lamoureaux/Resident; Elizabeth Iszler/Wayne County Parks; Jim Gallogly/City of Northville Public Works Director; Jason Spiller/Northville Parks and Recreation Director; and Lori Ward/Northville DDA Director.

Non-motorized pathways have become major assets for communities. Non-motorized pathways include bicycles, pedestrian, and handicap pathways. Northville is uniquely situated between the Wayne County Hines Park and the State of Michigan's Maybury State Park. The Plan was created to identify the opportunities, and the types of trails that can be created to connect these regional assets. Additionally, non-motorized pathways bring benefits to the Downtown, Mill Race Village and Ford Field. The Committee has been meeting for approximately six months. The presentation will go before the Planning Commission and the City Council, for approval.

The City of Northville 2014 Master Plan Update Committee is comprised of: Jay Wendt/Planning Commission; Dave Mielock/Planning Commission; Sarah Traxler/Planning Commission; John Casey/Northville DDA; Shawn Riley/Northville DDA; Greg Presley/Northville DDA; Dan Ferrara/Northville Central Business Association; Joe Hoffman/Historic District Commission; John Argenta/Historic District Commission; Ken Roth/Northville Board of Education; Joe Hige/Northville Board of Education; Michelle Aniol/City of Northville Resident.

The City of Northville Master Plan is scheduled to be updated in 2014. Areas available for redevelopment include: Northville Downs; West Main Street and the school property which is no longer occupied; the Post Office site; and the CadyTown area. The purpose of this Plan is to determine the vision for each of these entities, as they each have their own unique situations. When determining what the vision should look like, the following resources were reviewed: The original Master Plan; the 2008 Update; the market analysis from the DDA; the flood plain within the City boundaries. To this end, it was determined that any new developments within the Downtown must contain the following: pedestrian friendly characteristic; complimentary to and support the existing business community; the architecture and design must be high-quality; new developments must be economically feasible and market based for the particular areas.

COMMITTEE APPOINTMENTS

The DDA has retained professional consultants for Wayfinding and Exhibit Design projects, both projects are scheduled to begin site visits and design implementation in February. Bizzell Design, from North Carolina, was selected from ten proposal submissions, to develop a comprehensive Wayfinding and Signage program for Downtown Northville. Experience Design, from Boston, was chosen from 14 proposal submissions, to create an interpretive design installation, representative of the Northville Community, for the Comerica Community Connection in Downtown Northville.

The Wayfinding Committee formed to review the RFPs and interview the candidates consisted of: John Argenta, Carol Maise, Joan Potter Thomas, Alan Somershoe, Jim Gallogly, Greg Presley and DDA staff.

The Exhibit Design Committee formed to review the RFP and interview candidates consisted of: Michelle Fecht, Heidi Neilsen, Joan Potter Thomas, Alan Somershoe, Lynda Heaton, Mary Starring, and DDA staff.

DDA staff asked that the DDA Board of Directors appoint John Argenta, Carol Maise, Joan Potter Thomas, Alan Somershoe, Jim Gallogly, and Greg Presley to serve as the "Steering Committee" for the Wayfinding project.

DDA staff asked that the DDA Board of Directors appoint Michelle Fecht, Heidi Neilsen, Joan Potter Thomas, Alan Somershoe, Lynda Heaton, and Mary Starring to serve as the "Steering Committee" for the Exhibit Design project.

Motion by Johnson, seconded by Riley, to approve the DDA proposed Steering Committee members for both the Wayfinding project and the Exhibit Design project.
Motion carried unanimously.

COMMITTEE UPDATES

Design Committee

None

Marketing/Business Mix Committee

Shawn Riley presented the first meeting of the combined Marketing/Business Mix Committees, was held on January 15, 2014. The vision of the combined Committee was discussed. It was determined that the committee should work toward continuing to improve relationships with existing business owners, and attract specific businesses. The Committee will meet in February to finalize the Marketing Plan for the 2014-2015 year, along with criteria for the Business Assistance Program Cycle 9. The Committee meetings will eventually be held quarterly.

Parking Committee

The Committee did not meet. However, in light of the presentation from Carlisle/Wortman Associates, moving forward, it will be important to discuss how parking will be handled when potential projects are implemented from the Non-Motorized Plan and the Master Plan Update.

Organizational Committee

Second quarter budget amendments were included in the packet. These amendments include the previously approved amendments from the September 2013 DDA Board meeting.

COMMUNICATION

Board and Staff Communications

None

Meeting adjourned at 9:27a.m.

Respectfully submitted,

Christa Williams
Northville DDA
Marketing & Communication Coordinator