

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of December 9, 2014**  
**Meeting Room – 8:00 AM**

The regular meeting of the DDA Board was called to order at 8:00 a.m.

**ROLL CALL**

**Present:** *Greg Presley, Margene Buckhave, Mary Starring, Mayor Chris Johnson, Shawn Riley, Lynda Heaton, Carolann Ayers, John Casey*

**Absent:** *Jim Long, Excused*

**Also Present:** *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Marketing & Communications Coordinator/Christa Williams, DDA Planning Coordinator/Kate Knight, Resident/Paul Sherbeck*

**AUDIENCE COMMENTS**

Paul Sherbeck commented on the amount of revenue the DDA has collected over the years, and the future revenue the DDA would collect from the homes which are being demolished and rebuilt. Sullivan commented that the DDA has seen a decline in the revenue collected over the years. The tax capture for the DDA is primarily based on commercial properties, and according to Wayne County, the assessed value of commercial property is still declining. Additionally, the homes being rebuilt are outside of the DDA district, therefore no revenue is collected from that construction.

**APPROVAL OF AGENDA**

Consent agenda as follows:

- Minutes of DDA Meeting November 18, 2014
- Financial Statement of November 2014
- Invoice Report November 2014
- PR Summary November 2014

**Motion by Johnson, seconded by Casey**, to approve the Consent Agenda, with the change to the minutes to remove Ken Roth from the list of members present at the November DDA Board meeting. **Motion carried unanimously.**

**DDA GOALS AND OBJECTIVES**

Ward presented the 2014-15 DDA Goals and Objectives. The Organizational Committee Chair Ayers, along with Ward reviewed the Goals and Objectives from 2014-15 and made modifications them for the 2015-16 year. There is no priority level designation at this time.

**Motion by Ayers, seconded by Riley**, to accept the proposed 2015-16 Goals and Objectives as presented, with the modification of the name of the Marketing Mix Committee. **Motion carried unanimously.**

### **AMENDED AND RESTATED DEVELOPMENT AND TIF PLAN**

Ward presented an update to the Amended and Restated Development and TIF Plan for the DDA. On December 4, 2014, the newly reinstated Citizens District Council (CDC) met to discuss the proposed Amended and Restated Development and TIF Plan. The CDC was very engaged and requested that the following items be included:

1. Parking utilization study;
2. Sidewalks at the Griswold and Cady intersection;
3. Refurbishing of the Cady Street parking deck;
4. Designate funds for land or building acquisitions;
5. Funds for place based projects such as pocket parks, small pedestrian plaza, etc.

The Citizens District Council unanimously agreed to support the DDA's proposed expansion of the development area boundaries, and supported the Amended and Restated Development and TIF Plan with the inclusion of the five recommendations noted above. The revised document will be sent to the CDC members by December 12, 2014.

Ward presented the DDA Boundary Map that shows the existing DDA District boundaries and the Development Area boundaries. The Plan would include a change that would make the two maps share the same boundaries. DDA Staff is also working with the City Assessor to provide a base tax assessment for the proposed boundary expansion.

**Motion by Riley, seconded by Starring**, to approve the Resolution of Support for the DDA's Amended and Restated Development and TIF Plan (attachment 6.b), and to request City Council to call a public hearing. **Motion carried unanimously.**

### **COMMITTEE UPDATES**

#### **Design Committee**

The Winter Planting was installed the week of November 17, 2014, in time for the Northville Holiday Lighted Parade. Frigid conditions meant that the installation of greens was finished early Thanksgiving week. High winds damaged part of the installation, which was repaired by Commercial Grounds Services (CGS). CGS will provide ongoing maintenance for the winter planting, as well as clean-up services to blow out and sweep Town Square, parking lots and municipal plazas and alleys as needed this early winter.

The DDA has installed new holiday lighting in the Town Square trees, the Christmas tree and Santa House is in full swing. The first weekend of the season was busy, with lines of families in Town Square waiting to visit Santa. CustomChannels, the DDA's web-based music provider, has customized a music channel for Downtown Northville. It is currently playing a holiday blend from 10AM to 9PM on Monday through Saturday. Sunday music runs 11AM through 5PM.

Experience Design (EXP) is working on design refinements, content, and fabrication estimates, readying a finished construction set package for public bid solicitation. Final photography selection and reproduction rights have been vetted through the Northville Historical Society curator and archivist.

DDA staff is working through a project contract punch list with Wayfinding consultant Buzz Bizzell. Bizzell has developed final template pieces for regulatory signage. A final bid package is being edited for public issue and bid solicitation.

### **Marketing Mix Committee**

Riley stated that many of the same topics of previous Marketing Mix Committee meetings were covered in the November meeting. A Smartphone app is under construction and is being spearheaded by the NCBA.

### **Parking Committee**

A meeting to discuss downtown merchants' parking concerns has been scheduled for December 11, 2014.

### **Organizational Committee**

The Appeal for the DIA/Zoo case was dismissed.

The December DDA Executive Board Meeting scheduled for December 10, 2014 will be rescheduled.

## **COMMUNICATION**

### **Board and Staff Communications**

The next DDA Board meeting is January 20, 2015.

**Meeting adjourned at 8:55 a.m.**

Respectfully submitted,

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Christa Williams  
Northville DDA  
DDA Secretary  
Marketing & Communication Coordinator