

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of February 16, 2016
Meeting Room – 8:03 a.m.

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

ROLL CALL

Present: *Chairman/Greg Presley, Mary Starring, Margene Buckhave, Mayor Ken Roth, Lynda Heaton, Shawn Riley, Carolann Ayers, John Casey*

Absent: *Jim Long (excused)*

Also Present: *City Manager/Patrick Sullivan, DDA Executive Director/Lori Ward*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. Minutes of DDA Meeting of January 19, 2015
- b. November 2015 Financial Statement
- c. November 2015 Invoice Report

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

DISCUSSION OF 2016-17 DDA BUDGET

Ward presented the draft 2016-2017 DDA budget to the Board. She stated that the City Assessor is projecting that the DDA could potentially see a 2% increase in revenue. This does not include new construction, and will affect the property tax and operating levy line items. The Assessor deemed it appropriate to put in \$5,000 into the budget this year for tax appeals, as this activity has tapered off in the past few years.

Ward reported that the fund balance is steadily increasing, and any changes that the board makes at today's meeting will effect that number.

Regarding the Design Committee, the amount budgeted for Downtown materials is similar to that of other years. Downtown tree lighting is shown to increase to cover the cost of replacing the tree lights. The lights have a lifespan of about 3-4 years and the lighting requires adjustment due to tree growth. There is a larger capital outlay every three years for this line item because of this. Repair and replacement is planned for off years.

Ward stated that contractual services are difficult to anticipate. There have been some very high amounts for electrical repairs in 2013-14 and 2014-15, which was due to a change in lighting contractors and needed repairs. Landscaping and planter repair are often offset by insurance proceeds. There is uncertainty as to whether a line item for heat melt is needed, as repair is frequently necessary. Another uncertainty is brick repair in the crosswalks, which would be under contractual services. Roth asked if the pending investigation of the line under the crosswalk could occur soon, as this repair work could significantly impact the budget.

Ward said that the DDA has budgeted \$10,000 this year and \$50,000 for 2016-17 set aside for the DDA's contribution to the Strategic Plan. When the proposals are received and reviewed by the Selection Committee more specific costs will be determined.

The Marketing Mix committee had a discussion about the DDA's participation in external events. Riley asked for clarification regarding the change in sponsorship amounts for the Concours d'Elegance. Ward responded that because the date of the event is in July, the expenditures and revenues are reflected over two fiscal years. Some sponsorships are received at the end of the fiscal year in June, and others at the beginning of the new fiscal year. The expectation this year is to create a more self-sufficient event, utilizing outside contractor, which will lead to a projected growth in sponsorships. Also, \$8,000 is contributed to Chamber events in the Downtown, including the Friday Night Concert series, which was previously budgeted for the Parks and Recreation Department. The DDA is working to wean the Buy Michigan Now event off of the financial assistance it was previously receiving, as they have become a more well-established event. Roth clarified that the Buy Michigan Now Event was requesting sponsorship each year. Presley asked if the Buy Michigan Now festival was worth holding. Board members replied that it is a good weekend for Downtown merchants. Ward stated that the Business Mix committee has identified a subcommittee that is in the process of creating criteria for evaluating events that the DDA is involved in.

The Board discussed potential ideas for improving parking lot counts, as accurate information is important for planning future development in the downtown. Current counts do not include weekdays after 3pm and on weekends. The DDA will consider seeking the assistance of a group of volunteers to gather this information. If this effort is not successful, they will seek a part-time employee and amend the budget through the budget amendment process. Riley asked about whether or not parking enforcement is currently in effect, and stated that if there is not enforcement, purchasing parking signage is a waste of money if there is no enforcement of the signs.

Motion by Casey, seconded by Ayers, to approve the 2016-17 DDA Budget. Motion carried unanimously.

DISCUSSION OF BOARDS AND COMMISSION PROTOCOL

Roth stated that City Council is beginning to evaluate the best way to address issues of protocol in regard to the City's Boards and Commissions. One of these protocol issues is member attendance. City Council is working on setting an expectation for the percentage of meetings that are attended by all Board and Commission members. Roth stated that this percentage has not yet been set, but the rough number at this time is 70%. Ward stated that attendance will be very important for the DDA specifically in the next year, as the Strategic Planning process will require additional time from Board members. Presley asked if Ward could share the attendance record with the board, so they could be more aware of their absences. Presley recognized Board Member Mary Starring, who has had perfect attendance each of the past 3 years.

Presley stated that he is stepping down as Board Chair, as he is not able to commit to the level of involvement necessary for the Strategic Planning process. Roth stated that new members coming on board should be made aware of the time commitment and expectations for attendance and participation.

ELECTION OF OFFICERS 2016 – 17

Presley asked the Board members to indicate who would be interested in becoming DDA Board Chair. Board members John Casey and Shawn Riley indicated their interest.

Casey stated that he is interested in becoming Board Chair because there are items he would like to see the City move forward on, and promised to give full attendance as Chair, which may require his resignation from other DDA committees. He stated that most of his work is at night, so he is able to attend morning meetings as necessary.

Riley stated that he has enjoyed his involvement with the DDA. He wants to continue being as active as possible in his community, and is happy to serve in any role where he is needed. His job allows for flexibility and regular meeting attendance. He believes that attendance is a crucial part of the role of a Board member.

Board members offer their votes. Presley clarified that the board member receiving the most votes would become Chair, and the other Board member would serve as Vice Chair. Roth, Riley, and Casey abstained. The vote was 3-2 to elect Riley the Chair. Casey will continue to serve as Vice Chair.

Ward thanked Presley for 9 years of service as Board Chair. Presley stated that he will continue working with the DDA as the Design Committee Chair, and he has truly enjoyed his time thus far with the DDA.

Courtney Miller was elected Board Secretary and Carolann Ayers the Treasurer of the DDA Board.

Motion by Buckhave, seconded by Starring, to approve the 2016-17 DDA Board Officers. Motion carried unanimously.

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

- i. Comerica Community Connection Exhibit: Ward reported that the key to the exhibit in the Comerica Community Connection was installed, and encouraged the Board members to visit the exhibit.
- ii. Dumpster Enclosures on Mary Alexander Court: Ward reported that Dave Mielock has been assisting throughout the bidding process. He also provided a letter of recommendation for the work.

b. *Organizational Committee*

- i. Downtown Strategic Plan: The opening of the Strategic Plan bids will be February 22nd at 3:00pm. Ward has met with 8 teams that will be submitting proposals. Presley asked about the Selection Committee, which is not in place yet. Ward asked if the Selection Committee needed to be approved by the Board. Presley stated that in the past, it has been noted, but not officially approved.

Once the bids are opened on February 22nd, they will be summarized, tallied, and given to the Selection Committee for review. The Selection Committee will meet on February 29th to discuss the proposals and will then take a recommendation to the DDA and then City Council. When the information is brought to the DDA, a Steering Committee will also be recommended at the time to assist in guiding in the process. Roth asked about the progress of the formation of the Selection Committee. Ward is currently reaching out to contacts (about 4-5 people) for the Selection Committee.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Marketing Mix – March 3, 2016
- b. Next DDA Board Meeting – March 15, 2016

BOARD AND STAFF COMMUNICATIONS

Ward reported that she and Sullivan attended the recent Legislators' Breakfast and discussed upcoming legislation that could impact Historic Districts and make significant changes to the TIF Financing Act, the DDA Act, and TIF Funding. Impacts that will occur as a result are a sunset on TIF funding, a requirement for a website where

extensive information is posted, additional reporting from DDAs to the Treasury Department, and the expansion of the DDA Board which will require a representative from the County. The Northville DDA currently meets all of the posting requirements that would be enacted.

The next DDA Board meeting is scheduled for March 15, 2016.

Meeting adjourned at 9:25 a.m.

Respectfully submitted,

Courtney Miller
Northville DDA
Planning Coordinator