

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of March 15, 2016
Meeting Room – 8:05 a.m.

The regular meeting of the DDA Board was called to order at 8:05 a.m.

ROLL CALL

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

Absent: *Greg Presley (excused), Margene Buckhave (excused), Jim Long (excused)*

Also Present: City Manager/Patrick Sullivan, DDA Planning Coordinator/Courtney Miller, DDA Executive Director/Lori Ward, Ethan Allen/ Resident, Aaron Cozart/ Resident, Fred Sheill/ Resident

AUDIENCE COMMENTS

A new resident, Aaron Cozart introduced himself, as he recently moved to Northville. He will be locating his company in Downtown Northville, and he interested in taking a more active role in the community.

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. Minutes of DDA Meeting of February 16, 2016
- b. November 2015 Financial Statement
- c. November 2015 Invoice Report

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

STRATEGIC PLAN RECOMMENDATION FOR PROFESSIONAL SERVICES

Ward reported that a Request for Proposal for an update to the Strategic Plan was released in February, the DDA received nine proposals which were opened on February 22. The bids ranged from \$38,500 to \$164,000. Staff assembled a Selection Committee for the project, including DDA Board Chair Shawn Riley, Planning Commissioner Carol Maise, HDC Commissioner John Argenta, Merchant and NCBA Board member Mary Starring, and local resident Robert Miller, an architect with Inform Studios. The Committee was provided with an evaluation packet for the process, which had eight criteria to use in scoring the proposals. The group discussed the bids on March 1, and

narrowed the field to three firms to interview: Beckett and Raeder/ LandUSA, Clear Zoning/ Grissom Metz Andries/ The Chesapeake Group, McKenna/ Zimmerman Volk. The Selection Committee then held 45 minute interviews, which included brief presentations followed by question and answers, on March 8. Following the interviews, the Committee unanimously selected Beckett and Raeder/ LandUSA, who was also the least expensive of the three firms at \$58,900.

Included in today's Board packet is a list of suggested members for the project Steering Committee. At a recent meeting, the Executive Committee advised having an equitable geographic representation, as well as a wide range of professional background on the Committee. It is recommended that the Committee be made up of the following:

Shawn Riley, DDA Board Chair

Mary Starring, DDA Member, NCBA, Merchant

Carol Maise, Planning Commission

Jeff Snyder, Planning Commission

Chuck Murdock, Historic District Commission

John Argenta, Historic District Commission

Dan Ferrara, Downtown Merchant, NCBA

Jeff Hamilton, resident and Auck Construction

Robert Miller, resident and Architect with InForm Studio

Jody Humphries, Chamber of Commerce

Ward reached out to the proposed participants and the majority of the list has responded that they would like to be involved. The Board agrees that this is a good representation for this project

Ward is seeking approval from the Board regarding the bid contract and to appoint the Steering Committee. Ayers asked about Beckett and Raeder's expected timeline for the project, Ward responded that is expected to be 7-8 months.

Roth asked that Ward put together a charge for the Steering Committee, circulate it to the DDA Board for feedback, and have it prepared to offer direction when the Steering Committee begins meeting.

Motion by Casey, seconded by Starring, to approve:

- The selection of Beckett and Raeder for the update of the Downtown Strategic Plan
- The members of the Steering Committee, as recommended.

Motion carried unanimously.

MAIN STREET ROAD REPAIR

Ward presented photographs and a report from the Director of Public Works regarding pavement settlement under the sidewalk and street pavement in the crosswalk in front of Comerica Bank on the north side of E. Main Street, and a sidewalk near Table 5 restaurant on the south side of E. Main Street. He recommended that the City retain the

services of a licensed engineer to assess the issue. Ward provided information to three engineering firms in the area and is waiting for a quote from each. She stated that the City is hoping to get some ideas for a solution to the problem. Sullivan asked if investigation had occurred with a camera below the road surface, as he believes that there is a sewer pipe that runs under the walkway. Ward stated that she would confirm that this investigation had already been completed. Ayers expressed concern for the number of trucks and busses on Main Street. Roth requested that Ward get more information from the Director of Public Works and report back to the Board, so they could make a decision on this repair as soon as possible.

DISCUSSION ON DDA'S REVIEW AND COMMENT ON PROJECTS

Riley asked the Board's opinion on whether or not they should adopt a policy for involvement in City issues outside of the DDA Boundary. The most prominent example of this currently, is the redevelopment of the Foundry Flask property. This property is outside of the boundaries of the Downtown Development Authority, but its redevelopment may have a direct impact on the Downtown. Sullivan raised the follow-up question as to the interest of the DDA Board in making recommendations to Planning Commission or HDC.

Ayers stated that she did not feel that it was a good idea for the DDA to become involved in issues that are not within the DDA Boundaries unless there is an adverse effect on the tax base. Roth asked the Board to make a decision on whether or not they wanted to offer input on the Foundry Flask project, as there are many factors that could impact the Downtown. Board members agreed that they would do not think they should be involved in an official capacity, in the review and comment of these types of projects. Roth encouraged the Board to attend the Planning Commission meeting on Foundry Flask as residents and voice any concerns on the project, as it is an important part of the review process.

COMMITTEE INFORMATION AND UPDATES

a. Design Committee

- i. Wayfinding Design: DDA received a report from Cheryl Gregory of Spaulding DeDecker that addressed concerns raised by the Wayne County Road Commission (WCRC) regarding the City's application for a Right-of Way permit to install Wayfinding signs on the mile roads. DDA staff are soliciting additional pole manufacturers to obtain a cost estimate for the poles to include in the bid specifications and are now waiting for the pole specifications. Gregory has had a phone meeting with WCRC to discuss her recommendations and WCRC has added some additional requirements including additional sign surveys, utility staking by MissDig.
- ii. Secondary Streetscape Guidelines: DDA staff developed the text for the Secondary Streetscape Guidelines and forwarded to Carlisle Wortman. Carlisle Wortman has packaged the information and developed two

graphics for inclusion. The draft graphics will require significant changes before being presented to the Planning Commission for review.

- iii. Replacement Umbrellas: Two (2) full umbrellas, 2 canvas tops, and an assortment of parts have been ordered to replace damaged umbrellas in Town Square. Several other canvas tops will be sent to the Stitching Post for repair. The umbrellas will arrive in plenty of time for spring installation.
- iv. Road Repair on Main Street: Main Street in front of Comerica Bank has begun settling and the pavement and stone are buckling and creating a trip and pothole issue. DPW Director, Jim Gallogly has prepared a report outlining the conditions, perceived causes of the settlement, and recommending action steps. The goal is to address the issue before the problem gets worse and prior to the heavier summer traffic. DDA staff has sent the report to 3 local engineers for review and requested proposals to investigate the problem. If the proposals are all over \$5,000, the project will be bid on MITN.

b. *Marketing Mix Committee*

- i. Riley reported that the Committee continued conversation about the Marketing aspect of the Strategic Plan, and obtaining additional quotes for video testimonials of Downtown.

c. *Parking Committee*

- i. Casey reported that the Committee decided that previous ambassadors would be approached to assist in obtaining more accurate parking lot counts. Also discussed was the hose that is placed in the driveway that counts cars entering. No quotes are being pursued yet for the second option, as the Committee would like to try utilizing the ambassadors and other volunteers first. Other sources of volunteers the Committee will pursue are the Senior Center, Schoolcraft College, and High School. The Committee will have a recommendation for the Board at the next meeting.

d. *Organizational Committee*

- i. Ward reported that the final budget presentation to City Council will be April 14th. Budget amendments will be brought to the April DDA Board meeting.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Northville Business Showcase – March 19, 2016
- b. First Friday Experience – April 1, 2016

- c. Marketing Mix Meeting – April 7, 2016
- d. Executive Committee Meeting – April 14, 2016
- e. DDA Budget Presentation to City Council – April 14, 2016
- f. Girls Night Out – April 15, 2016
The NCBA is currently working on new ideas for Girls' Night Out, such as a photo booth. Attendees will begin at local bars, instead of the stores offering alcohol.
- g. Next DDA Board Meeting – April 19, 2016

BOARD AND STAFF COMMUNICATIONS

None

The next DDA Board meeting is April 19, 2016.

Meeting adjourned at 9:00 a.m.

Respectfully submitted,

Courtney Miller
Northville DDA
Planning Coordinator