

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of August 16, 2016
Meeting Room – 8:00 a.m.

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

ROLL CALL

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

Absent: *Jim Long*

Also Present: City Manager/Patrick Sullivan, DDA Planning Coordinator/Courtney Miller, DDA Executive Director/Lori Ward, City of Northville Communications Director/ Liz Cezat, Resident/ Fred Sheill

AUDIENCE COMMENTS

Ward introduced Liz Cezat, the new Communications Director for the City of Northville. Cezat stated that she began in June, and has been out in the community taking pictures and writing about various events around Town. Roth stated that all positive changes on the website, and in the e-newsletter have been the work of Cezat.

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. Minutes of July 19, 2016 DDA Meeting
- b. July 2016 Financial Statement
- c. July 2016 Invoice Report

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

CADY PARKING DECK REPAIR

Ward reported that staff received final drawings from the structural engineer regarding the repair work needed to improve the Cady Street Parking Deck. An RFP has also been prepared and sent to MMRMA and the City Attorney for approval. The RFP will be distributed for bids once approved, and repairs will begin in the fall.

Two alternatives for repairing the walkway have been presented by the structural engineers. The first is reinforcing the beam near the Cady Centre building. The second option would be to reinforce closer to the exterior of the deck. This option would be

more expensive, as the brick cladding would need to be removed for the repair. Neither of these options will impact the parking.

WAYFINDING SIGNAGE

Ward stated that amendment of an existing contract with Signs by Crannie, fabricators of wayfinding signage downtown, was being considered. However, she recently received a quote from them that was for 50% greater than what was paid for the same signs last year.

The quote included the fabrication of 4 limited signs: 2 additional parking signs, (templates have already been created for previously installed signs), for parking adjacent to the Tipping Point Theatre, and parking lot on South Center (just South of Cady); one sign directing pedestrians to Mary Alexander Court; and one single-business sign for the winery (at the expense of the business).

Ward is working with Graphic Visions to obtain quotes on individual signs. She stated that the best course of action would be to wait and include the parking signs into the larger package of signs that will be created and installed.

COMMITTEE INFORMATION AND UPDATES

a. Design Committee

- i. Fed Ex Box Installation: The box will be located on Dunlap Street, across from CVS. The installers have sent an agreement that is currently being reviewed by the City Attorney regarding location and maintenance of the box. Once this agreement is returned, the box will be installed. The box is placed on a pre-fabricated slab, not poured.
- ii. MainCentre Parking Agreement: Staff has received a draft of the agreement, and will be sitting down with Singh regarding signing a lease, instead of a management agreement.
- iii. Newspaper Racks: Potential removal of the newspaper racks has been discussed by both the Executive and Design Committees. The Design Committee recommended that both boxes be removed completely, and the Executive Committee recommended removing the box on Hutton near Main, and replacing the box at 120 West Main with a downsized rack. Presley asked why we are not refurbishing the boxes we currently have, instead of purchasing new. Ward replied that the company that the DDA originally purchased the boxes from, Shorack, is no longer in business, and the cost of refurbishing the old would be similar to purchasing a new rack. Presley suggested utilizing the old boxes for popup libraries. Buckhave asked if there would be any way to allow businesses or organization to put information for public distribution into the boxes

through rental. Casey reported that the box on Hutton is rusted and would need to have parts replaced. Ward will contact Rotary, who originally installed the boxes, to discuss the future of the boxes once removed. The Hutton location would be utilized for a bike rack, once the newspaper rack is removed.

Motion by Casey, seconded by Buckhave, to approve removal of the 2 existing newspaper racks (located at Hutton near Main and outside 120 West Main), and replacement of the rack at 120 West Main with a smaller rack at the cost recently quoted by the Keenan Group. **Motion carried unanimously.**

- b. *Marketing Mix Committee* – Riley reported that the Marketing Mix Committee did not meet in August, due to the anticipation of low attendance. He stated that John Iacoangeli of Beckett and Raeder will be presenting information at the next meeting on September 1, as there is significant overlap between the current Strategic Plan Update process and the interests of the Marketing Mix Committee. Ward reported that the Steering Committee would be receiving an update from Sharon Woods of LandUse USA at the upcoming meeting August 22 regarding results of the housing and retail market study. Ward also stated that the Committee would receive a report about the results of the recent survey, and view preliminary data maps the Marketing Mix meeting on September 1st, as well as a summary of the retail and housing study.
- c. *Parking Committee* – The next meeting has been scheduled for September 8. Casey stated that the cost of utilizing drones for parking counts was high, and the group was unable to recruit volunteers. Casey suggested that the parking committee take shifts completing parking lot counts at various days and times. He stated that they would add lots not currently counted by the City to gauge effectiveness of the current wayfinding program.
- d. *Organizational Committee* - None
- e. *Strategic Plan Update*: The Steering Committee has identified a number of stakeholders for the upcoming Strategic Plan stakeholder interviews. BRI analyzed the suggestions to ensure that an adequate cross section of the population was represented. The stakeholder interviews will be completed mid-September and the next step will be a series of community presentations regarding information received to date on the Strategic Planning process and receiving feedback from the public on that information.

Riley stated that the results of the intercept survey were consistent with topics frequently discussed in committee meetings, and to hear the same information presented by a third party will better define the work necessary. Ward reported that over 800 people have taken the online survey to date.

Ward stated that the business recruitment video has been completed and publicized through the website and social media. Work on the consumer-driven videos is currently underway. Ward also stated that the Marketing Mix Committee would receive a report about the results of the recent survey, and view preliminary data maps the Marketing Mix meeting on September 1st, as well as a summary of the retail and housing study.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Marketing Mix Meeting – September 1, 2016
- b. First Friday Experience – September 2, 2016
- c. Executive Committee Meeting – September 7, 2016
- d. Heritage Festival – September 16-18, 2016
- e. September DDA Board Meeting - September 20, 2016

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is September 20, 2016.

Meeting adjourned at 8:30 a.m.

Respectfully submitted,

Courtney Miller
Northville DDA
Planning Coordinator