

**Meeting of the DDA Board of Directors
City Hall – Meeting Room A
215 West Main Street
July 18, 2017 - 8:00 a.m.**

AGENDA

1. Call to Order – Shawn Riley
2. Audience Comments
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. June 2017 Financial Statement (Attachment 4.a)
 - b. June 2017 Invoice Report (Attachment 4.b)
 - c. May 16, 2017 Meeting Minutes (Attachment 4.c)
 - d. June 6, 2017 Meeting Minutes (Attachment 4.d)
 - e. June 20, 2017 Meeting Minutes (Attachment 4.e)
5. Graphic Package to market Northville Downs (Attachment 5)
6. Committee Information and Updates
 - a. Design Committee – Greg Presley (Attachment 6.a)
 - b. Marketing Mix Committee – Shawn Riley (Attachment 6.b)
 - i. Promotional Video Shoot – July 28, 2017
 - c. Parking Committee – John Casey
 - d. Organizational Committee – Carolann Ayers
 - i. Strategic Plan Implementation (Attachment 6.d.i)
7. Future Meetings / Important Dates
 - a. Sidewalk Sale – July 28 – 29, 2017
 - b. Grub Crawl – July 25, 2017
 - c. Marketing Mix Meeting – August 3, 2017
 - d. First Friday Experience – August 4, 2017
 - e. Buy Michigan Now Festival – August 4-6, 2017
 - f. Executive Committee Meeting – August 9, 2017
 - g. DDA Board Meeting – August 15, 2017
8. Board and Staff Communications
9. Adjournment

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 06/30/2017

JUNE BENCHMARK 100%

GL NUMBER	DESCRIPTION	2016-17		YTD BALANCE 06/30/2017 NORM (ABNORM)	ACTIVITY FOR MONTH 06/30/17 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2016-17 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	653,664.00	642,838.00	642,838.22	0.00	(0.22)	100.00	
370-000-403.010	DDA OPERATING LEVY	57,474.00	56,375.00	56,374.99	0.00	0.01	100.00	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	28,000.00	35,677.00	35,677.26	0.00	(0.26)	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(5,000.00)	(5,000.00)	(1,953.80)	0.00	(3,046.20)	39.08	
PROPERTY TAXES		734,138.00	729,890.00	732,936.67	0.00	(3,046.67)	100.42	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	19,000.00	3,973.00	3,973.00	0.00	0.00	100.00	
GRANTS & OTHER LOCAL SOURCES		19,000.00	3,973.00	3,973.00	0.00	0.00	100.00	
COMMUNITY CENTER REVENUES								
370-000-659.110	RENTS-SHORT TERM	150.00	0.00	0.00	0.00	0.00	0.00	
COMMUNITY CENTER REVENUES		150.00	0.00	0.00	0.00	0.00	0.00	
INTEREST								
370-000-664.000	INTEREST - INVESTMENT POOL	500.00	850.00	844.29	55.68	5.71	99.33	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	0.00	5,350.00	4,530.99	0.00	819.01	84.69	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	(4,550.00)	(3,489.48)	0.00	(1,060.52)	76.69	
370-000-664.400	INVESTMENT POOL BANK FEES	0.00	(850.00)	(940.54)	(63.45)	90.54	110.65	
370-000-664.500	INVESTMENT ADVISORY FEES	0.00	(800.00)	(689.35)	(53.59)	(110.65)	86.17	
INTEREST		500.00	0.00	255.91	(61.36)	(255.91)	100.00	
MISCELLANEOUS REVENUES								
370-000-666.000	MISCELLANEOUS REVENUE	0.00	200.00	0.00	0.00	200.00	0.00	
MISCELLANEOUS REVENUES		0.00	200.00	0.00	0.00	200.00	0.00	
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	56,645.00	29,725.00	0.00	0.00	29,725.00	0.00	
FUND BALANCE RESERVE		56,645.00	29,725.00	0.00	0.00	29,725.00	0.00	
CONTRIBUTIONS FROM OTHER FUNDS								
370-000-699.060	OPER TRFR FROM GENERAL FUND	21,000.00	21,000.00	21,000.00	21,000.00	0.00	100.00	
CONTRIBUTIONS FROM OTHER FUNDS		21,000.00	21,000.00	21,000.00	21,000.00	0.00	100.00	
Total Dept 000		831,433.00	784,788.00	758,165.58	20,938.64	26,622.42	96.61	
TOTAL REVENUES		831,433.00	784,788.00	758,165.58	20,938.64	26,622.42	96.61	
Expenditures								
Dept 753-DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	5,000.00	5,000.00	3,848.92	795.20	1,151.08	76.98	
370-753-707.000	WAGES - REGULAR OVERTIME	500.00	1,350.00	817.59	0.00	532.41	60.56	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	0.00	0.00	500.00	0.00	
370-753-943.000	EQUIPMENT RENTAL - CITY	2,600.00	2,600.00	1,663.89	253.77	936.11	64.00	
370-753-956.000	CONTINGENCIES	80.00	0.00	0.00	0.00	0.00	0.00	

PERIOD ENDING 06/30/2017

JUNE BENCHMARK 100%

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		ORIGINAL BUDGET	2016-17 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-753-967.000	FRINGE BENEFITS	5,805.00	5,200.00	4,767.78	900.08	432.22		91.69
Total Dept 753-DPW SERVICES		14,485.00	14,650.00	11,098.18	1,949.05	3,551.82		75.76
Dept 861-DESIGN COMMITTEE								
370-861-706.000	WAGES - REGULAR FULL TIME	22,735.00	23,150.00	22,712.13	2,520.62	437.87		98.11
370-861-710.000	WAGES - PART TIME	24,700.00	24,350.00	20,580.31	7,542.00	3,769.69		84.52
370-861-726.000	SUPPLIES	850.00	450.00	210.66	4.99	239.34		46.81
370-861-740.050	DOWNTOWN MATERIALS	14,305.00	14,305.00	12,381.22	5,910.70	1,923.78		86.55
370-861-801.000	CONTRACTUAL SERVICES	24,820.00	32,691.00	23,194.02	1,373.87	9,496.98		70.95
370-861-801.160	RESTROOM PROGRAM	2,750.00	2,750.00	1,581.79	0.00	1,168.21		57.52
370-861-802.200	CONTRACTED PLANNING SERVICES	51,000.00	0.00	0.00	0.00	0.00		0.00
370-861-803.200	PLANNING & DESIGN STUDIES	0.00	51,000.00	43,617.51	875.34	7,382.49		85.52
370-861-803.590	SIGNAGE AND MARKERS PROJECTS	22,000.00	15,000.00	9,651.67	0.00	5,348.33		64.34
370-861-850.000	LANDSCAPE MAINTENANCE	31,750.00	31,750.00	31,549.95	16,846.00	200.05		99.37
370-861-920.010	ELECTRIC POWER	5,020.00	2,020.00	1,024.47	61.68	995.53		50.72
370-861-920.020	NATURAL GAS	3,780.00	3,780.00	3,590.90	31.32	189.10		95.00
370-861-920.030	WATER & SEWER SERVICE	7,540.00	9,540.00	9,039.94	0.00	500.06		94.76
370-861-967.000	FRINGE BENEFITS	11,480.00	13,000.00	11,566.40	1,819.42	1,433.60		88.97
370-861-976.010	STREET FURNISHINGS	3,300.00	3,000.00	893.23	0.00	2,106.77		29.77
Total Dept 861-DESIGN COMMITTEE		226,030.00	226,786.00	191,594.20	36,985.94	35,191.80		84.48
Dept 862-MARKETING								
370-862-706.000	WAGES - REGULAR FULL TIME	36,375.00	37,050.00	36,293.85	3,986.60	756.15		97.96
370-862-710.000	WAGES - PART TIME	8,700.00	2,150.00	2,149.34	0.00	0.66		99.97
370-862-726.000	SUPPLIES	150.00	0.00	0.00	0.00	0.00		0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	40,050.00	26,300.00	26,280.21	276.71	19.79		99.92
370-862-785.000	BUSINESS RETENTION PROGRAM	2,950.00	950.00	783.51	242.00	166.49		82.47
370-862-801.000	CONTRACTUAL SERVICES	73,500.00	53,500.00	53,180.00	5,516.00	320.00		99.40
370-862-801.340	WEB SITE MAINTENANCE	973.00	973.00	800.00	35.00	173.00		82.22
370-862-950.050	O/T TO PARKS & RECREATION	3,500.00	3,500.00	0.00	0.00	3,500.00		0.00
370-862-967.000	FRINGE BENEFITS	15,135.00	15,630.00	15,340.76	1,767.25	289.24		98.15
Total Dept 862-MARKETING		181,333.00	140,053.00	134,827.67	11,823.56	5,225.33		96.27
Dept 863-PARKING								
370-863-706.000	WAGES - REGULAR FULL TIME	7,580.00	7,715.00	7,532.34	801.56	182.66		97.63
370-863-710.000	WAGES - PART TIME	8,700.00	2,150.00	2,149.47	0.00	0.53		99.98
370-863-726.000	SUPPLIES	50.00	0.00	0.00	0.00	0.00		0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	250.00	0.00	0.00	0.00	0.00		0.00
370-863-801.930	PARKING STRUCTURE MAINTENANCE	27,000.00	37,500.00	33,027.50	85.00	4,472.50		88.07
370-863-950.210	OPER TFR TO GENERAL FUND	133,270.00	133,270.00	133,270.00	33,317.50	0.00		100.00
370-863-967.000	FRINGE BENEFITS	3,690.00	3,390.00	3,328.13	368.20	61.87		98.17
Total Dept 863-PARKING		180,540.00	184,025.00	179,307.44	34,572.26	4,717.56		97.44
Dept 864-ORGANIZATIONAL								
370-864-706.000	WAGES - REGULAR FULL TIME	9,095.00	9,265.00	9,073.38	996.62	191.62		97.93
370-864-710.000	WAGES - PART TIME	8,700.00	2,150.00	2,149.25	0.00	0.75		99.97
370-864-726.000	SUPPLIES	1,500.00	1,300.00	1,255.78	0.00	44.22		96.60

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		ORIGINAL BUDGET	2016-17 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-730.000	POSTAGE	175.00	15.00	2.72	0.00	12.28	18.13	
370-864-731.000	PUBLICATIONS	115.00	119.00	65.02	0.00	53.98	54.64	
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,385.00	2,630.00	2,581.98	223.80	48.02	98.17	
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	6,000.00	5,343.84	0.00	656.16	89.06	
370-864-805.000	AUDITING SERVICES	4,650.00	4,650.00	4,645.00	0.00	5.00	99.89	
370-864-900.000	PRINTING & PUBLISHING	1,125.00	1,125.00	973.70	0.00	151.30	86.55	
370-864-910.000	LIABILITY & PROPERTY INS POOL	5,440.00	2,470.00	1,733.71	0.00	736.29	70.19	
370-864-920.000	UTILITIES	1,225.00	1,250.00	1,275.67	103.81	(25.67)	102.05	
370-864-956.000	CONTINGENCIES	1,900.00	0.00	0.00	0.00	0.00	0.00	
370-864-958.000	MEMBERSHIP & DUES	1,110.00	1,110.00	1,000.00	0.00	110.00	90.09	
370-864-960.000	EDUCATION & TRAINING	2,000.00	1,100.00	1,049.77	0.00	50.23	95.43	
370-864-967.000	FRINGE BENEFITS	4,290.00	4,255.00	4,154.85	460.37	100.15	97.65	
370-864-967.020	OVERHEAD - ADMIN & RECORDS	10,450.00	10,450.00	10,450.00	2,612.50	0.00	100.00	
Total Dept 864-ORGANIZATIONAL		57,660.00	47,889.00	45,754.67	4,397.10	2,134.33	95.54	
Dept 945-DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	171,385.00	171,385.00	171,385.00	0.00	0.00	100.00	
Total Dept 945-DEBT SERVICE		171,385.00	171,385.00	171,385.00	0.00	0.00	100.00	
TOTAL EXPENDITURES		831,433.00	784,788.00	733,967.16	89,727.91	50,820.84	93.52	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		831,433.00	784,788.00	758,165.58	20,938.64	26,622.42	96.61	
TOTAL EXPENDITURES		831,433.00	784,788.00	733,967.16	89,727.91	50,820.84	93.52	
NET OF REVENUES & EXPENDITURES		0.00	0.00	24,198.42	(68,789.27)	(24,198.42)	100.00	

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE
 POST DATES 06/01/2017 - 06/30/2017
 BOTH JOURNALIZED AND UNJOURNALIZED
 BOTH OPEN AND PAID

GL Number	GL Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-726.000	SUPPLIES	LORI WARD	REIMBURSE BLEACH FOR FOUNTAIN AND W.	2484684485	07/19/17	19.57	
370-861-726.000	SUPPLIES	LORI WARD	REIMBURSE - WATER/PLATES	6117	07/05/17	4.99	103851
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE EAR MUFFS, GLOVES SEASONA	FS2900744-SO	07/19/17	70.04	
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE FOR GIANT CONNECT 4 GAME	1242	07/19/17	250.35	
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE SUPPLIES FOR SEASONAL MAI	39500	07/19/17	157.09	
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS RETAI	TWINKLE LIGHTS IN TOWN SQUARE	4104	07/05/17	4,550.00	103832
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS RETAI	CHRISTMAS DECORATIONS	4074	07/05/17	1,238.00	103832
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE SUPPLIES FOR SEASONAL MAI	6317	07/05/17	97.28	103851
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	MONTHLY WIFI TOWN SQUARE	060717	06/21/17	245.68	103671
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATION	IRRIGATION START UP	166885	06/21/17	102.35	103686
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	EXPANDED WIFI	3943486	06/21/17	299.00	103729
370-861-801.000	CONTRACTUAL SERVICES	HOLMAN SURVEILLANCE SY	SURVEILLANCE CAMERA REPAIR	1522	06/21/17	160.00	103735
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	MONTHLY WIFI FOR TOWN SQUARE	061717	07/05/17	255.19	103817
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATION	IRRIGATION START UP - TOWN SQUARE	167296	07/05/17	311.65	103828
370-861-803.200	PLANNING & DESIGN STUDIES	BECKETT AND RAEDER, IN	STRATEGIC PLAN	2017345	06/21/17	875.34	103694
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	SUMMER ANNUALS	17-14-0629	07/05/17	4,015.00	103872
370-861-850.000	LANDSCAPE MAINTENANCE	BEGONIA BROTHERS RETAI	TRIM TREES AND BUSHES DOWNTOWN	4107	07/05/17	860.00	103832
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	LANDSCAPE REPLACEMENT	17-14-0626	07/05/17	11,971.00	103872
370-861-920.010	ELECTRIC POWER	DTE ENERGY	ELECTRIC CHARGES	062017	06/21/17	61.68	103681
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 5/9-6/6/17	06062017	06/21/17	21.65	500269
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 5/9-6/6/17	060617	07/05/17	9.67	500271
Total For Dept 861 DESIGN COMMITTEE						25,575.53	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & PRC	NORTHVILLE CENTRAL BUS	2016-17 ELIGIBLE EXPENSES	003	07/05/17	276.71	103793
370-862-785.000	BUSINESS RETENTION PROGRAM	JERI JOHNSON	WALK MAP CONSULTING	101	06/21/17	242.00	103637
370-862-801.000	CONTRACTUAL SERVICES	HARBOR HOUSE PUBLISHER	CHAMBER DIRECTORY AD	17NV010	06/21/17	435.00	103638
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY PR SERVICES	NORTHVILLE 6-17	06/21/17	2,100.00	103652
370-862-801.000	CONTRACTUAL SERVICES	hour media L.L.C.	JUNE HOUR MAGAZINE AD	2017-23010	06/21/17	2,090.00	103693
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY PR AND MARKETING SERVICES	NORTHVILLE 7-17	07/05/17	2,000.00	103799
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	PRINTING OF JULY AUGUST 2017 EVENT	52945	07/05/17	491.00	103800
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	EVENT CARDS AND NEWSLETTER FOR JULY	004	07/05/17	400.00	103865
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MONTHLY LISTSERV	MCO810845	07/05/17	35.00	103851
Total For Dept 862 MARKETING						8,069.71	
Dept 863 PARKING							
370-863-801.930	PARKING STRUCTURE MAINTEN	ALLIANCE WINDOW CLEANI	WEST/EAST WALK THRU PARKING RAMP ST.	21173	06/21/17	85.00	103751
Total For Dept 863 PARKING						85.00	
Dept 864 ORGANIZATIONAL							
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	MONTHLY WIFI OFFICE	060617	06/21/17	84.90	103671
370-864-801.190	TECHNOLOGY SUPPORT & SERV	NORTHVILLE TOWNSHIP	MAY IT SERVICES	1700002335	06/21/17	44.50	103678
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	MONTHLY WIFI OFFICE	06162017	07/05/17	94.40	103817
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET 6/17 - 7/16/17	3943770	06/21/17	28.81	103730
Total For Dept 864 ORGANIZATIONAL						252.61	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						33,982.85	

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of May 16, 2017
Meeting Room A

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

ROLL CALL

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

Absent: *Margene Buckhave, Jim Long, Greg Presley*

Also Present: Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Sarah Prescott/School Board Representative, Fred Sheill/Resident, Aaron Cozart/Resident, Natalie Kneifel/Resident

AUDIENCE COMMENTS

Resident and downtown property owner Aaron Cozart reported to the DDA the status of the cleanup and repairs at the CadyCentre building. Cozart reported that while doing improvements to the second floor office space of the CadyCentre building, either a sink or toilet leaked water down into the first floor showroom of Bailey & Shamoun Interiors. Bailey and Shamoun lost all of their inventory. Caldwell Banker on the 2nd floor is back up and running and the building owners are working hard to get Bailey & Shamoun back in their space. Ward reported that Bailey & Shamoun has taken some temporary space below Wok Asian Bistro on Cady Street to be able to continue to serve their customers.

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. April 18, 2017 Meeting Minutes
- b. April 2017 Financial Statement
- c. April 2017 Invoice Report

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

Electric Charging Station Proposal

Ward reported that the DDA was approached by a downtown business owner, Manfred Shon, with a proposal to install 2 electric charging (EV) stations in the downtown. Shon is the owner of Up2Go at 120 W. Main Street. Ward, Riley, and Parking Chair Carol Maise met with Shon to discuss the details of the proposal. Shon has been working with Tesla, who has agreed to donate 2 EV stations at no charge to the community. The Charging stations would have a Tesla plug on one side of the unit and a universal plug (Clipper Creek) on the other side. Tesla has a plug that is unique to their car, all other EVs utilize the alternate plug. In addition, Tesla would provide up to \$1,500 per pole to

cover the cost of installation. Up2Go will coordinate the installation with Tesla and pay any costs over the \$1,500. Up2Go would cover the electrical costs, at a minimum through 2018. The electrical costs are \$0.113 per kwh. If 2 EV were used 9 hours a day the cost would be approximately \$1 a day or \$365 per EV per year.

As part of the Streetscape Improvement Project, the DDA installed the infrastructure to support 2 Electric Car charging stations in Downtown. The two spaces that were selected at the time were located at the NW corner of Main and Center Streets. The DDA and City were working with DTE and General Motors to bring the charging stations to Northville under a demonstration program. The terms of the contract were never agreed upon and the program did not go forward. The Parking Committee has continued to discuss the idea of installing EV stations over the years, however the demand never seemed to warrant the investment. Now that Tesla and Chevrolet are each coming out with lower cost models that have a greater range they can travel before recharging, the Parking Committee agreed it was time to reconsider.

The Parking Committee met on May 2nd to discuss the proposal by Shon. Discussion took place over the best location to install the charging stations. Currently there is a location on Main Street, just west of Center Street that has conduit already run to it. This was done when the City was working with DTE to install the EV stations, and remained after the project was cancelled. In addition, the two locations that were explored are located in the Old Church Square Parking lot. One of the locations is directly behind 120 W. Main and the other is just north of the east end of 120 W. Main. Ward referred to a map that was provided in the Board meeting packets.

After review and discussion, the Parking Committee has recommended that the charging stations be located in two spaces behind 120 W. Main towards the east end of the buildings. The two spaces are isolated and will be easy to sign for EV parking only. Casey stated that the decision is based on the desire to keep as many of the “prime” parking spaces available for visitors along Main Street. Ayers stated that in Florida, residents are exploring ways to not own a car and in the Detroit area we are still looking for ways to accommodate cars.

Ayers asked if the spaces would be time limited. Ward stated that there would be a 3 hour time limit like the rest of the lot, however the spaces would be restricted for use by electric and hybrid cars only. Ward informed that Board that Shon is exploring ways to power the electric charging stations by wind or solar energy. Roth asked Sullivan if a City Council approval was required. Sullivan suggested that a traffic control order would need to be prepared and approved by City Council.

Motion by Heaton seconded by Casey to approve entering into a contract with Up2Go to install 2 electric charging stations in the Old Church Square lot with Tesla paying for the 4 charging units, 2 poles and up to \$1500 per pole for installation and Up2Go paying for the electricity until the end of 2018. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee* –

Wayfinding Signs. Ward informed the Board that on May 18th the DDA received all of the approvals from Wayne County to install Wayfinding Signs in the County's right-of-way. Ward stated that the process took 18 months with Wayne County and 3 weeks with Oakland County. A notice to proceed was issued to the fabricator.

Games in Town Square. Ward directed the Board to a communications in their packets that recommends that the DDA invest in several games for Town Square that would help to activate the space. The idea came out of a discussion with the NCBA. Ward contacted the Village Workshop to explore working with them to create the games. The Village Workshop offered to take it on as a volunteer project and charge the DDA for the materials only. Staff is waiting for an estimate from the Village Workshop for the materials. The DDA seasonal staff will put out the games in the morning and Ward is exploring, with Parks and Recreation, having their staff put the games away at night when they are shutting down the parks. The games will be store under the stage or in the lower level cage in the Cady Street Parking deck. Ayers asked if other communities have done this. Ward stated that she got the idea for adding games to Town Square after a recent trip to Seattle. There is a large plaza in Pioneer Square that has similar type paving and seating with lots of available games. The games could be customized to show local sponsorship.

Motion by Casey seconded by Starring to approve a budget of \$1,000 to purchase 2 sets of Corn Hole, 1 Jenga and one Connect 4 game for the use in Town Square. **Motion carried unanimously.**

b. *Marketing Mix Committee* – Ward stated that the May Marketing Mix Committee meeting had been cancelled. The DDA has a last minute opportunity to appear live in studio on Thursday and Friday last week to promote Mothers' Day in Northville. Ten businesses were promoted during the two days on Channel 2 and Channel 7. The videos are posted on the DDA website.

c. *Parking Committee* – Casey had no additional business to report other than the EV charging stations.

d. *Organizational Committee* – Ayers stated that the Draft Strategic Plan has been delivered by Beckett and Raeder and reviewed the schedule for the upcoming Strategic Plan presentations. The Steering Committee is scheduled to meet and review the document on May 25th. The DDA and City Council would then hold meetings to review the project. Ward requested that the DDA Board hold a special meeting in May to discuss the Strategic Plan ahead of the City Council's June 19th meeting date. June 6th was selected as the date for the Special DDA Meeting.

Ayers asked if any other public meetings were scheduled. Ward responded that the plan will be presented at the DDA and City Council at public meetings. Roth suggested that both the DDA and the City post the documents on their respective websites and develop an Executive Summary.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Northville Flower Sale – May 26 – 27, 2017
- b. Memorial Day Parade – May 29, 2017
- c. Marketing Mix Meeting – June 1, 2017
- d. First Friday Experience – June 2, 2017
- e. Executive Committee Meeting – June 14, 2017
- f. Arts and Acts - June 16-18, 2017
- g. DDA Board Meeting – June 20, 2017

BOARD AND STAFF COMMUNICATIONS

Prescott informed the Board that a community member has come forward to donate funds toward turning the Main Street School site into a community park. Roth responded that the City would be fine with that idea as long as the upkeep of the park does not become a City responsibility. Roth stated that there are no funds to add another park to the maintenance responsibilities. He stated that having another green space in the city would be a positive outcome. The area is currently zoned residential. Ayers asked about how the various uses under consideration would impact parking. Sullivan noted that the schools are currently doing a traffic study for the area. He noted that parking is an issue that all of the adjacent users would have to come to an understanding over. Currently the school district provides all of the parking for the uses in the area including the community center, library and the two school buildings. The City has been responsible for maintaining the parking over the years.

Prescott also mentioned that the school district is evaluating the possibility of issuing a sizable bond, which would require a renewal of the school district's existing millage. These revenues would be utilized primarily for building upgrades. The prime project would be the renovation of Hill Side Middle School. Prescott described the proposed improvements. Public sessions are being held to discuss the ideas and gain community input. Roth stated that the average age of Northville's school buildings is over 50 years. Roth and Prescott agreed that if Northville wants to continue to compete for students, they need to invest in their facilities

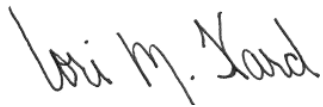
Roth informed the group that the City Council took action the previous night to appoint two new board members to the DDA: Natalie Kneifel and Robert Miller. In addition, City Council approved the appointment of Aaron Cozart to join the Board on October 1st, when a vacancy will occur with Lynda Heaton stepping down. Heaton has served on the DDA Board for over 25 years. Riley thanked Heaton for her years of service to the community.

Roth updated the Board on the pending legislation that would impact TIF capture. The proposed legislation would only allow DDA's to capture TIF revenue going forward to service bond debt issued by a DDA. Roth stated that the majority of bonds that are issued for DDA projects and are paid back from TIF revenue are actually issued by the municipalities. The proposed legislation could impact a DDA's ability to service the debt. Recently the Conference of Western Wayne took a formal position to oppose the legislation. DDA staff prepared a Resolution that City Council will also formally adopt at their next meet to oppose the legislation as well. Ward reminded the group that libraries are not required to opt out of capture, they can stay in and participate in the DDA. Ward noted that there may be the opportunity to talk to the library about future capture.

The next DDA Board meeting is June 20, 2017. In addition, the DDA Board will hold a special meeting on June 6, 2017 to discuss the Strategic Plan.

Meeting adjourned at 9:00 am

Respectfully submitted,

A handwritten signature in black ink that reads "Lori M. Ward". The signature is written in a cursive, flowing style.

Lori M. Ward, Director
Northville DDA

DOWNTOWN DEVELOPMENT AUTHORITY
Special Meeting of June 6, 2017
Meeting Room A

The regular meeting of the DDA Board was called to order at 8:01 a.m.

ROLL CALL

Present: *Mayor Ken Roth, Chairman Shaw Riley, Carolann Ayers, Margene Buckhave, John Casey, Lynda Heaton, Natalie Kneifel, Jim Long, Robert Miller, Greg Presley, Mary Starring*

Absent:

Also Present: Patrick Sullivan/City Manager, Sarah Prescott/School Board Liaison, Aaron Cozart/resident, John Iacoangeli/Beckett and Raeder, Inc.

Riley welcomed new Board member Natalie Kneifel and Robert Miller to the meeting. Riley pointed out that Aaron Cozart was in attendance. Cozart will be joining the DDA Board on October 1st when long time member Lynda Heaton steps down after over 25 years of service to the community. Riley noted that the new members have some big shoes to fill.

AUDIENCE COMMENTS

None

2017 STRATEGIC PLAN FOR DOWNTOWN NORTHVILLE

Riley introduced John Iacoangeli of Beckett and Raeder Inc. (BRI) the planning consultants who have been working with the City and DDA for over a year on the development of the updated strategic plan.

Iacoangeli walked the DDA through the planning process which mirrored the process that the community went through during the development of the 2006 Strategic Plan. BRI looked at existing conditions first. The Plan contains results from the extensive surveying done as part of the data collection efforts. Both in person intercept surveys and 2 internet surveys were completed with over 1,300 unique individuals participating. Seventeen stakeholder interviews were undertaken with individuals whose names were provided to BRI from the Steering Committee. A summary of all of these surveys and interviews are included in the Plan.

Iacoangeli stated that he would spend the bulk of his presentation discussing the Action Plan which is the list of recommendations developed for the next 10 years. The Plan also contains the results of the retail and residential target market analyses that were completed in the fall and previously presented to the DDA Board. Iacoangeli stated that

there are over 300 DDA's across the state and there is a range of activities and roles that the various DDA's take on. The Northville DDA currently acts as a Facilitator for both marketing efforts and capital projects. The Plan recommends that the DDA increase its role and become more involved as an Economic Developer. The Plan recommends that the DDA create a 5th Committee, Economic Restructuring that would allow the DDA to play a formal role in the development process. Because so many of the physical implement projects outlined in the 2006 Strategic Plan have been accomplished it is time to focus on the economic development opportunities in the downtown.

Iacoangeli recommended that the DDA expand its DDA District boundaries. State law only allows a DDA to participate in activities within its boundaries and currently many of the undeveloped properties that are available for redevelop are not in the DDA boundaries.

Specific recommendations are listed in the Action Program of the Strategic Plan and are organized by Committee responsibility. Those items that are listed under the Design Committee include:

- Replacing business directories
- Expansion of East Main Street Streetscape
- Connection to Ford Field
- Improve traffic signalization
- Continuation of Alley Improvements
- Streetscape Improvements on North and South Center Streets
- Continue the replacement of high pressure sodium lighting with Induction lighting
- Downtown Mural Project
- Downtown Entranceway Signs
- Historic Markers Program
- Reinstate Façade Grant Program

Northville has an identifiable market for more retail. The DDA can educate the realtors and building/business owners but the DDA does not control the real estate. Patron strongly voiced their interests in having expanded business hours downtown. There is an opportunity for Northville to position itself towards an arts and industry center and complete with the surrounding communities. There is a statewide organization, Creative Many that could assist the DDA in developing a strategy to brand the community as a leader in the arts.

A Retail Target Market Analysis was developed for Northville that indicated that Northville could support an additional 50,000 square feet of commercial developed that would be supported by the 120,000 residents in Northville's trade area. In addition, a residential Target Market Analysis was also undertaken. The results show that Northville is able to support an additional 50 units of attached housing and 129 detached housing units. The market for attached housing is very conservative, in part because it is hard to judge the demand for a product that currently does not exist.

There was general discussion about the desire for more affordable housing options in Northville. There is a national trend in housing towards more urban housing solutions. These housing seekers are both millennials starting out, and baby boomers retiring.

Roth asked with only limited number of opportunities to create urban higher density units, what can the City do to help attract those type of products? Iacoangeli responded that what the City and DDA needs to do the “predevelopment” work which identifying the property, making sure it is zoned correctly and creating the community vision for the site. The Sub area plans that has already been created is a great start to creating that vision. Developers want predictability, assurance and a sense of fairness.

Presley asked what the Economic Restructuring Committee would be doing? Iacoangeli responded that that they would be working with the development community and the city and planning commission to attract the type of development that the community desires and to facilitate the development process. Specific recommendations include:

- Revision to the PUD ordinance
- Redevelopment Ready Community certification
- Refine the subarea plan for Cady Street and the Northville Downs
- Create density bonuses
- Potential land acquisition
- Create bonuses for LEED, affordable housing, other amenities.

There was discussion on the recommendation about whether to create a parking incentive program. An incentive program was on the books several years ago, but is no longer current. The recommendation from the Steering Committee is to evaluate the need to introduce a new program in response to first floor space converting from retail to office.

There is a need for the development of a comprehensive evaluation of parking structures due, in part, to the age of the decks. A maintenance manual would be developed as a part of that evaluation. The City/DDA needs to acquire information about the needed repairs and the cost to address them. Roth mentioned that the required repairs will be expensive and a funding strategy will need to be developed to address the repairs.

Iacoangeli went back over the recommendation for the Design Committee and the Marketing Committee. During his comments on the Marketing Committee he mentioned the need to develop an executive summary of the two TMA reports to distribute to the real estate community. Another recommendation mentioned is to develop a Downtown Property Exchange. This would be a site that holds information about all available space in the community. Iacoangeli recommended that the Chamber of Commerce, with assistance from the DDA develop Business Assistance Team or BAT that would pull together volunteers in different fields like finance, web design, insurance. This team would meet with prospective or new business to offer support.

Many of the recommendations of the Economic Restructuring Committee had already been discussed. Many of the recommendations in this area are center on the redevelopment of property adjacent to the downtown. Most of this property is not within the DDA boundaries, therefore a recommendation to expand the DDA boundaries is included under the Organization Committee responsibilities. Presley wanted to make sure that the recommendation was very strong in language to expand the DDA Boundaries. Roth stated that the issue of expanding the DDA boundaries was not a “no brainer” and would require lots of exploration. Riley asked what the resistance to expanding the boundaries was. Roth responded that taxing jurisdictions could opt out of the capture, leaving only the City contributing to the TIF capture. In addition, there are current bills in the legislature that, if enacted could impact or reduce future DDA TIF capture. Iacoangeli reminded the Board that the DDA cannot get involved financially, or otherwise, in any project or program located outside of the DDA Boundary.

Riley suggested that the Board review the staffing of the DDA. The DDA Director could take on more of a role of the Economic Development and the part time funded staff position could be tasked with addressing items like events, website development, social media, and marketing. Presley asked what would happen if the DDA does not expand the DDA District, does it mean that the DDA cannot participate in the redevelopment projects? Iacoangeli responded that the DDA cannot respond with funding or staff for these efforts outside the DDA boundaries. The southern boundary of the DDA includes some of the frontage of the Northville Downs. Planning can take place on behalf of the City/DDA, but the DDA could not participate financially with TIF revenue for the infrastructure or other physical projects nor have staff participate in specific economic development meetings with developers.

The Organizational Committee would be tasked with fully staffing the DDA office. There is a serious capacity issue that needs to be addressed. A joint planning session with the DDA, City Council, Planning Commission and Historic District Commission should take place annually to coordinate projects and policies governing development. Ayers suggested that the Northville School District be included in the discussions. Periodically the Executive Committee and Finance Director sit down and discuss the allocation of costs between the DDA and the City. An event coordinator needs to be identified to more actively program Town Square.

Iacoangeli recommended that the DDA and City consider setting up a Principal Shopping District. If funded through a special assessment district, this position could concentrate exclusively on marketing, freeing up the DDA Director and other DDA staff for economic development, planning and other tasks. The final recommendation for the Organizational Committee is to expand the DDA Board to include 2 new position and the City Council has already addressed this recommendation by appointing Robert Miller and Natalie Kneifel to the Board. Roth inquired what the skill set would be for the part time job that the DDA would fill. Iacoangeli stated that the economic development

The highest priority recommendation of the Parking Committee is to prepare a RFP for the evaluation of needed repairs and maintenance of the two parking decks. It is very important to get a better understanding of the extent of the needed repairs and the cost

of addressing them. Additionally a phasing plan for the repairs and a maintenance manual would be required of the consultants.

Ayres inquired as to when the report would go to the City for review. Roth commented that the DDA staff could present the report at the next City Council meeting if Iacoangeli is not available. Riley thanked Iacoangeli for his hard work on the Plan.

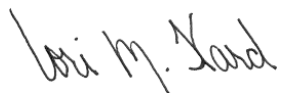
Motion by Long, seconded by Heaton, to approve the 2017 Downtown Strategic Plan as presented and refer the Plan to City Council for consideration. **Motion carried. Ten ayes (Buckhave, Heaton, Riley, Long, Presley, Ayers, Casey, Starring, Kneifel, Miller. No nays. One abstention (Roth)**

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is June 20, 2017.

Meeting adjourned at 9:32 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Lori M. Ward".

Lori M. Ward, Director
Northville DDA

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of June 20, 2017
Meeting Room A

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

ROLL CALL

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

Absent: *Mary Starring, Robert Miller*

Also Present: Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Fred Sheill/Resident, Liz Cezat/Communication Manager, Sarah Prescott/School Board Representative

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- a. May 2017 Financial Statement
- b. May 2017 Invoice Report
- c. 4th Quarter Budget Amendments
- d. 4th Quarter Budget Amendment Explanations

Motion by Roth seconded by Buckhave to approve the Consent Agenda. **Motion carried unanimously.**

GRAPHIC PACKAGE TO MARKET NORTHVILLE

Ward informed the Board that as part of the strategic planning process, Beckett and Raeder recommended that the City/DDA put together a package of information that contains market information, graphics, and potential incentives for the Northville Downs property. This would allow the City/DDA to convey to potential developers the City's goals for the site.

Ward solicited a proposal from Beckett and Raeder for the work. The proposal was included in the DDA Board packet. In addition, Ward spoke to two other consultants about the process and fees to perform similar work. The scope of work outlined in the Beckett and Raeder proposal includes working with a local committee to develop a conceptual plan for the 48 acre site. The conceptual plan would utilize previous planning

efforts such as the Master Plan Update and Cady Street Overlay as starting points in the development of the conceptual design. The plan, prepared in autocad, would include existing conditions, floodplain issues, local concerns, traffic, and other information. Based on the conceptual design, a site graphic or perspective would be developed that provided a dimensional drawing that reflected the goals of the plan. The DDA would utilize this illustration as part of an information package to market the site. The cost of the conceptual plan and illustration ranges from \$9,800 - \$13,300 depending on how many illustrations are developed. The illustrations are \$3,500 each. Ward stated that there was sufficient funds left from end of the year surplus to pay for the development of the plan and illustration.

Discussion took place regarding whether the DDA should be involved in promoting areas that are located outside of the DDA Boundaries. Also, discussion took place regarding whether the DDA, if involved, should pay for the entire amount of the design and illustration work.

City and DDA staff were directed to contact the Northville Downs to discuss the status of their property and to discuss the potential of collaborating and sharing of costs on the development of a plan and illustration that could be used to help market the site. The DDA Board asked that the item be reviewed again in July once the contact with the Downs has been made.

HELPING HANDS GRANT

Ward stated that recently, DDA Board member John Casey had been inducted into the All State Hall of Fame. All State recognizes agents who are in the top 5% in sales for 20 consecutive years. Casey is the only agent to have received two inductions into the Hall of Fame – once for home and auto insurance and now for the financial side. All State Foundation has a program called Helping Hands that awards grants to organizations that are supported, in part, by their agency owners. Casey has selected the Northville DDA as the organization he would like All State to support through a \$1,000 grant to the organization.

Casey stated that he had already filled out all of the paperwork for the grant. In addition, it is an annual grant program that Casey could apply for each year for DDA programs or purchases. It was recommended by DDA staff that this year's grant be earmarked to help purchase and install multiple bike racks in the downtown. Riley congratulated Casey for his achievement and thanked him, on behalf of the DDA, for selecting the Northville DDA as the organization to receive the Helping Hands grant.

Motion by Long, seconded by Presley, to participate in the Helping Hands Grant Program. Motion carried unanimously

COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee – Games in Town Square* - Ward informed the group that the games for Town Square had been designed and fabricated by volunteers from the Village Workshop in just one week. The DDA Board authorized \$1,000 at the June 6th Board meeting and the actual costs for materials is \$200. Ward praised the Village Workshop for their excellent craftsmanship and quick turnaround. Ward stated that the DDA office is already receiving positive feedback from the addition of the games.

Wayfinding Signs. The final specifications (Vector drawings) have been completed by Bizzell design and forwarded to Universal Signs and fabrication is underway. Previously, Bizzell provided an additional service to the DDA to visit the site during fabrication to ensure that the signs are being constructed accurately. Bizzell also oversaw installation. DDA staff has solicited a proposal for this work from Bizzell and will present to the next DDA Board meeting.

Downtown Maintenance. The Beautification Commission planted 84 barrels in May and had them in place for the Memorial Day Parade. In addition, they planted the area next to the Presbyterian Church and Long Mechanical. The DDA's Contractor, Commercial Grounds Services planted Town Square and the clock area for Memorial weekend and the Flower Sale. CGS dramatically trimmed back the vines on Riffles and Rock on Main. Last year there were many complaints about the bees and the birds. Irrigation was turned on and the porta-potties were installed for summer.

- b. *Marketing Mix Committee* – Riley updated the Board on the recent Marketing Mix Committee where discussion took place on adding an event to early spring that would bring visitors in to downtown for an entire month with a program similar to Skelton's are Alive. A subcommittee has been formed to explore the possibilities of collaborating the Art House, Chamber, and Merchants organization.

Downtown Walking Map and Directories. DDA staff, working with the Chamber of Commerce is in the process of updating all of the data on the Walking Maps and Directories. There are currently 2 directories at Town Square and Old Church Square. The maps are also tied in with the business directory on the DDA's website. It has been over a year since the maps were last printed.

- c. *Parking Committee* – DDA staff has a phone conference set up with Attorney Greg Need to discuss the last draft of the Parking Management Agreement that was drafted last year between Singh Development and the City of Northville. The Agreement seeks to increase the monthly parking fees enough to cover some of the physical improvement projects necessary to keep the deck operational and safe. DDA staff will then set up a meeting between representatives from Singh, the City of Northville, and the DDA to discuss the changes in the terms of the agreement.

- d. *Organizational Committee* – The DDA Board of Directors adopted the 2017 Strategic Plan for Downtown Northville at a special meeting on June 6th. DDA Staff will present the Strategic Plan to City Council on June 19th and urged members of the DDA Board and the Strategic Plan Steering Committee to attend the meeting and show support for the Plan.

FUTURE MEETINGS/ IMPORTANT DATES

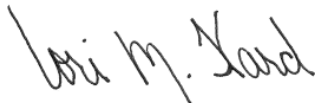
- a. Independence Day Parade – July 4, 2017
- b. Marketing Mix Meeting – July 6, 2017
- c. First Friday Experience – July 7, 2017
- d. Executive Committee Meeting – July 12, 2017
- e. Sidewalk Sale – July 28 – 29, 2017
- f. DDA Board Meeting – July 18, 2017
- g. Grub Crawl – July 25, 2017

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is July 18, 2017

Meeting adjourned at 9:05 am

Respectfully submitted,



Lori M. Ward, Director
Northville DDA

DDA Communications

To: DDA Board of Directors

From: Lori M. Ward, DDA Director

Date: July 18, 2017

Subject: Strategic Plan – Graphic Package

Background:

As part of the strategic planning process, Beckett and Raeder recommended the City/DDA put together a package of information that contains market information, graphics, and potential incentives for the Northville Downs property. This would allow the City/DDA to convey to potential developers the goals or aspirations for the site.

The DDA Board directed staff to gather additional information and return to the DDA Board for further discussion in July.

Analysis:

City Manager Sullivan, and DDA Director Ward met with Northville Downs's representative Mike Carlo on June 22nd to discuss the status of the Northville Downs, the Strategic Plan for Downtown Northville, and the potential interest of the DDA/City in working with the Downs to marketing and promote the site for redevelopment. The meeting went well and the group agreed to meet again on July 5th after the flood plain mapping was available and after the Northville Driving Club's June 29th shareholder's meeting.

New FEMA mapping is available, however there appears to be no changes to the mapping surrounding the Northville Downs or Foundary Flask sites. The only changes to the mapping in Northville was along Randolph Street.

Carlo was unable to attend the July 5th meeting and the meeting will need to be rescheduled for a later date.

Budget:

The cost of the conceptual plan and illustration ranges from \$9,800 - \$13,300 depending on how many illustrations are developed. The illustrations are \$3,500 each. Funds would be utilized from end of the year surplus.

Recommendation:

No action on this item until after a follow up meeting with the Northville Downs has taken place.

July Design Committee Update

Wayfinding Signage

The final specifications (Vector drawings) have been completed by Bizzell design and forwarded to Universal Signs and fabrication is underway and signs should be installed by mid-August. Previously, Bizzell provided an additional service to the DDA to visit the site during fabrication to ensure that the signs are being constructed accurately. Bizzell also oversaw installation. DDA staff has solicited a proposal for this work from Bizzell and will present to the next DDA Board meeting.

Strategic Plan

The DDA Board of Directors adopted the 2017 Strategic Plan for Downtown Northville at a special meeting on June 5th. DDA Staff will present the Strategic Plan to City Council on June 19th. The Organizational Committee is scheduled to meet to discuss the roll out of the Implementation Strategy next week.

Summer

CGS dramatically trimmed back the vines on Riffles and Rock on Main. Last year there were many complaints about the bees and the birds. Irrigation was turned on and the porta-potties were installed for summer. The irrigation system has required repairs along Main Street and in the Marquis Parking lot. In addition, there is a leak at the drinking fountain at Town Square that will be addressed.



MainCentre Parking Deck

DDA staff has a phone conference set up with Attorney Greg Need to discuss the last draft of the Parking Management Agreement that was drafted last year between Singh Development and the City of Northville. The Agreement seeks to increase the monthly parking fees enough to cover some of the physical improvement projects necessary to keep the deck operational and safe. The City Manager, and City and DDA staff will meet on July 13th to discuss details of the agreement with Need prior to a meeting between representatives from Singh, the City of Northville, and the DDA to discuss the changes in the terms of the agreement.

Downtown Walking Map and Directories

DDA staff, working with the Chamber of Commerce is in the process of updating all of the data on the Walking Maps and Directories. There are currently 2 directories at Town Square and Old Church Square. The maps are also tied in with the business directory on the DDA's website. The changes are currently being laid out by Graphic Visions and should go to the printer by the end of the week. While staff was going door to door to confirm business locations, numerous new businesses were identified that do not have Business Registration licenses. DDA staff will work with the City Clerk to provide information about the new businesses so they can be contacted.

Skeletons are Alive!

DDA staff is meeting with Mike McDonald, Begonia Brothers to discuss 2017 Skeletons are Alive event and to discuss how the event can continue to improve. In addition, staff will be discussing developing a similar event that could take place next spring that may be centered around flowers or horses.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (June 2017):

PUBLICITY:

Press materials that have been prepared & sent out in June 2017:

- Vlastic & Roth Opening
- Oversized games in Town Square
- July/August calendar

Upcoming press materials:

- September/October calendar
- Next Chapter New Ownership
- Plymouth Yoga Room opening new location in Downtown Northville

Press Coverage Received & Upcoming (Highlights/major press hits):

- Northville Patch (June 21) – Vlastic & Roth Opening
- Northville Patch (June 21) – Oversized Games in Town Square
- Dbusiness (June 23) – Vlastic & Roth Opening
- Northville Record (June 26) – Oversized Games

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in Tipping Point Theatre 10th Anniversary Season Programs
- June 2017 Hour Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- HOUR 1/2 page ads in the following issues:
 - August 2017
 - September 2017
 - November 2017
 - December 2017
- Ad in Tipping Point Theatre 10th Anniversary Season Programs
- Ad in Parks & Rec Fall Brochure

ADDITIONAL:

- Consumer Videos (June 30 taping)
- New Photography (Date TBD)

2017 Downtown Strategic Plan Implementation Strategy

Design Committee

Chair – Greg Presley

DDA Liaison – Lynda Heaton

DDA Members –

Meeting Date – As needed

Tasks - High Priority:

Replace Business Directories

Historic Marker Program

Entry Signs

East Main Street Streetscape Project

Tasks – Medium Priority:

Improve Connection to Ford Field

Traffic Signalization

Alley Improvements

South Center Streetscape Project

North Center Streetscape Project

Street Lighting Replacement

Tasks – Low Priority:

Downtown Mural Project

Marketing Committee

Chair – Shawn Riley

DDA Liaison – Margene Buckhave

DDA Members - Mary Starring

Meeting Date – 1st Thursday of the month

Tasks – High Priority:

Arts and Creative Industries Master Plan

Executive Summary of Retail Market and Residential TMA

Informational meeting with local realtors and regional developers

Tasks – Medium Priority:

Downtown Property Exchange

Business Assistance Team

Economic Restructuring Committee

Need to appoint Chair-
DDA Board Members –
Need to set meeting dates

Tasks – High Priority:

Revise Article 20: Planned Unit Development
Redevelopment Ready Community Certification
Refine the Sub-Area Plan for Cady Street corridor and the Northville Downs property
Density Bonuses
LEED Bonuses

Tasks – Moderate Priority:

Potential Land Acquisition

Organization Committee

Chair – Carolann Ayres
DDA Members – Meets as needed

Tasks - High Priority:

DDA staff position
Annual Joint Planning Session
Cost Sharing Arrangements
Town Square Event Coordination
Expansion of DDA District
Board Members

Tasks – Moderate Priority:

Principal Shopping District

Parking Committee

Chair - Carol Maise
DDA Liaison – John Casey
DDA Members – Jim Long
Meeting Date – 2nd Thursday of the month

Tasks – High Priority:

Parking Maintenance Study

Tasks – Moderate Priority:

Parking Incentive Program
Parking Lot Lighting

Tasks – Low Priority

Surface parking Lot Buffer and Perimeter Landscape

Executive Committee

DDA Members – Shawn Riley, John Casey

Meeting Date – 2nd Wednesday of the month