

**Meeting of the DDA Board of Directors
City Hall – Meeting Room A
215 West Main Street
Tuesday, March 20, 2012 - 8:00 a.m.**

AGENDA

1. Call to Order – Greg Presley
2. Audience Comments
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. Minutes of DDA Meeting of February 21, 2012 (Attachment 4.a)
 - b. Financial Statement, February 2012 (Attachment 4.b)
 - c. Invoice Report February 2012 (Attachment 4.c)
5. Business Assistance Program – Cycle 7 (Attachment 5)
6. Contract for Buy Michigan Now Festival (Attachment 6)
7. Committee Information and Updates
 - a. Design Committee – Greg Presley
 - i. Comerica Community Connection
 - ii. Streetscape Project
 - b. Marketing Committee – Margene Buckhave
 - c. Business Mix Committee – Mary Starring
 - d. Parking Committee – John Casey
 - e. Organizational Committee – Carolann Ayres
8. Future Meetings / Important Dates
 - a. Spring Fling Craft Show – March 30 - April 1
 - b. First Friday Experience – April 6, 6 - 9pm
 - c. Mother Daughter Fairy Tea at Mill Race Village – April 14, 1-3pm
 - d. Next DDA Board Meeting – April 17, 2012
9. Board and Staff Communications
10. Adjournment

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of February 21, 2012
Meeting Room - 8:00 AM

Present: Chair John Casey, Carolann Ayers, Margene Buckhave, Shawn Riley, Jim Long, Mary Starring

Absent: Greg Presley, Chris Johnson, Lynda Heaton, excused

Also Present: City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Secretary/Catherine Woods, Fred Sheill, Lonnie Huhman/Northville Record, Prudy Vannier/Northville Gallery, Doug Bingham

AUDIENCE COMMENTS

Prudy Vannier, who is the current NCBA president and a downtown business owner, spoke about her being interested in making Downtown Northville more of an art center. She stated that The Tipping Point Theatre operators and The Northville Arts Commission support her in this request. Ideas were stated that the group would like the DDA to consider obtaining building space and creating an Art Center to include studio space, meeting space, and offices for art-related businesses. It is difficult to get funding unless you are tied to a community organization or partnering with a non-profit. Kresege Foundation funding is not available with a private, individually owned building, it has to be owned by a community organization or a non-profit. The area in town near The Tipping Point has some available buildings that could possibly be obtained. The idea is similar to Lily Street in Chicago or Box Factory in St. Joseph that attracts art students, architectural graduates and artists. This venture has potential to be a learning hub and also an attraction for people to visit Northville. A lot of ground work has been done, but needs to be brought to fruition. It is suggested that the DDA Board review this idea when they meet and review the Strategic Plan.

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent agenda as follows:

- Minutes of DDA Meeting of January 17, 2012
- Financial Statement of January 2012
- Weekly Invoices for January 2012
- January 2012 PR Summary

Motion Long, seconded Riley to approve the agenda and consent agenda as presented.

Motion carried unanimously.

PRESENTATION OF THE DDA 2012-13 BUDGET

PRESENTED BY LORI WARD

An overview of the Budget for Fiscal Year 2012-2013 has been provided in Attachment 5. Projections have come in from the counties regarding the SUV for commercial properties this year. Tiff Revenues have dropped about 16% Overall, 7.1% in the Downtown. This affects the DDA Budget by approximately \$56,000.

Last year the budget was impacted by a loss of \$65,000, and it is being reduced again by \$56,000 this year. We will continue to have \$30,000 of revenue in reserve for potential property tax appeals which do not get settled until later in the year.

Considerations for Budget Changes & Cuts by Committee:

Business Mix-

- Eliminate the Business Assistance Program.
- Reduce funding for speaker series.
- Reduce Tour the Town program by \$750.00.
- Funding was added for a new Market Survey, current information is outdated. This will be used to update the Business Investment Guide and for business retention efforts.

- Fringe benefits increased in each department by around 19%. Costs go up each year due to the growing number of retirees collecting pensions and benefits, plus fewer active employees to spread the costs.
- DDA has considered reducing the amount of outside consulting fees for Marketing and having DDA staff pick up some of those responsibilities.
- The DPW charges increase due to seasonal maintenance crew leaves in August and service is still needed for plant care and weed control through September.

Comments

- Maybe the Beautification Commission would be willing to cover duties from August thru end of season for weeding, watering, etc to avoid paying DPW for additional services..

Design Committee

- Decrease funding for Ambassador Program.
- Lafer's greenery increased to supply bows formerly purchased from the Mother's Club, which have a 50% higher cost.
- Holiday lighting line item - plan for outlining the building with lights during Holiday season has been eliminated.
- Eliminating wifi in Town Square, as service is spotty.
- Funding for a sound system in Town Square being eliminated.
- Historic Markers Program eliminated.
- Landscape maintenance line item is increased - 24 new planters increased budget by \$2500.00.
- Line item added with expenditures for water, electrical and gas for the new Comerica Community Connection.
- \$25,000 has been budgeted to expand the induction lighting in the downtown. There are still about 100 lights that need to be converted.
- Additional permanent lighting added in Town square has been eliminated.

Comments

- How important is the suggested Demographic Marketing Study? Is demographics something potential retailers look at? Many people do not consider demographics and as results, could account for the high business turn-over in the Downtown.
- The Marketing Study would be useful in the development of the new Strategic Plan. The cost of study is estimated, not an actual quote.
- It is suggested the wifi service in Town Square not be cut. It is important to have that service available.
- The sound system for Town Square costs seems high. Proposal for sound system was put together when the Town Square Project was being developed. A new quote may be less costly.

The Finance Department did state that the Budget may still be amended. There is time to look at budget cut suggestions and make recommendations on a Committee level. Any of these suggestions can be modified by the DDA Board or City Council.

Discussion

Reserve fund balance needs to be in a 30-35% in reserve. The budget is balanced here using reserve funds. Operating budget is in the \$800,000 range but there are several high ticket projects that are scheduled in. Some items can be put back into the budget knowing that we would be dipping into reserves. Revenues could change within the next few years if there are real estate sales in town.

Marketing

- Office supplies and catering funds have been reduced.
- Chamber sponsorship has been reduced in previous years and is now at \$7,500.
- DDA also sponsors the BMN Festival in the amount of \$5,000, and the NCBA in the amount of \$2,500.
- DDA has set aside funds for Halloween promotions, Concours D'Elegance events, and a possible Christmas Market.
- A new line item has been added for Insurance coverage during the events.

- Reduce graphic design budget by \$4000.
- Reduce outside Marketing Consultant Services by \$9,000. This reduction would assist in funding for part-time clerical.
- Movies at the Marquis event has been eliminated.
- Radio advertising budget has been reduced by \$10,000 but some funds have been shifted to print, so actual reduction is \$5,000.
- Eliminate the Film Friendly website and add info to the Downtown Northville website as a separate page.

Comments

- What are the Halloween promotions? DDA in conjunction with the NCBA, plan to have a month- long schedule of activities during October including a parade, movies, décor.
- Reducing advertising is not advised as it will bring less people to town. Need to determine if radio, cable or television advertising are the most effective.
- Retailers need to create their own Facebook pages and websites.
- DDA staff wanted to change the radio advertising schedule to a more concentrated campaign.

Staffing changes have been suggested to add a part-time clerical person for 16 hours per week. Funding for position is available by reducing the outside PR/Marketing costs and commissions. Staff would like to handle some of the marketing duties in-house and would require the part-time person to cover administrative duties.

Discussion

Should we be dipping into our reserves for additional marketing dollars? How much longer will the DDA be paying our large debt payments? Payments are through 2017.

If our reserves are greater than 35% are we doing ourselves a disservice by not using them?

In earlier years when the economy was better, the DDA used to reserve an entire year's worth of expenses.

What is Council's reserve percentage for their budget? 30-35%. The DDA carries a greater amount due to the large projects that are scheduled.

Can funds be allotted to elevate the First Friday events? The Marketing Committee has discussed the idea of adding to the event by having music and an increased advertising campaign.

Ayers suggested that individual committees meet to discuss specific requests in their budget. They can then present suggestions on how money is reassigned.

Riley suggests that print advertising isn't effective. Doing social networking is free and it is less costly than other forms of advertising. Staff needs to work on building Facebook fan base and increase the number of posts. Contradicting our efforts by eliminating wifi . People are accessing info about Northville in Town Square using the wifi access.

Parking-

- Electrical costs have been increased.

Organizational

- Stipends for interns have been eliminated.
- Budget for employee training has been decreased as well as supplies.

Discussion

Is a Special Meeting necessary to continue to discuss budget? Committees need to get more organized before it is ready for Council approval. Each board member should review and make recommendations on cuts and prepare to vote on changes. February 28th is suggested to hold a Special Meeting to vote on budget changes.

Motion Riley, seconded Long to move the DDA Board holds a Special Meeting on February 28th for budget discussions.

Motion carries unanimously.

DOWNTOWN WALKWAY PROJECT

A Change Order has been developed for the Walkway project.

Change Order #1 covers the installation of an in-floor, radiant heating system in the amount of \$30,000 and several negotiated project cost reductions in the amount of -\$19,000.

Outline of reductions are shown in Attachment 6.b

Staff recommends that the DDA Board approve Change Order #1 for the Comerica Community Connection in the amount of \$11,000 for a revised contract total of \$708,000.

Motion Ayers, seconded Riley to approve the change order as presented.

Yes- Casey, Long, Riley, Ayers, Starring,

No- Buckhave

Motion carries.

COMMITTEE INFORMATION AND UPDATES

These items will be discussed at next meeting.

Board and Staff Communications

It is suggested the Board members review the current Strategic Plan that was done six years prior to assist in development of new plan.

Meeting adjourned at 9:23am

Respectfully submitted,

Catherine Woods

Catherine Woods
DDA Secretary

PERIOD ENDING 02/29/2012

FEBRUARY 2012 BENCHMARK 67%

GL NUMBER	DESCRIPTION	2011-12	2011-12	YTD BALANCE	ACTIVITY FOR	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	02/29/2012 NORM (ABNORM)	MONTH 02/29/2012 INCR (DECR)	BALANCE NORM (ABNORM)		
Fund 370 - Downtown Development Authority								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	Current Property Taxes	794,929.00	783,095.00	783,002.24	(92.14)	92.76		99.99
370-000-403.010	DDA Operating Levy	70,435.00	69,939.00	64,613.48	52.34	5,325.52		92.39
370-000-403.020	Capture Reduction due to 2604 State Rpt	0.00	0.00	0.00	0.00	0.00		0.00
370-000-417.000	Dlnq Personal Property Taxes Collected	300.00	910.00	1,093.53	183.49	(183.53)		120.17
370-000-417.020	Reserve- Pers Prop Tax Appeals	0.00	0.00	0.00	0.00	0.00		0.00
370-000-418.000	Property Taxes - Other	(30,000.00)	(30,000.00)	(240.74)	0.00	(29,759.26)		0.80
	PROPERTY TAXES	835,664.00	823,944.00	848,468.51	143.69	(24,524.51)		102.98
LICENSES, FEES, & PERMITS								
370-000-476.090	Newspaper Rack Registration Fees	648.00	648.00	0.00	0.00	648.00		0.00
	LICENSES, FEES, & PERMITS	648.00	648.00	0.00	0.00	648.00		0.00
GRANTS & OTHER LOCAL SOURCES								
370-000-586.000	Private Contributions/Donations	126,377.00	126,377.00	126,376.92	0.00	0.08		100.00
370-000-586.020	Sponsorships	11,400.00	11,400.00	4,913.96	0.00	6,486.04		43.10
370-000-592.020	Financing Proceeds	0.00	0.00	0.00	0.00	0.00		0.00
	GRANTS & OTHER LOCAL SOURCES	137,777.00	137,777.00	131,290.88	0.00	6,486.12		95.29
COMMUNITY CENTER REVENUES								
370-000-659.110	Rents-Short Term	100.00	100.00	125.00	0.00	(25.00)		125.00
	COMMUNITY CENTER REVENUES	100.00	100.00	125.00	0.00	(25.00)		125.00
PARK REVENUES								
370-000-660.000	Concessions	162,713.00	0.00	0.00	0.00	0.00		0.00
	PARK REVENUES	162,713.00	0.00	0.00	0.00	0.00		0.00
GRANTS								
370-000-660.060	Federal Grants	0.00	326,316.00	178,878.94	0.00	147,437.06		54.82
	GRANTS	0.00	326,316.00	178,878.94	0.00	147,437.06		54.82
MISCELLANEOUS REVENUES								
370-000-664.000	Interest - Investment Pool	9,900.00	1,900.00	2,221.55	987.66	(321.55)		116.92
370-000-666.000	Miscellaneous Revenue	7,500.00	7,500.00	2,663.00	2,373.00	4,837.00		35.51
370-000-666.090	Facade Grant Program	200.00	325.00	325.00	0.00	0.00		100.00
370-000-667.000	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00		0.00
370-000-673.000	Gain on Disposal of Assets	0.00	0.00	0.00	0.00	0.00		0.00
370-000-695.070	Sale Of City Property	0.00	0.00	0.00	0.00	0.00		0.00
	MISCELLANEOUS REVENUES	17,600.00	9,725.00	5,209.55	3,360.66	4,515.45		53.57
FUND BALANCE RESERVE								
370-000-699.010	Approp Of Prior Year's Surplus	481,911.00	640,954.00	0.00	0.00	640,954.00		0.00
	FUND BALANCE RESERVE	481,911.00	640,954.00	0.00	0.00	640,954.00		0.00
CONTRIBUTIONS FROM OTHER FUNDS								
370-000-699.030	Oper Tsfr From Public Improv	0.00	0.00	0.00	0.00	0.00		0.00
370-000-699.060	Oper Trfr From General Fund	0.00	175.00	175.00	0.00	0.00		100.00
370-000-699.250	O/T from Downtown Dev Construction Fund	929,263.00	1,089,920.00	429,882.78	0.00	660,037.22		39.44

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PERIOD ENDING 02/29/2012

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		ORIGINAL BUDGET	AMENDED BUDGET	02/29/2012 NORM (ABNORM)	MONTH 02/29/2012 INCR (DECR)	NORM	(ABNORM)	
Fund 370 - Downtown Development Authority Revenues								
	CONTRIBUTIONS FROM OTHER FUNDS	929,263.00	1,090,095.00	430,057.78	0.00	660,037.22		39.45
Total Dept 000		2,565,676.00	3,029,559.00	1,594,030.66	3,504.35	1,435,528.34		52.62
TOTAL Revenues		2,565,676.00	3,029,559.00	1,594,030.66	3,504.35	1,435,528.34		52.62
Expenditures								
Dept 753-766								
370-753-706.000	Wages - Regular Full Time	6,665.00	6,660.00	3,741.24	47.38	2,918.76		56.17
370-753-707.000	Wages - Regular Overtime	0.00	542.00	541.33	0.00	0.67		99.88
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	8,000.00	8,000.00	775.21	20.15	7,224.79		9.69
370-753-967.000	Fringe Benefits	8,225.00	8,675.00	4,527.97	60.57	4,147.03		52.20
Total Dept 753-766		23,390.00	24,377.00	9,585.75	128.10	14,791.25		39.32
Dept 860-Business Mix Committee								
370-860-706.000	Wages - Regular Full Time	16,475.00	16,475.00	10,261.05	1,255.29	6,213.95		62.28
370-860-726.000	Supplies	150.00	150.00	15.85	15.85	134.15		10.57
370-860-733.000	Facade Grant	27,000.00	27,000.00	15,397.03	0.00	11,602.97		57.03
370-860-785.000	Business Retention Program	6,250.00	6,250.00	750.00	0.00	5,500.00		12.00
370-860-801.000	Contractual Services	7,690.00	8,690.00	5,623.20	576.00	3,066.80		64.71
370-860-967.000	Fringe Benefits	10,835.00	11,245.00	6,879.40	878.69	4,365.60		61.18
Total Dept 860-Business Mix Committee		68,400.00	69,810.00	38,926.53	2,725.83	30,883.47		55.76
Dept 861-Design Committee								
370-861-706.000	Wages - Regular Full Time	20,595.00	20,595.00	12,826.47	1,569.14	7,768.53		62.28
370-861-707.000	Wages - Regular Overtime	0.00	0.00	0.00	0.00	0.00		0.00
370-861-710.000	Wages - Temp / Part Time Reg	12,640.00	12,640.00	6,929.50	0.00	5,710.50		54.82
370-861-726.000	Supplies	650.00	650.00	8.44	0.00	641.56		1.30
370-861-740.050	Downtown Materials	35,100.00	37,289.00	25,151.87	900.00	12,137.13		67.45
370-861-801.000	Contractual Services	37,337.00	37,887.00	10,848.88	1,083.75	27,038.12		28.63
370-861-801.160	Restroom Program	18,090.00	18,590.00	13,721.91	34.31	4,868.09		73.81
370-861-801.900	Sidewalk Repairs	0.00	0.00	0.00	0.00	0.00		0.00
370-861-801.940	Brick Repair & Maintenance	0.00	0.00	0.00	0.00	0.00		0.00
370-861-803.200	Planning & Design Studies	0.00	0.00	0.00	0.00	0.00		0.00
370-861-803.490	Town Square Project	0.00	0.00	0.00	0.00	0.00		0.00
370-861-803.550	Downtown Sidewalk & Landscape Repl. Proj	701,041.00	1,068,310.00	616,761.72	0.00	451,548.28		57.73
370-861-803.580	Downtown Walk Through Project	744,850.00	787,088.00	52,179.98	32,103.73	734,908.02		6.63
370-861-803.590	Signage and Markers Projects	125,000.00	125,000.00	0.00	0.00	125,000.00		0.00
370-861-850.000	Landscape Maintenance	76,000.00	76,000.00	39,450.06	100.00	36,549.94		51.91
370-861-920.010	Electric Power	3,800.00	3,800.00	1,558.81	133.68	2,241.19		41.02
370-861-920.020	Natural Gas	5,000.00	5,000.00	758.96	0.00	4,241.04		15.18
370-861-920.030	Water & Sewer Service	5,250.00	5,250.00	1,305.46	0.00	3,944.54		24.87
370-861-943.000	Equipment Rental - City	0.00	0.00	0.00	0.00	0.00		0.00
370-861-950.010	O/T to DDA Construction Fund	0.00	0.00	0.00	0.00	0.00		0.00
370-861-950.220	Oper Tfr To Major Street Fund	70,000.00	90,000.00	86,398.01	66,398.01	3,601.99		96.00
370-861-967.000	Fringe Benefits	14,804.00	15,324.00	9,565.49	1,098.38	5,758.51		62.42
370-861-976.010	Street Furnishings	1,693.00	20,424.00	20,423.41	0.00	0.59		100.00

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PERIOD ENDING 02/29/2012

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		ORIGINAL BUDGET	AMENDED BUDGET	02/29/2012 NORM (ABNORM)	MONTH 02/29/2012 INCR (DECR)	NORM	(ABNORM)	
Fund 370 - Downtown Development Authority Expenditures								
Total Dept 861-Design Committee		1,871,850.00	2,323,847.00	897,888.97	103,421.00	1,425,958.03		38.64
Dept 862-Marketing								
370-862-706.000	Wages - Regular Full Time	16,475.00	16,475.00	10,261.23	1,255.29	6,213.77		62.28
370-862-726.000	Supplies	200.00	200.00	0.00	0.00	200.00		0.00
370-862-784.000	Downtown Programming & Promo	24,450.00	29,400.00	21,805.20	0.00	7,594.80		74.17
370-862-784.010	Construction Marketing	2,350.00	2,000.00	0.00	0.00	2,000.00		0.00
370-862-801.000	Contractual Services	117,590.00	117,590.00	68,913.93	1,537.00	48,676.07		58.61
370-862-801.340	City Web Site	1,070.00	1,070.00	823.14	30.00	246.86		76.93
370-862-950.050	O/T to Parks & Recreation	18,000.00	18,000.00	18,000.00	0.00	0.00		100.00
370-862-967.000	Fringe Benefits	10,835.00	11,245.00	6,463.84	878.64	4,781.16		57.48
Total Dept 862-Marketing		190,970.00	195,980.00	126,267.34	3,700.93	69,712.66		64.43
Dept 863-Parking								
370-863-706.000	Wages - Regular Full Time	6,865.00	6,865.00	4,275.46	523.04	2,589.54		62.28
370-863-726.000	Supplies	50.00	50.00	0.00	0.00	50.00		0.00
370-863-786.000	Downtown Parking Program	50.00	300.00	0.00	0.00	300.00		0.00
370-863-801.000	Contractual Services	3,840.00	3,840.00	2,247.60	288.00	1,592.40		58.53
370-863-801.190	Computer Program Services	0.00	0.00	0.00	0.00	0.00		0.00
370-863-801.930	Parking Structure Maintenance	3,980.00	3,980.00	0.00	0.00	3,980.00		0.00
370-863-950.210	Oper Tfr To General Fund	72,379.00	72,379.00	45,586.00	5,698.25	26,793.00		62.98
370-863-967.000	Fringe Benefits	4,515.00	4,685.00	2,866.32	366.09	1,818.68		61.18
370-863-977.160	P03-07 2003 Parking Expansion	50,000.00	50,000.00	0.00	0.00	50,000.00		0.00
Total Dept 863-Parking		141,679.00	142,099.00	54,975.38	6,875.38	87,123.62		38.69
Dept 864-Organizational								
370-864-706.000	Wages - Regular Full Time	8,240.00	8,240.00	5,130.52	627.65	3,109.48		62.26
370-864-710.000	Wages - Temp / Part Time Reg	2,000.00	2,000.00	0.00	0.00	2,000.00		0.00
370-864-726.000	Supplies	1,575.00	1,575.00	294.94	11.96	1,280.06		18.73
370-864-731.000	Publications	32.00	38.00	37.50	0.00	0.50		98.68
370-864-801.000	Contractual Services	7,680.00	7,680.00	4,495.20	576.00	3,184.80		58.53
370-864-801.190	Computer Program Services	1,640.00	1,640.00	914.15	209.45	725.85		55.74
370-864-801.450	DDA Boundary Expansion	0.00	0.00	0.00	0.00	0.00		0.00
370-864-802.010	Legal Services - General	2,500.00	2,500.00	1,997.50	735.00	502.50		79.90
370-864-805.000	Auditing Services	4,380.00	4,380.00	4,380.00	0.00	0.00		100.00
370-864-900.000	Printing & Publishing	1,381.00	1,381.00	503.27	0.00	877.73		36.44
370-864-910.000	Liability & Property Ins Pool	7,150.00	9,710.00	9,710.00	0.00	0.00		100.00
370-864-920.000	Utilities	830.00	1,550.00	802.08	100.26	747.92		51.75
370-864-950.330	Oper Tsfr to Insurance Retention Fund	270.00	833.00	833.00	0.00	0.00		100.00
370-864-956.000	Contingencies	0.00	0.00	0.00	0.00	0.00		0.00
370-864-958.000	Membership & Dues	1,166.00	1,166.00	1,160.00	50.00	6.00		99.49
370-864-960.000	Education & Training	2,645.00	2,645.00	68.15	0.00	2,576.85		2.58
370-864-967.000	Fringe Benefits	5,415.00	5,625.00	3,445.86	439.31	2,179.14		61.26
370-864-967.020	Overhead - Admin & Records	8,190.00	8,190.00	4,777.50	682.50	3,412.50		58.33
Total Dept 864-Organizational		55,094.00	59,153.00	38,549.67	3,432.13	20,603.33		65.17
Dept 945-Debt Service								

User: mwyma
DB: Northville

PERIOD ENDING 02/29/2012

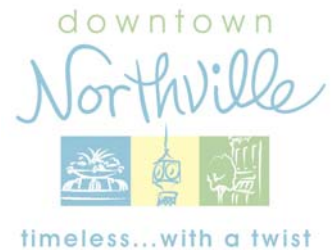
FEBRUARY 2012 BENCHMARK 67%

GL NUMBER	DESCRIPTION	2011-12	2011-12	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGD USED
		ORIGINAL BUDGET	AMENDED BUDGET	02/29/2012 NORM (ABNORM)	MONTH 02/29/2012 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 370 - Downtown Development Authority							
Expenditures							
370-945-950.490	Oper Tfr To Debt Service Fund	172,743.00	172,743.00	43,778.75	0.00	128,964.25	25.34
370-945-990.020	Bond/Note Interest Expense	11,550.00	11,550.00	11,550.00	0.00	0.00	100.00
370-945-990.040	Bond/Note Principal Expense	30,000.00	30,000.00	30,000.00	0.00	0.00	100.00
Total Dept 945-Debt Service		214,293.00	214,293.00	85,328.75	0.00	128,964.25	39.82
Dept 999-Reserve Accounts							
370-999-956.000	Contingencies	0.00	0.00	0.00	0.00	0.00	0.00
370-999-999.000	Unallocated Reserve	0.00	0.00	0.00	0.00	0.00	0.00
370-999-999.030	Reserved for Special Projects	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 999-Reserve Accounts		0.00	0.00	0.00	0.00	0.00	0.00
TOTAL Expenditures		2,565,676.00	3,029,559.00	1,251,522.39	120,283.37	1,778,036.61	41.31
Fund 370:							
TOTAL REVENUES		2,565,676.00	3,029,559.00	1,594,030.66	3,504.35	1,435,528.34	52.62
TOTAL EXPENDITURES		2,565,676.00	3,029,559.00	1,251,522.39	120,283.37	1,778,036.61	41.31
NET OF REVENUES & EXPENDITURES		0.00	0.00	342,508.27	(116,779.02)	(342,508.27)	100.00

POST DATES 02/01/2012 - 02/29/2012
 BOTH JOURNALIZED AND UNJOURNALIZED
 PAID

Attachment 4.c

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 370 Downtown Development Authority					
Dept 860 Business Mix Committee					
370-860-726.000	Supplies	LORI WARD	REIM-LORI WARD SUPPLIES	15.85	78143
370-860-801.000	Contractual Services	CATHERINE MARY-BROOKS	WOOI CONTRACT SERVICES	288.00	78153
370-860-801.000	Contractual Services	CATHERINE MARY-BROOKS	WOOI CONTRACT SERVICES	288.00	78286
Total For Dept 860 Business Mix Committee				591.85	
Dept 861 Design Committee					
370-861-740.050	Downtown Materials	BEGONIA BROTHERS RETAIL	HOLIDAY DECOR	900.00	78193
370-861-801.000	Contractual Services	TDS METROCOM	WIFI TOWN SQUARE	325.00	78011
370-861-801.000	Contractual Services	CATHERINE MARY-BROOKS	WOOI CONTRACT SERVICES	216.00	78153
370-861-801.000	Contractual Services	TDS METROCOM	WIFI-TOWN SQUARE	326.75	78255
370-861-801.000	Contractual Services	CATHERINE MARY-BROOKS	WOOI CONTRACT SERVICES	216.00	78286
Total For Dept 861 Design Committee				1,983.75	
Total For Fund 370 Downtown Development Authority				2,575.60	
Fund Totals:					
Fund 370 Downtown Develc				2,575.60	
Total For All Funds:				2,575.60	



To: DDA Board of Directors

From: Lori M. Ward, DDA Director

Subject: Business Assistance Program - Cycle 7

Date: March 16, 2011

Background:

Merchants and property owners were notified of the current Business Assistance Program Cycle in a letter dated January 23, 2012. The deadline for grant applications was March 12, 2012. The BAP Advisory Group met on March 15th to review the grant applications and determine which applications should receive funding, and the extent of the funding. Below are the BAP Committee's recommendations for grant awards:

Analysis:

Technical Assistance Grants-None received

The current budget for Technical Assistance Grants as approved as part of the 2011-2012 budget is \$2,000. No applications for Technical Assistance grants were received in Cycle 7. Budgeted money was rolled into Commercial Improvement Grant funds.

Commercial Improvement Grants

Applicant	Property Address	Total Estimated Cost	Total Estimated Eligible Reimbursement	Total Funds Approved
William Hudley, Tuscan Cafe	150 N. Center	\$ 4,815.00	\$ 2,407.50	\$ 2,407.50
Lee Holland & Associates	115 E. Dunlap	\$ 3,800.00	\$ 1,900.00	\$ 1,900.00
Gary George	109-119 N. Center	\$ 9,325.00	\$ 4,662.50	\$ 4,200.00
Adam Mason, Northville Sports Den	133 W. Main, Ste. 102	\$ 12,200.00	\$ 5,000.00	\$ 5,000.00
Ross Taksony, Rebecca's Restaurant	143 N. Center	\$ 14,073.48	\$ 5,000.00	\$ 5,000.00
Mary Starring, Starring the Gallery	118 E. Main	\$ 2,467.00	\$ 1,233.50	\$ 1,233.50
Bob Kehoe	138 N. Center	\$ 3,865.00	\$ 1,932.50	\$ 1,932.50
Total		\$50,545.48	\$22,136.00	\$21,673.50

Commercial Improvement Grant Applications

The current budget for Commercial Improvement Grants as approved as part of the 2011-2012 budget is \$30,000.00. Funds allocated for Technical Assistance Grants were rolled into the Commercial Improvement Grant Funds for a total of \$32,000.00. Seven applications were received for a total request of \$22,136.00.

1. 150 N. Center (Tuscan Cafe)

Applicant: William Hudley, tenant

Business owners, Terry and William Hudley have requested funds to add replacement windows in the front and rear of the upper level of the building. Project will need to be approved by HDC as to which type of window will be accepted. A grant for \$889.50 was awarded in Cycle 3 for a new awning in front of building.

Scope of work for this cycle includes:

- 6 Double Hung Windows
- 5 Sliding Windows
- 1 Fixed Pane Window in rear of building

Total estimated project cost: \$4,815.00

The BAP Advisory Group recommends funding this project. Total recommended award: \$2,407.50

2. 115 E. Dunlap, (Lee Holland & Associates)

Applicant: Lee Holland, building owner

Property and business owner, Lee Holland has requested funding to add artwork to the north wall of his building that faces Dunlap. Applicant is requesting funds for the project that would include address numerals, wall mural silhouettes, and a tribute to Northville plaque.

Total estimated project cost: \$3,800.00 (includes installation)

The BAP Advisory Group recommends funding this project. Total recommended award: \$1,900.00

3. 109-119 N. Center (Brinkel, Kopolnek & Mulvihill, P.C.)

Applicant: Gary George, building owner

Property owner is requesting funds for masonry repair and painting on north wall of building and on rooftop penthouse. Applicant was awarded \$960.00 in Cycle 3 for waterproofing and painting of the north wall but work was never completed.

Repairs needed are:

1. North wall over D & D
 - a. Clean and seal coping tiles along seams. Install backer rod under coping edge and seal. (\$3,400.00)

2. Penthouse on roof
 - a. Glass block window needs to clean mortar joints and tuck point with fresh mortar and strike concave. (\$200.00)
 - b. Elevator patching will include removing delaminated stucco, install galvanized wire mesh with masonry fasteners. Patch with a concrete compound and match existing surface. (\$725.00)
3. Brick North Wall tuck pointing
 - a. Remove loose paint, grind and clean deteriorated mortar joints, tuck point and strike with fresh mortar. (\$2,900.00)
4. North Wall, coating
 - a. Prime bare brick and mortar, apply waterproof coating. (\$2,100.00)

Total estimated project cost: \$9,325.00

The BAP Advisory Group recommends funding this project. Total recommended award: \$4,200.00 *Group needs more information before they would approve funds for improvements to penthouse. Additional improvements to penthouse total \$925.00.*

4. 133 W. Main (Northville Sports Den)

Applicant: Adam Mason, tenant

The tenant is requesting funding to upgrade their outdoor dining space. They would like to remove the current fencing and add a Brussels block wall with 4, 6 or 8 pillars. Lighting and fire pits may be added to the pillars. The proposed work will require a right of way permit from the city.

Total estimated project cost: \$12,200.00

The BAP Advisory Group recommends funding this project. Total recommended award: \$5,000.00

5. 134 N. Center (Rebecca's Restaurant)

Applicant: Ross Taksony, building owner

Applicant is requesting funding to upgrade and re-shingle the roof and repair and refurbish existing dormers. The siding underneath the roof line will be painted. Shingle materials have not been decided yet and will be dependent on HDC approval.

Total estimated project cost: \$14,073.48

The BAP Advisory Group recommends funding this project. Total recommended award: \$5,000.00

6. 118 W. Main (Starring The Gallery)

Applicant: Mary Starring, tenant

The tenant has requested funding for a new projecting sign. The original brackets can be reused. This is the first application received for the property at 118 W. Main (excludes installation & HDC fees).

Total estimated project cost: \$2,467.00

The BAP Advisory Group recommends funding this project. Total recommended award: \$1,233.50

7. 138 N. Center (Lorla's, Painter Place, Your MI Connection)

Applicant: Robert Kehoe, building owner

Applicant has requested funding to replace deck off the second floor apartment, in rear of building. Deck was damaged during a storm and removed for safety issues. New deck would be constructed with Trex materials.

Total estimated project cost: \$3,865.00

The BAP Advisory Group recommends funding this project. Total recommended award: \$1,932.50

TOTAL RECOMMENDED PROJECT AWARDS FOR CYCLE 7: \$21,673.50

Budget:

The current budget for Technical Assistance Grants as approved is \$2,000. No disbursements this cycle.

The current budget for Commercial Improvement Grants as approved is \$30,000. Seven applications were received for a total fund request of \$22,136.00. \$21,673.50 is recommended for award.

Recommendation:

DDA staff recommends that the DDA Board approve funds for grants as recommended by the BAP Advisory Committee, and forward the recommendation to City Council for consideration at their next available meeting.



DDA Communications

To: Northville Downtown Development Authority

From: Lori M. Ward, DDA Director

Subject: 2012 Buy Michigan Now Festival

Date: March 20, 2012

Background:

For the past three years, the DDA has cosponsored the Buy Michigan Now Festival in Downtown Northville. The three day event, held the first weekend in August, brings thousands of new visitors to downtown each year. Buy Michigan Now is a statewide initiative to inform, educate, and encourage Michiganders, organization and consumer alike, to support the local economy by purchasing products and services made in Michigan and from Michigan-based companies. The festival included various Michigan entertainment, educational seminars, and products. The print, radio, and television coverage of the event gives incredible exposure to the community and to the businesses who participated in the event.

Buy Michigan Now has approached the DDA to return the festival to downtown Northville again this year. The event will be held on August 3 – 5, 2012 and will coincide with the NCBA's annual Sidewalk Sale. This year the event will provide musical entertainment throughout the downtown, on-street vendor opportunities showcasing Michigan products, and educational programs and demonstrations. The event is a huge financial success for the downtown merchants.

Analysis:

The Marketing Committee met in September 2011, following the festival, and voted unanimously to continue support for the festival in 2012 in an amount not to exceed \$5,000.

The contract was submitted last year to the City Attorney for review and approval and to MMRMA to provide guidance on the amount and types of coverage required as part of the contract. The City Attorney modified the language of the contract to clarify the role of the DDA as the event sponsor. The amended contract language was approved by the Catalyst Company, and all insurance requirement requested of MMRMA have been met. The proposed contract for 2012 is the same as the modified contract from last year.

Budget:

The DDA has budgeted \$5,000 for sponsorship for the Buy Michigan Now Festival in the DDA's proposed 2012 - 13 budget.

Recommendation:

DDA staff recommends that the Northville Downtown Development Authority approve the contract (Attachment A) between the Catalyst Company, LLC d/b/a Buy Michigan Now and the Northville DDA for the DDA to provide sponsorship support in the amount of \$5,000 for the fourth annual Buy Michigan Now festival August 3 - 5, 2012. In addition, staff recommends that the DDA Board of Director's authorize the DDA Director to execute the contract on behalf of the DDA and forward the contract to City Council for consideration at their next meeting.



March 7, 2012

Lori M. Ward, Director
Northville Downtown Development Authority
215 West Main Street
Northville, Mi. 48167

Sponsorship Agreement

Re: Buy Michigan Now Festival/Northville Downtown Development Authority

Date: August 3, 2012 – August 5, 2012

The Catalyst Company, LLC d/b/a Buy Michigan Now will supply:

- Coordinating and securing Michigan vendors in determined key locations to sample, sell or promote their companies & products. (Vendor and sponsorship fees will be payable to The Catalyst Company, LLC).
- Marketing and PR campaign for festival.
- Secure at least one media partner and actively seek additional sponsors.
- Manage the logistics of vendors set up needs, location layout/vendor placement.
- Provide security and onsite operational coordination throughout entire event.
- Participation in a minimum of two merchant association meetings, as needed.
- Ongoing consultation meetings with Downtown Northville merchants to maximize their participation in, and exposure during, the festival.
- Use of social media (Facebook, Twitter, LinkedIn, Peplemovers, etc) to invite target audience.
- Secure entertainment for Saturday and Sunday (to complement DDA's Friday Night Concert).

This contract and the event referenced in this contract is being produced by The Catalyst Company, LLC, d/b/a Buy Michigan Now. Neither the City of Northville, nor the City of Northville Downtown Development Authority, is an event producer or manager. The City of Northville Downtown Development Authority is one of many financial sponsors for the event. The only responsibility of the DDA is to help communicate the event to the merchants and general public. Neither the City of Northville, nor the City of Northville Downtown Development Authority are responsible for, nor liable for, any acts or omissions on the part of the event sponsor, The Catalyst Company, LLC, d/b/a Buy Michigan Now.

***Northville Downtown Development Authority will pay:**

Cost: \$5,000

The Catalyst Company, LLC requires 1/2 deposit upon signing of agreed contract, balance due the day of the event. If the client cancels this event as set forth in the agreed contract, the client will be in default of the contract and will lose the deposit of the scheduled event along with any cost incurred by The Catalyst Company, LLC as a result of the event being cancelled. Should the event be cancelled by The Catalyst Company for any reason, the full deposit will be returned to the Northville DDA.

Please sign, copy and return with deposit payable to The Catalyst Company, LLC.

Thank you,

Lisa L. Diggs, Founder

The Catalyst Company, LLC (d/b/a Buy Michigan Now)

29581 Hathaway St.

Livonia, MI 48150

Signed: _____ Date: _____

Lori Ward/Director/Northville Downtown Development Authority