

**Meeting of the DDA Board of Directors
City Hall – Meeting Room A
215 West Main Street
September 18, 2018 - 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. August 2018 Financial Statement (Attachment 4.a)
 - b. August 2018 Invoice Report (Attachment 4.b)
 - c. August 21, 2018 Meeting Minutes (Attachment 4.c)
5. Purchase of US Flags
6. Committee Information and Updates
 - a. Design Committee – Robert Miller (Attachment 6.a)
 - i. Northville Downs Recommendation
 - b. Marketing Committee – Shawn Riley (Attachment 6.b)
 - c. Parking Committee – John Casey
 - d. Organizational Committee – Carolann Ayers
 - e. Economic Development Committee – (Attachment 6.e)
7. Future Meetings / Important Dates
 - a. Marketing Committee – October 4
 - b. Skeleton's Are Alive – October 5
 - c. Design Committee – October 8
 - d. Executive Committee – October 10
 - e. Great Pumpkin Festival – October 13 - 14
 - f. Economic Development Committee – October 15
 - g. DDA Board Meeting – October 16
 - h. Witches Night Out – October 19
 - i. Trick or Treat Trail – October 20
 - j. Streets of Treats – October 27
 - k. Dog Park Costume Contest – 28
 - l. Trick or Treating – October 31
8. Board and Staff Communications
9. Adjournment – Next Meeting October 16, 2018

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 08/31/2018

% Fiscal Year Completed: 16.99

AUGUST BENCHMARK 17%

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE 08/31/2018 NORM (ABNORM)	ACTIVITY FOR MONTH 08/31/18 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2018-19 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	669,444.00	669,444.00	580,377.47	236,880.31	89,066.53	86.70	
370-000-403.010	DDA OPERATING LEVY	58,211.00	58,211.00	52,286.08	39,732.66	5,924.92	89.82	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	36,000.00	36,000.00	0.00	0.00	36,000.00	0.00	
370-000-418.000	PROPERTY TAXES - OTHER	(5,000.00)	(5,000.00)	0.00	0.00	(5,000.00)	0.00	
PROPERTY TAXES		758,655.00	758,655.00	632,663.55	276,612.97	125,991.45	83.39	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	8,000.00	8,000.00	0.00	0.00	8,000.00	0.00	
GRANTS & OTHER LOCAL SOURCES		8,000.00	8,000.00	0.00	0.00	8,000.00	0.00	
COMMUNITY CENTER REVENUES								
370-000-659.110	RENTS-SHORT TERM	150.00	150.00	400.00	400.00	(250.00)	266.67	
COMMUNITY CENTER REVENUES		150.00	150.00	400.00	400.00	(250.00)	266.67	
INTEREST								
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	2,500.00	2,500.00	222.70	222.70	2,277.30	8.91	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	5,000.00	540.19	0.00	4,459.81	10.80	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	(2,000.00)	(2,000.00)	(193.24)	0.00	(1,806.76)	9.66	
370-000-664.400	INVESTMENT POOL BANK FEES	(600.00)	(600.00)	(28.78)	(28.78)	(571.22)	4.80	
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(750.00)	(53.94)	0.00	(696.06)	7.19	
370-000-664.600	BANK LOCKBOX FEES	(300.00)	(300.00)	(23.47)	(23.47)	(276.53)	7.82	
INTEREST		3,850.00	3,850.00	463.46	170.45	3,386.54	12.04	
Unclassified								
370-000-664.190	INTEREST - MI CLASS INVESTMENT POOL	0.00	0.00	12.07	12.07	(12.07)	100.00	
370-000-687.010	MMRMA DISTRIBUTION	0.00	0.00	1,656.50	1,656.50	(1,656.50)	100.00	
Unclassified		0.00	0.00	1,668.57	1,668.57	(1,668.57)	100.00	
MISCELLANEOUS REVENUES								
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
MISCELLANEOUS REVENUES		200.00	200.00	0.00	0.00	200.00	0.00	
Total Dept 000		770,855.00	770,855.00	635,195.58	278,851.99	135,659.42	82.40	
TOTAL REVENUES		770,855.00	770,855.00	635,195.58	278,851.99	135,659.42	82.40	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	5,485.00	5,485.00	101.77	95.17	5,383.23	1.86	
370-753-707.000	WAGES - REGULAR OVERTIME	570.00	570.00	0.00	0.00	570.00	0.00	
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	2,650.00	2,650.00	40.91	22.73	2,609.09	1.54	
370-753-967.000	FRINGE BENEFITS	6,005.00	6,005.00	102.53	97.56	5,902.47	1.71	
Total Dept 753 - DPW SERVICES		15,210.00	15,210.00	245.21	215.46	14,964.79	1.61	

PERIOD ENDING 08/31/2018
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GL NUMBER	DESCRIPTION	2018-19	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	08/31/2018 (ABNORM)	MONTH 08/31/18 (INCR (DECR))	BALANCE (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
Dept 861 - DESIGN COMMITTEE							
370-861-706.000	WAGES - REGULAR FULL TIME	16,160.00	16,160.00	3,031.56	1,732.35	13,128.44	18.76
370-861-710.000	WAGES - PART TIME	18,505.00	18,505.00	8,601.21	4,989.50	9,903.79	46.48
370-861-726.000	SUPPLIES	475.00	475.00	120.13	0.00	354.87	25.29
370-861-740.050	DOWNTOWN MATERIALS	19,450.00	19,450.00	6.36	6.36	19,443.64	0.03
370-861-751.000	FUEL & OIL	0.00	0.00	324.57	70.17	(324.57)	100.00
370-861-801.000	CONTRACTUAL SERVICES	25,807.00	25,807.00	4,099.74	1,996.76	21,707.26	15.89
370-861-801.160	RESTROOM PROGRAM	2,750.00	2,750.00	485.00	485.00	2,265.00	17.64
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	31,750.00	31,750.00	0.00	0.00	31,750.00	0.00
370-861-920.010	ELECTRIC POWER	1,500.00	1,500.00	62.84	62.84	1,437.16	4.19
370-861-920.020	NATURAL GAS	3,930.00	3,930.00	72.17	72.17	3,857.83	1.84
370-861-920.030	WATER & SEWER SERVICE	7,660.00	7,660.00	1,952.73	1,952.73	5,707.27	25.49
370-861-967.000	FRINGE BENEFITS	8,185.00	8,185.00	2,050.78	1,213.66	6,134.22	25.06
370-861-973.000	CAPITAL OUTLAY < \$5,000	0.00	0.00	1,500.00	0.00	(1,500.00)	100.00
370-861-976.010	STREET FURNISHINGS	500.00	500.00	14,454.00	7,638.00	(13,954.00)	2,890.80
Total Dept 861 - DESIGN COMMITTEE		139,172.00	139,172.00	36,761.09	20,219.54	102,410.91	26.41
Dept 862 - MARKETING							
370-862-706.000	WAGES - REGULAR FULL TIME	16,160.00	16,160.00	3,031.49	1,732.32	13,128.51	18.76
370-862-710.000	WAGES - PART TIME	12,520.00	12,520.00	0.00	0.00	12,520.00	0.00
370-862-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	29,800.00	29,800.00	20,210.16	3,739.16	9,589.84	67.82
370-862-785.000	BUSINESS RETENTION PROGRAM	2,357.00	2,357.00	0.00	0.00	2,357.00	0.00
370-862-801.000	CONTRACTUAL SERVICES	65,500.00	65,500.00	9,807.00	3,775.00	55,693.00	14.97
370-862-801.340	WEB SITE MAINTENANCE	840.00	840.00	480.00	450.00	360.00	57.14
370-862-950.050	O/T TO PARKS & RECREATION	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
370-862-967.000	FRINGE BENEFITS	7,375.00	7,375.00	1,302.68	743.65	6,072.32	17.66
Total Dept 862 - MARKETING		137,202.00	137,202.00	34,831.33	10,440.13	102,370.67	25.39
Dept 863 - PARKING							
370-863-706.000	WAGES - REGULAR FULL TIME	8,080.00	8,080.00	1,010.46	577.44	7,069.54	12.51
370-863-710.000	WAGES - PART TIME	1,255.00	1,255.00	0.00	0.00	1,255.00	0.00
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	400.00	400.00	0.00	0.00	400.00	0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	12,500.00	0.00	37,500.00	25.00
370-863-950.260	OPER TFR TO PARKING FUND	113,100.00	113,100.00	22,025.00	0.00	91,075.00	19.47
370-863-967.000	FRINGE BENEFITS	3,300.00	3,300.00	434.21	247.89	2,865.79	13.16
Total Dept 863 - PARKING		176,185.00	176,185.00	35,969.67	825.33	140,215.33	20.42
Dept 864 - ORGANIZATIONAL							
370-864-706.000	WAGES - REGULAR FULL TIME	20,200.00	20,200.00	3,031.44	1,732.29	17,168.56	15.01
370-864-710.000	WAGES - PART TIME	6,260.00	6,260.00	0.00	0.00	6,260.00	0.00
370-864-726.000	SUPPLIES	1,150.00	1,150.00	2.50	0.00	1,147.50	0.22
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00	0.00
370-864-731.000	PUBLICATIONS	65.00	65.00	65.02	0.00	(0.02)	100.03
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	1,490.00	1,490.00	314.70	212.80	1,175.30	21.12
370-864-802.010	LEGAL SERVICES - GENERAL	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00

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		ORIGINAL BUDGET	AMENDED BUDGET	08/31/2018 NORM (ABNORM)	MONTH 08/31/18 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-864-805.000	AUDITING SERVICES	4,930.00	4,930.00	0.00	0.00	4,930.00	0.00
370-864-900.000	PRINTING & PUBLISHING	975.00	975.00	0.00	0.00	975.00	0.00
370-864-910.000	LIABILITY & PROPERTY INS POOL	5,610.00	5,610.00	1,656.50	1,656.50	3,953.50	29.53
370-864-920.000	UTILITIES	1,420.00	1,420.00	236.44	118.22	1,183.56	16.65
370-864-958.000	MEMBERSHIP & DUES	958.00	958.00	475.00	475.00	483.00	49.58
370-864-960.000	EDUCATION & TRAINING	1,400.00	1,400.00	0.00	0.00	1,400.00	0.00
370-864-967.000	FRINGE BENEFITS	8,495.00	8,495.00	1,330.03	761.89	7,164.97	15.66
370-864-967.020	OVERHEAD - ADMIN & RECORDS	11,520.00	11,520.00	2,880.00	0.00	8,640.00	25.00
Total Dept 864 - ORGANIZATIONAL		67,573.00	67,573.00	9,991.63	4,956.70	57,581.37	14.79
Dept 865 - ECONOMIC DEVELOPMENT							
370-865-706.000	WAGES - REGULAR FULL TIME	20,200.00	20,200.00	0.00	0.00	20,200.00	0.00
370-865-710.000	WAGES - PART TIME	2,505.00	2,505.00	0.00	0.00	2,505.00	0.00
370-865-726.000	SUPPLIES	200.00	200.00	0.00	0.00	200.00	0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
370-865-801.000	CONTRACTUAL SERVICES	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
370-865-803.200	PLANNING & DESIGN STUDIES	25,000.00	25,000.00	0.00	0.00	25,000.00	0.00
370-865-967.000	FRINGE BENEFITS	8,205.00	8,205.00	0.00	0.00	8,205.00	0.00
Total Dept 865 - ECONOMIC DEVELOPMENT		62,110.00	62,110.00	0.00	0.00	62,110.00	0.00
Dept 945 - DEBT SERVICE							
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	173,170.00	173,170.00	0.00	0.00	173,170.00	0.00
Total Dept 945 - DEBT SERVICE		173,170.00	173,170.00	0.00	0.00	173,170.00	0.00
Dept 999 - RESERVE ACCOUNTS							
370-999-999.000	UNALLOCATED RESERVE	233.00	233.00	0.00	0.00	233.00	0.00
Total Dept 999 - RESERVE ACCOUNTS		233.00	233.00	0.00	0.00	233.00	0.00
TOTAL EXPENDITURES		770,855.00	770,855.00	117,798.93	36,657.16	653,056.07	15.28
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		770,855.00	770,855.00	635,195.58	278,851.99	135,659.42	82.40
TOTAL EXPENDITURES		770,855.00	770,855.00	117,798.93	36,657.16	653,056.07	15.28
NET OF REVENUES & EXPENDITURES		0.00	0.00	517,396.65	242,194.83	(517,396.65)	100.00
BEG. FUND BALANCE		408,245.53	408,245.53	408,245.53			
NET OF REVENUES/EXPENDITURES - 2017-18				(4,268.45)		(4,268.45)	
END FUND BALANCE		408,245.53	408,245.53	921,373.73			

GL Number	GL Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICAT	PHONE & INTERNET	080518	08/15/18	299.00	500315
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	DOWNTOWN WIFI EXPANDED	07172018	08/15/18	263.88	107849
370-861-801.000	CONTRACTUAL SERVICES	CUSTOMCHANNELS.NET LL	RADIO SERVICE FOR TOWN SQUARE	59272	08/15/18	420.00	107895
370-861-801.000	CONTRACTUAL SERVICES	CHARLES J. BURKE	LIGHT POLE PAINTING	8152018	08/29/18	750.00	107962
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	AUGUST WIFI TOWN SQUARE	82518	08/29/18	263.88	107978
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	UNDERPAID PREVIOUS BILL	53308	08/15/18	20.00	107868
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	JULY PORTA POTTY	A53472	08/29/18	465.00	108000
370-861-920.010	ELECTRIC POWER	DTE ENERGY	ELECTRICITY CHARGE	082018	08/29/18	62.84	107984
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 7/8/18 - 8/7/18	080818	08/29/18	72.17	500316
370-861-976.010	STREET FURNISHINGS	HERWIG LIGHTING	50% BALANCE ON LIGHT LUMINAIRES	9053	08/29/18	3,380.00	107972
370-861-976.010	STREET FURNISHINGS	HERWIG LIGHTING	50% BALANCE ON REPLACEMENT LIGHT P	9045	08/29/18	4,258.00	107972
Total For Dept 861 DESIGN COMMITTEE						10,254.77	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & P	NORTHVILLE CHAMBER OF	EVENT SPONSORSHIP	24977	08/15/18	3,500.00	107862
370-862-784.000	DOWNTOWN PROGRAMMING & P	SIGNS BY TOMORROW	EVENT SIGNS AND HOLDER	I-29143	08/29/18	239.16	107986
370-862-801.000	CONTRACTUAL SERVICES	TIPPING POINT THEATRE	SEASONAL PROGRAM AD	083918	08/15/18	700.00	107859
370-862-801.000	CONTRACTUAL SERVICES	RENAISSANCE MEDIA LLC	JULY AD	258335	08/15/18	700.00	107913
370-862-801.000	CONTRACTUAL SERVICES	JOURNEYMAN PUBLISHING	AD IN THE VILLE MAGAZINE	1135	08/15/18	375.00	107918
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY PR RETAINER	NORTHVILLE 9-18	08/29/18	2,000.00	107964
370-862-801.340	WEB SITE MAINTENANCE	ACCUNET, INC	DOMAIN REGISTRATION	18750	08/29/18	420.00	107988
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MAILCHIMP LIST SERV	MC09315025	08/29/18	30.00	108004
Total For Dept 862 MARKETING						7,964.16	
Dept 864 ORGANIZATIONAL							
370-864-801.190	TECHNOLOGY SUPPORT & SER	NORTHVILLE TOWNSHIP	JULY IT SERVICES	1800002463	08/15/18	23.00	107851
370-864-801.190	TECHNOLOGY SUPPORT & SER	COMCAST CORPORATION	OFFICE INTERNET	071618	08/15/18	94.90	107848
370-864-801.190	TECHNOLOGY SUPPORT & SER	COMCAST CORPORATION	OFFICE WIFI FOR AUGUST	82618	08/29/18	94.90	107977
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICAT	PHONE & INTERNET	080518	08/15/18	43.22	500315
370-864-958.000	MEMBERSHIP & DUES	MICHIGAN DOWNTOWN ASS	MEMBERSHIP DUES	2105	08/15/18	475.00	107823
Total For Dept 864 ORGANIZATIONAL						731.02	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORIT						18,949.95	

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of August 21, 2018
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, John Casey, Aaron Cozart, Jim Long, Robert Miller, Greg Presley*

Absent: *Carolann Ayers, Margene Buckhave, Jeri Johnson, Mary Starring*

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

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda

- a. June 2018 Financial Statement
- b. July 2018 Financial Statement
- c. June 2018 Invoice Report
- d. July 2018 Invoice Report
- e. June 2018 Meeting Minutes
- f. July 2018 Meeting Cancellation

Motion by Roth seconded by Miller to approve the Agenda and Consent Agenda as presented. **Motion carried unanimously.**

TOWN SQUARE USE POLICY

Ward presented the Town Square Use Policy and Rental Application to the Board. Both the Marketing Committee and the Economic Development Committee have reviewed the document and offered minor changes. After the DDA's review, the next step will be to present the revised policy to City Council for approval and to amend the Fee Schedule.

Previously the Northville Parks and Recreation Department oversaw the rental of Town Square and provided support staff for events at the facility. The DDA has taken over managing the reservations for the Square. DDA staff reviewed the prior rental agreement and is recommending some modifications to the Policy. The first modification allows casual users of the Square to do so without renting the facility. The Square would be treated like a Park Pavilion. If someone wants to be guaranteed access to the Square they can reserve the facility, otherwise they can just show up and use it. The

second modification would reduce the price of the rental from \$200 a day to \$100 a day and \$50 for a half day. The proposed reduction in rental fee is meant to encourage greater use of the Square. Ward stated that this summer the Town Square has been used more for yoga classes, Wednesday night concert series and other activities.

Casey inquired whether renters get their money back if it rains and their event is cancelled. Ward stated that she has allowed previous renters to select rain dates if the date is available. Roth suggested adding a sentence to the Use Policy that states that Rain Checks are subject to availability.

Sullivan asked if under the proposed policy if you could have exclusive use of Town Square. Are the events open to the public or is just a pedestrian connection open to the public? Would the exclusive use of the Town Square allow the renters to ask displace people already in the Square? Could the DDA provide a reservation sign that is placed in Town Square? Sullivan asked about who would staff the reservations and take out the garbage or pick up the plaza. Usually the DDA's Seasonals could staff the events during the summer. When that is not an option, the DDA could contract with Parks and Recreation or DPW to provide these services.

Roth suggested that a change be made to the policy under the section that addresses "Who Needs to Submit a Town Square Rental Agreement?" to remove the term "exclusive use" and replace it with just "use" or "guaranteed use" of Town Square. Ward asked what factors determined the need to have a Special Event Application. Sullivan responded if it is on City property and requires City services a Special Event application is required. The difference is that events that require a Special Event are open to the public vs. the private weddings that are not open to the public.

Motion by Miller seconded by Casey to approve the Town Square Use Policy with changes noted above. **Motion carried unanimously.**

SECONDARY STREETSCAPE DESIGN GUIDELINES

The DDA was asked by the Planning Commission to produce a set of Secondary Streetscape Design Guidelines to be utilized for projects in and adjacent to the DDA. With many new projects underway, it was important to provide a common set of design standards to provide consistency and continuity in the public areas of the downtown.

DDA staff, working with the Design Committee, pulled together existing information on design elements that would provide direction to a Developer as they developed their site plans for new projects. The standards include recommendations on trees, landscaping, site furnishings, lighting, sidewalks and other hardscape. It is difficult to mandate the spacing of these elements, not knowing how large a building or project will be. However the guidelines will give the Planning Commission a palate of materials, colors and plant material to utilize when reviewing new projects.

Once the DDA has reviewed and approved the Standards, they will be forwarded to the Planning Commission for review and approval.

Long asked whether the drawings in the standards are required or they are just concepts. Ward stated that the standards provide the palette for the developer to use in designing the streetscape for their individual projects.

The Board discussed whether they wanted to continue to utilize the raised planters since they have required a lot of repairs. Presley noted that the raised planters take up a lot of room on the streetscape and make outdoor dining difficult. Miller stated that the Design Committee recommends the elimination of the raised beds and substitute linear plantings or trees in grates. Sullivan asked if the grates could be treated so that they would not rust. Presley asked if the grates specified provide enough room for a tree to grow and noted that the trees are all irrigated.

Presley asked if we could call more attention to the Irrigation requirements in the document. Sullivan suggested that we also add a photograph of single hoop bike racks to the standards, providing more options for the developer to select from.

Presley suggested that the name of the guidelines be changed to “Secondary Street Design Standards”. Miller suggested that the phone number for S & G Products, the manufacturer of the bike hoops be updated. The phone numbers I currently incomplete.

Presley recommended that the sidewalk section of the guidelines be explored further to specify the color, selection, and pattern. Sullivan suggested that we add window pane finish to the specification. Long recommended that the guidelines specify a 6 sack concrete rather than a 5 sack concrete to address the cracking issues that we have seen downtown.

Motion by Casey seconded by Cozart to approve the Design Guideline with the changes noted above and forward to the Planning Commission for consideration.
Motion carried unanimously.

COMMITTEE INFORMATION AND UPDATES

a. Design Committee

- Bike Racks and Bike Repair Station - Responsibility for the bike repair station has been removed from this committee, as the Eagle Scout will be locating it outside the DDA boundary, at the Hines Park Trailhead on the south side of Seven Mile Rd. Mark Gasche, Parks & Rec, will assist.
- Twenty single hoop bike racks and three multi-loop racks will be recommended for purchase at a future DDA Board meeting. Total purchase expense (not including installation) is estimated to be about \$3800, in the 2018/19 budget year.
- A parking map is being updated that will show the location of all of the new bike racks.
- Street Light Banner Hardware – DDA staff has pulled together several quotes. The difference in price varies by a large amount. DDA staff is doing some follow up in order to compare the quotes and compare apples with apples.

- Sullivan suggested that we review the location of two wooden poles on S. Center that could potentially act as the poles for the cross street banner and could provide a substantial savings to the DDA.
- The Piano project has a deadline to be installed of Heritage Festival. The project has taken longer than anticipated, but it finally moving forward.
- The mural project is moving forward. Volunteer Chuck Murdock is leading the efforts on this project. Several locations, images and methods of installation have been discussed and options narrowed down. A small committee made up of the Art House, DDA and a local historian has been put together to have input on the project. Riley asked for a copy of the design of the project to submit to the Board of Realtors for possible funding.

b. Marketing Mix Committee

- A representative of Mill Race Village has joined the Committee and it has been a positive addition.
- Discussion at the last Marketing Meeting to join effort on some of the special events. Mill Race, the Art House and Center Street Brewing have discussed whether it would be feasible to collaborate on a project at Ford Field/Mill Race next summer.
- Sunday, August 26th Scars on 45 will be playing at Genitti's. Local musician Ryan Racine will open for Scars on 45 at 6:45pm. Concert has been sponsored, so is free to those who attend. Donations are encouraged and all proceeds will benefit Living & Learning Enrichment Center.
- The DDA is producing a set of criteria for DDA sponsorship so that when an organization approaches the DDA they can evaluate the request.

c. Parking Committee

- The Committee received a complaint from a downtown resident over the cost of the monthly permit and the lack of designated spaces to park in overnight. The Committee met and recommended that the fee of \$10/month be maintained and designated additional parking spots along the perimeter of the Marquis, Old Church Square lots and on top of the MainCentre and Cady Street Parking decks for overnight parking. This information has been conveyed to the resident.

d. Organizational Committee

- Ward informed the Board that the DDA is short staffed both in the office and with the seasonal groundkeepers. Ward has advertised the opening for seasonal in the Northville Times, on the DDA and City website, social media and Indeed.
- Jeri Johnson will be joining the Organizational Committee
- Long suggested that we talk to Northville Public Schools or Schoolcraft.

e. Economic Development Committee

- Cozart reported that at the August EDC meeting the majority of the time was spent talking about the Northville Downs Project. The project will be presented to the Planning Commission on September 4th.

- The Committee will hold a special meeting to discuss the project further and put together a summary of the Committee's comments and share with the Planning Commission at the meeting.
- Long asked if the information was available to the public. Sullivan said that it has been submitted to the City, so is available. Long inquired whether the grid street pattern would be continued and whether the river would be opened up.
- A general discussion of the project took place among the Board members.
- The developers are contributing 6.5 acres to the City for a park and if the City wants to daylight the river, it would be up to them.
- There will be approximately 577 housing units in the project made up of stacked apartments, townhouses, and single family homes.
- The Farmers' Market has been reduced in size, alleyways in back of single family have been removed which will cause an increase in curb cuts on the streets.
- Estimates for daylighting the river are between \$2-3 million.

FUTURE MEETINGS/ IMPORTANT DATES

Future Meetings / Important Dates

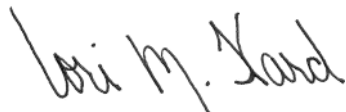
- a. Tunes on Tuesday – every Tuesday
- b. Wednesday Night Concert Series - every Wednesday
- c. Farmer's Market – every Thursday
- d. Friday Night Concert Series – every Friday
- e. Scars on 45 – August 26
- f. Marketing Committee – September 6
- g. Spectrum Fest – September 8
- h. Design Committee – September 10
- i. Executive Committee – September 12
- j. Heritage Festival – September 14 - 16
- k. Economic Development Committee – September 17
- l. September DDA Board Meeting – September 18

BOARD AND STAFF COMMUNICATIONS

The next DDA Board meeting is October 16, 2018

Meeting adjourned at 9:45 am

Respectfully submitted,



Lori M. Ward, Director
Northville Downtown Development Authority



September Design Committee Update

Secondary Streetscape Design Standards

The secondary streetscape design standards have been updated and were presented to the DDA Design Committee and the DDA in August. The Standards were approved with some minor modifications. The Standards will now be presented to the Planning Commission at their September 18th meeting.

Town Square Use Policy

The Town Square Use Policy was approved by City Council, contingent on discussions with MMRMA regarding insurance requirements for wedding events and other special private uses. The City Council will need to modify the Fines and Fees schedule to reflect the approved reservation charges.

Most recently Gazelle Sports has reserved the Town Square for free yoga classes every Thursday at 7:00 pm until mid-October. Northville Yoga Room has also been in touch with the DDA to reserve the Square for next summer and has expressed interest in expanding their programming.

DPW Yard

All materials stored in the DPW yard by the DDA have been inventoried and a plan developed for their disposal or storage. DDA staff placed surplus items on the MITN website and was successful in selling 100 tree guards, 30 luminaries, 5 bike racks, salvaged wood and a few other items. Total revenue to the DDA is \$1541. DDA staff has invoiced all successful bidders and the bidders have 7 days in which to claim their items. DDA staff will arrange to meet the bidders when they pick up the items.

DDA staff is in discussion with DPW to determine the best method of storing the items that are still in use including the table, chairs, umbrella, planters (off season), fire pits, and surplus bricks for repairs. Currently they are distributed through the yard and are often not secured or protected from the elements.

Northville Downs

A pre-application meeting between the City and the development team involved with the redevelopment of the Northville Downs site was held on Monday, July 23rd to discuss plans for the 48 acre site and other parcels included in the option agreement. The developer has submitted an application for PUD eligibility to the Planning Commission for consideration at their September 18th meeting.

The DDA has received a letter of request from Ginovus a consulting firm out of Indianapolis, requesting the DDA and City to participate in a TIF Agreement with Watermark Residential to provide 50% of the TIF revenue for 10 years to the Developer to offset project costs. DDA staff contacted Ginovus to request additional project information from the developer to better understand the need for the requested funding. No date has been set to meet with Ginovus or Watermark.

Seasonal Staff

All three of the seasonal staff have left the DDA. DDA Staff is working to find 1-2 replacements through mid-November, but has had no luck. The position has been posted on the DDA and City website, posted on the DDAs social media in the DDA Newsletter and posted on both Craig's List and Indeed. Currently there are no applicants for the job.

In the short term, DPW and the DDA's landscape contractor, Commercial Grounds Services (CGS) have been providing support with watering the non-irrigated areas of the downtown. Additionally, CGS has been assisting with weeding and landscaping duties.

Northville DDA – Design Committee

MEETING MINUTES

August 13, 2018

Meeting Called to Order: At 3:04 pm

Meeting Attendance: Lori Ward, Robert Miller, Alan Somershoe, Suzie Cozart, Carol Maise, Chuck Murdoch

Minutes of Prior Meeting: Approved.

Street Light Banner Hardware (Lori):

- Lori reported that Jim Nield is working with the Chamber of Commerce on a prototype, which may be available in October.

Cross Street Banners (Lori):

- Lori found some nice looking poles in Dexter and showed some photos. We should consider more decorative designs as we proceed.
- Lori received an updated quote from Signs by Crannie. Quote for 2 sets of banner poles (4 poles total) is about \$18,300 including installation, which is up about \$4500 from three years ago, due to the price of steel.
- Lori also received a quote from Graphic Visions. This quote was significantly higher than signs by Crannie, at about \$70,000. But, there were a number of questions about the description of the proposal. The posts are much taller than necessary, and there appears to be very complicated cabling mechanisms. Lori will investigate the differences to see if the costs come down.
- The Graphic Visions quote also included 3' X 25' double sided mesh banner, hems, grommets, webbing and steel carabiners for installation on a stationary cable for about \$1000 apiece. Lori will get a few more quotes from various vendors for comparison. Alan believes Costco may make banners – he will check.

American Flags and Poles (Lori):

- Lori got a quote from Rocket Enterprise's – a 3' X 5' US flag is about \$21. She will purchase approximately 200 flags.

Piano in Old Church Square (Suzie):

- This is a Girl Scout project -- Suzie expressed concern that the project is not moving along. The Art House has not been contacted, fund-raising has not started, etc.
- Our original intention was to have the piano professionally painted, using some kind of artist competition. But, the Scout really wants to paint it – possibly to increase the service hours of the project. We agreed to let the Scout paint to get the project going.

- Suzie will call the Scout to discuss a final delivery date of September 7th – that will ensure it's there for the Heritage Festival. The Scout needs to take over all aspects of the project.
- Lori will check if the DPW can transport the piano. Also, she will check with Margene about the status of the tree in Church Square – if the tree does not come down, we'll trim the lower branches up, so the piano can be placed under it.
- We also discussed what happens to the piano during the winter, and how to ensure it's as weatherproof as possible. The backside and flip-top may need to be sealed. And, the keyboard may need to be locked.

Downtown Murals (Chuck):

- Chuck summarized his recommendation for an approval process. The “Mural Committee” should have a representative for/from: DDA, Northville Historical Society, Art House, and a Community Advocate. After HDC approval, the final step should be a review with the “Sign Review Committee”, not City Council.
- Chuck then summarized the alternatives for: 1) photo/content, 2) location, and 3) materials/installation. It was agreed that the preferred location is the west wall of Lucy & The Wolf. Also, it was agreed that the mural will be based on the mural installed on the Village Workshop -- same materials, process, supplier, etc.
- Chuck will keep working to meet with the Mural Committee to finalize photo and location. Lori identified three themes for the photo: 1) a link to Northville Downs, 2) the Crow's Nest, and 3) something similar to the Rexall mural, that was previously located on the building.
- Also, Lori and Chuck will meet with the building owners to gain their permission.
- Chuck will contact the Arts Commission chairperson to see if they will participate.

Prioritize Projects :

- Lori summarized the potential projects, which we've identified to date. But, discussion was cut short to make sure we had enough time to discuss the next agenda item. We'll pick it up again at the next meeting.

Secondary Streets Design Standards:

- Secondary streets in the DDA consist of all streets, except Main St. Lori summarized the design standards. There was some discussion as to whether secondary roads should mimic Main Street, or have their own character. No clear preference emerged.
- Lori and Robert will recommend the design standards at the next DDA meeting.

Meeting Adjourned: 5:00pm

Next Meeting: September 10, 2018 @ 3:00pm

Submitted: C. Murdock 08/15/2018

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY August 2018:

PUBLICITY:

Press materials that have been prepared & sent out in August 2018:

- Scars on 45 Concert

Upcoming press materials:

- 160 Main Opening
- Nail Salon 10th Anniversary
- September/October calendar
- Skeletons are Alive

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

- July 27 – Detroit News Homestyle preview
- July 30 – Tim Baron Michigan Radio (Lansing)
- July 31 – Channel 7 in-studio preview
- July 31 – Detroit Free Press Top Weekend Picks
- August 1 – Fox2 in-studio preview
- August 1 – WWJ AM interview
- August 1 – WDET AM interview
- August 1 – Detroit Free Press preview
- August 1 – The Oakland Press Community Calendar highlight
- August 2 – Live in the D in-studio
- August 2 – WOMC interview with Stephen & Joanne
- August 3 – WJR AM interview with Paul W. Smith
- August 5 – Fox2 Weekend in-studio

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

PAID ADVERTISING:

- Ad in August issue of The Ville
- Ad in August issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. September 2018
 2. October 2018
 3. November 2018
 4. December 2018
 5. January 2019
 6. February 2019
 7. March 2019
 8. April 2019
 9. May 2019
 10. June 2019

- Quarter-page Ads in The Ville
 1. September 2018
 2. October 2018
 3. November 2018
 4. December 2018
 5. January 2019
 6. February 2019
 7. March 2019
 8. April 2019

- Ad in Tipping Point Theatre Season Programs
- ½ page Ad in Winter 2018 brochure
- Skeletons are Alive ads

Northville DDA – Economic Development Committee

MEETING MINUTES

July 16, 2018

Prior to the meeting: Brief discussion about the Commissions/Boards training session held by the City on June 7. All sub-committees must follow Open Meetings Act and be prepared for Freedom of Information Act requests. Lori will make sure all sub-committee meetings receive proper public notice. Robert volunteered to take/prepare minutes.

Meeting Called to Order: At 8:06am

Meeting Attendance: Lori Ward, Jeff Hamilton, Robert Miller, Aaron Cozart, Chuck Murdock, Michelle Aniol, Carol Maise, Greg Presley

Master Plan and Sub Area Plan Updates

- City Council to review 7 Mile overlay.
- Do we need more commercial outside of Downtown?
- Does retail study help?
- How do we track actual trade area?
- Not retail necessarily, but some kind of commercial.
- Long term vision is needed for commercial needs along 7 Mile with potential for track development.
- Discussion about Plymouth ordinance of 25% lot coverage compared to Northville's 30%.
 - FAR reducing large homes on small lots; more greenspace.

Creative Many Update

- Strategic Plan recommended to work with Creative Many
- Director is leaving
- Subcommittee to find art organization for city or create one
 - Create a scope of work
- Involvement from art community

Downtown Project Updates

- Charging stations are working.
- Parking deck assessment:
 - Maintenance schedule
 - 30 year in maintaining property
 - \$600k for repairs at (2) decks
 - Discuss at August board meeting
- Track property update.

Main Street School RFP Update

- Discussed status of RFP
- Proposals include single family houses, apartments, park space

DDA Boundary Expansion

- Create subcommittee to discuss

Meeting Adjourned: 9.30am

Next Meeting: August 20, 2018

Submitted: Robert E Miller