

**Meeting of the DDA Board of Directors
City Hall – Meeting Room A
215 West Main Street
Tuesday, September 15, 2015 - 8:00 a.m.**

AGENDA

1. Call to Order – John Casey
2. Introduction of new DDA Staff – Courtney Miller
3. Audience Comments
4. Approval of Agenda and Consent Agenda
5. Consent Agenda
 - a. Minutes of DDA Meeting of August 18, 2015 (Attachment 5.a)
 - b. August 2015 Financial Statement (Attachment 5.b)
 - c. August 2015 Invoice Report (Attachment 5.c)
6. Committee Information and Updates
 - a. Design Committee – Greg Presley (Attachment 6.a)
 - b. Marketing Mix Committee – Shawn Riley (Attachment 6.b)
 - c. Parking Committee – John Casey
 - i. MainCenter Parking Deck Repair Update
 - d. Organizational Committee – Carolann Ayers
7. Future Meetings / Important Dates
 - a. Food and Beverage Owners Meeting – September 17, 2015
 - b. Victorian Festival – September 18-20, 2015
 - c. New Event – BBQ and Blues – September 24-26, 2015
 - d. Marketing Mix Meeting – October 1, 2015
 - e. Skeletons are Alive – October 2, 2015
 - f. First Friday Experience – October 2, 2015
 - g. Next DDA Board Meeting – October 20, 2015
8. Board and Staff Communications
9. Adjournment

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of August 18, 2015
Meeting Room – 8:00 A.M.

The regular meeting of the DDA Board was called to order at 8:07 a.m.

ROLL CALL

Present: *Mayor Chris Johnson, Shawn Riley, Greg Presley, Carolann Ayers, Mary Starring,*

Absent: *Margene Buckhave, Excused, Lynda Heaton, Excused, Jim Long, Excused, John Casey, Excused*

Also Present: *City Manager/Patrick Sullivan, DDA Director/Lori Ward, Resident/Fred Sheill*

AUDIENCE COMMENTS

Fred Sheill congratulated the DDA for another terrific Concours d'Elegance car show. Sheill complimented DDA staff Christa Williams for a job well done. Exhibitor participation and sponsorship increased significantly this year under her management. Sheill also noted that Williams did a great job of recruiting volunteer participation and getting people involved in the event.

City Manager, Patrick Sullivan commented that while the costs of the event grew based on the inclusion of the Display cars at the VIP reception, the event still made a small profit. Sullivan also noted that Downtown Northville is a beautiful backdrop for the event.

APPROVAL OF AGENDA

Consent agenda as follows:

- Minutes of DDA Meeting June 16, 2015
- PR Summary June 2015
- PR Summary July 2015
- Financial Statement of June 2015
- Financial Statement of July 2015
- Invoice Report June 2015
- Invoice Report July 2015

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

NON-MOTORIZED TRAIL PRESENTATION – JASON MACDONALD, LIVING LAB

Ward introduced Jason MacDonald of Living Lab to speak about the new non-motorized trail and signage program that will link Edward Hines Drive to Maybury State Park. MacDonald's firm was retained to develop the branding and wayfinding signage system for the trail. MacDonald reviewed the pedestrian trail locations throughout the DDA and presented a map that showed the locations of both signs mounted on poles and sidewalk decals. DDA staff questioned whether the signs and decals would be reviewed by the Historic District Commission.

The decals that would be installed on the pavement are \$40 a piece and the signs mounted on poles range from \$40 - \$305 per pole depending on the type of sign. The total cost to install the program throughout the DDA is estimated at \$3,115. In order to implement the program, the DDA would have to approve a budget amendment of \$3,115 in first quarter.

Motion by Riley, seconded by Starring, to approve the signage and branding package for "the Link" and to authorize a budget amendment of \$3,115 to pay for the implementation of the DDA's portion of the program. **Motion carried unanimously.**

MARKETING/EVENT CONTRACT

The DDA's 20-15-16 budget this year reflected a change in the staffing of the DDA. In previous years, the DDA Marketing and Planning Coordination positions were contract positions. In this year's budget, the positions were moved to part-time City Staff. This was done, in part, to allow for greater control over scheduling. Both contract employees have since ended their contracts with the City. Christa Williams, the Marketing and Communications Coordinator has expressed an interest in staying on to provide assistance with the DDA's special events. DDA Director Ward is recommending that the DDA update the Contract with Christa Shops for You (Williams) to specify the contract would be for Special Events only at a rate of \$30/hour. Ward reviewed the contract with the Board.

Motion by Starring, seconded by Ayers, to approve the contract for Event Planning with Christa Shops for You in the amount of \$30/hour. **Motion carried unanimously.**

COMMITTEE UPDATES

Design Committee

Ward presented an update for the exhibit design work being done in the Comerica Community Connection (CCC). The photographic installation is schedule to be installed prior to Victorian Festival. DDA staff is working with the project designer and fabricator to develop a key/legend for the exhibit that would be installed on the east wall. The legend should be completed and installed this fall.

Ward also presented an update for the Wayfinding signage. The Type A signs and the Parking Signs are scheduled to be installed the first week of September. Work has begun on the bid package for Phase 2 of the project that includes the larger scale Type B signs that will be installed on the Mile roads, regulatory signs, the projecting sign at the Comerica Community Connection, and single building signs.

Marketing Mix Committee

Riley reported that the Marketing Mix Committee didn't meet in July, but referred the Board to the Public Relations Summary for the past two months included in the Board packets.

Parking Committee

None

Organizational Committee

Ayers noted that the DDA is seeking to fill a part-time staff position for 20 hours a week. Ward has interviewed candidates and should have a selection by the next DDA Board meeting in September.

COMMUNICATION

Board and Staff Communications

The next DDA Board meeting is October 20, 2015.

Meeting adjourned at 9:47 a.m.

Respectfully submitted,

Lori M. Ward
DDA Director
Northville DDA

PERIOD ENDING 08/31/2015

AUGUST 2015 BENCHMARK 17%

GL NUMBER	DESCRIPTION	2015-16	2015-16	YTD BALANCE	ACTIVITY FOR	AVAILABLE		% BGDG USED
		ORIGINAL BUDGET	AMENDED BUDGET	08/31/2015 NORM (ABNORM)	MONTH 08/31/2015 INCR (DECR)	BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-861-967.000	FRINGE BENEFITS	12,275.00	12,275.00	2,274.46	1,234.86	10,000.54		18.53
370-861-976.010	STREET FURNISHINGS	1,550.00	1,550.00	21.03	21.03	1,528.97		1.36
370-861-984.000	GIS SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
Total Dept 861-DESIGN COMMITTEE		215,885.00	215,885.00	39,956.80	13,872.85	175,928.20		18.51
Dept 862-MARKETING								
370-862-706.000	WAGES - REGULAR FULL TIME	35,645.00	35,645.00	4,962.73	2,611.94	30,682.27		13.92
370-862-710.000	WAGES - PART TIME	11,700.00	11,700.00	0.00	0.00	11,700.00		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	26,010.00	26,010.00	20,729.81	(881.45)	5,280.19		79.70
370-862-784.010	MARKETING	0.00	0.00	0.00	0.00	0.00		0.00
370-862-785.000	BUSINESS RETENTION PROGRAM	2,250.00	2,250.00	0.00	0.00	2,250.00		0.00
370-862-801.000	CONTRACTUAL SERVICES	69,300.00	69,300.00	17,043.45	8,442.50	52,256.55		24.59
370-862-801.340	WEB SITE MAINTENANCE	920.00	920.00	439.00	409.00	481.00		47.72
370-862-802.200	CONTRACTED PLANNING SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-862-802.300	CONTRACTED MARKETING SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-862-950.050	O/T TO PARKS & RECREATION	12,000.00	12,000.00	0.00	0.00	12,000.00		0.00
370-862-967.000	FRINGE BENEFITS	16,265.00	16,265.00	2,452.80	1,286.59	13,812.20		15.08
Total Dept 862-MARKETING		174,240.00	174,240.00	45,627.79	11,868.58	128,612.21		26.19
Dept 863-PARKING								
370-863-706.000	WAGES - REGULAR FULL TIME	7,430.00	7,430.00	1,033.88	544.17	6,396.12		13.91
370-863-710.000	WAGES - PART TIME	11,700.00	11,700.00	0.00	0.00	11,700.00		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	325.00	325.00	0.00	0.00	325.00		0.00
370-863-801.000	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-863-801.190	TECHNOLOGY SUPPORT & SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-863-801.930	PARKING STRUCTURE MAINTENANCE	26,600.00	26,600.00	240.00	240.00	26,360.00		0.90
370-863-802.200	CONTRACTED PLANNING SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-863-802.300	CONTRACTED MARKETING SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-863-950.210	OPER TFR TO GENERAL FUND	130,960.00	130,960.00	21,826.66	10,913.33	109,133.34		16.67
370-863-967.000	FRINGE BENEFITS	4,110.00	4,110.00	510.99	268.03	3,599.01		12.43
370-863-977.160	PARKING EXPANSION	10,000.00	10,000.00	0.00	0.00	10,000.00		0.00
Total Dept 863-PARKING		191,175.00	191,175.00	23,611.53	11,965.53	167,563.47		12.35
Dept 864-ORGANIZATIONAL								
370-864-706.000	WAGES - REGULAR FULL TIME	8,915.00	8,915.00	1,240.66	653.01	7,674.34		13.92
370-864-710.000	WAGES - PART TIME	11,700.00	11,700.00	0.00	0.00	11,700.00		0.00
370-864-726.000	SUPPLIES	625.00	625.00	289.53	266.14	335.47		46.32
370-864-730.000	POSTAGE	175.00	175.00	61.09	0.00	113.91		34.91
370-864-731.000	PUBLICATIONS	110.00	110.00	60.22	0.00	49.78		54.75
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	1,000.00	1,000.00	572.03	82.90	427.97		57.20
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	3,000.00	3,000.00	112.50	112.50	2,887.50		3.75
370-864-802.200	CONTRACTED PLANNING SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-864-802.300	CONTRACTED MARKETING SERVICES	0.00	0.00	0.00	0.00	0.00		0.00
370-864-805.000	AUDITING SERVICES	4,835.00	4,835.00	0.00	0.00	4,835.00		0.00
370-864-900.000	PRINTING & PUBLISHING	1,000.00	1,000.00	0.00	0.00	1,000.00		0.00
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,320.00	6,320.00	96.97	0.00	6,223.03		1.53

User: EFULTON

DB: Northville

PERIOD ENDING 08/31/2015

AUGUST 2015 BENCHMARK 17%

GL NUMBER	DESCRIPTION	2015-16	2015-16	YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BGD USED
		ORIGINAL BUDGET	AMENDED BUDGET	08/31/2015 NORM (ABNORM)	MONTH 08/31/2015 INCR (DECR)	NORM	(ABNORM)	BALANCE		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY										
Expenditures										
370-864-917.000	WORKMEN'S COMP INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
370-864-920.000	UTILITIES	1,260.00	1,260.00	178.81	75.00	1,081.19	14.19	14.19	14.19	14.19
370-864-950.330	OPER TSFR TO INSURANCE RETENTION FUND	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
370-864-956.000	CONTINGENCIES	370.00	370.00	0.00	0.00	370.00	0.00	0.00	0.00	0.00
370-864-958.000	MEMBERSHIP & DUES	1,100.00	1,100.00	250.00	0.00	850.00	22.73	22.73	22.73	22.73
370-864-960.000	EDUCATION & TRAINING	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00	0.00	0.00	0.00
370-864-967.000	FRINGE BENEFITS	4,750.00	4,750.00	636.86	345.31	4,113.14	13.41	13.41	13.41	13.41
370-864-967.020	OVERHEAD - ADMIN & RECORDS	9,950.00	9,950.00	1,658.34	829.17	8,291.66	16.67	16.67	16.67	16.67
Total Dept 864-ORGANIZATIONAL		56,610.00	56,610.00	5,157.01	2,364.03	51,452.99	9.11	9.11	9.11	9.11
Dept 945-DEBT SERVICE										
370-945-949.000	FINANCING OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	175,415.00	175,415.00	0.00	0.00	175,415.00	0.00	0.00	0.00	0.00
370-945-990.020	BOND/NOTE INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
370-945-990.040	BOND/NOTE PRINCIPAL EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
370-945-990.070	BOND ISSUANCE COSTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 945-DEBT SERVICE		175,415.00	175,415.00	0.00	0.00	175,415.00	0.00	0.00	0.00	0.00
Dept 999-RESERVE ACCOUNTS										
370-999-956.000	CONTINGENCIES	0.00	0.00	0.00	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	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	0.00	0.00	0.00
Total Dept 999-RESERVE ACCOUNTS		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL Expenditures		830,685.00	830,685.00	118,941.63	43,416.11	711,743.37	14.32	14.32	14.32	14.32
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:										
TOTAL REVENUES		830,685.00	830,685.00	611,809.99	348,252.02	218,875.01	73.65	73.65	73.65	73.65
TOTAL EXPENDITURES		830,685.00	830,685.00	118,941.63	43,416.11	711,743.37	14.32	14.32	14.32	14.32
NET OF REVENUES & EXPENDITURES		0.00	0.00	492,868.36	304,835.91	(492,868.36)	100.00	100.00	100.00	100.00

GL Number	GL Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS RETA	TWINKLE LIGHT REPAIR	23036	08/26/15	2,163.00	95086
370-861-801.000	CONTRACTUAL SERVICES	CHARLES J. BURKE	PAINTING BOLLARDS, DOORS, MAINCENT	842015	08/12/15	1,289.00	94857
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	INTERNET SERVICE FOR TOWN SQUARE	07142015	08/19/15	215.26	94991
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	TOWN SQUARE WIFI	81415	08/26/15	430.15	95073
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICAT	DOWNTOWN WIFI	3301517	08/26/15	299.00	95112
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	JULY PORTA-POTTIES	A-42514	08/12/15	430.00	94883
370-861-803.590	SIGNAGE AND MARKERS PROJ	LIVINGLAB	NON-MOTORIZED PLAN SIGNAGE	395	09/09/15	1,459.25	95355
370-861-803.590	SIGNAGE AND MARKERS PROJ	LIVINGLAB	WAYFINDING PRESENTATION	399	09/09/15	500.00	95355
370-861-803.930	COMERICA CONECTION EXHIB	KRENT/PAFFETT/CARNEY	DESIGN FOR COMERICA EXHIBIT	8030	08/12/15	1,275.00	94908
370-861-803.930	COMERICA CONECTION EXHIB	KRENT/PAFFETT/CARNEY	DESIGN FOR COMERICA EXHIBIT	38	08/12/15	425.00	94908
370-861-803.930	COMERICA CONECTION EXHIB	KRENT/PAFFETT/CARNEY	EXHIBIT LEGEND DESIGN	831-2015	09/02/15	250.00	95229
370-861-920.010	ELECTRIC POWER	DTE ENERGY	194096200325 CC ELECTRIC SERVICE	194096200325	09/02/15	82.57	95202
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 7/7-8/6/15	08062015	08/26/15	32.00	500212
370-861-976.010	STREET FURNISHINGS	LORI WARD	POSTAGE TO RETURN PLAQUES - REIMBU	07312015	08/05/15	21.03	94766
Total For Dept 861 DESIGN COMMITTEE						8,871.26	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & P	NORTHVILLE STITCHING	SHIRTS FOR CONCOURS VOLUNTEERS	5329	08/12/15	84.15	94886
370-862-784.000	DOWNTOWN PROGRAMMING & P	CHRISTA WILLIAMS	CONCOURS TICKETS FOR EXHIBITORS	775312	08/19/15	500.00	95020
370-862-784.000	DOWNTOWN PROGRAMMING & P	CHRISTA WILLIAMS	CONCOURS POSTAGE FOR SHIRTS	08112017	08/19/15	12.66	95020
370-862-784.000	DOWNTOWN PROGRAMMING & P	CHRISTA WILLIAMS	CONCOURS MAILING	08052015	08/19/15	9.71	95020
370-862-784.000	DOWNTOWN PROGRAMMING & P	GRAPHICS	STORY BOARDS - CONCOURS	54773	08/26/15	46.15	95127
370-862-784.000	DOWNTOWN PROGRAMMING & P	THE CATALYST COMPANY	FINAL SPONSORSHIP PAYMENT FOR BUY	NVL2015	08/26/15	2,000.00	95117
370-862-801.000	CONTRACTUAL SERVICES	HOUR MEDIA L.L.C.	AUGUST ADVERTISEMENT	2015-12455	08/12/15	1,990.00	94878
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN FOR FREE PRESS AD	81015	08/12/15	125.00	94900
370-862-801.000	CONTRACTUAL SERVICES	DETROIT MEDIA PARTNER	SUMMER ADVERTISING - FREE PRES	8222015	08/19/15	2,320.00	94980
370-862-801.000	CONTRACTUAL SERVICES	CHRISTA WILLIAMS	EVENT CONSULTING SERVICES	1259	08/19/15	462.00	95020
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY MARKETING RETAINER	NORTHVILLE 9-15	08/26/15	2,000.00	95068
370-862-801.000	CONTRACTUAL SERVICES	CHRISTA WILLIAMS	RETRO PAYMENT FOR CONTRACT EVENT W	1262	08/26/15	745.50	95104
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN FEES	81115	08/26/15	550.00	95106
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	SEPT/OCT NEWSLETTER GRAPHIC DESIGN	08312015	09/02/15	250.00	95222
370-862-801.340	WEB SITE MAINTENANCE	ACCUNET, INC	ANNUAL WEB HOSTING FEES	15802	08/19/15	409.00	95000
Total For Dept 862 MARKETING						11,504.17	
Dept 863 PARKING							
370-863-801.930	PARKING STRUCTURE MAINTENANCE	DESAI/NASR CONSULTING	STRUCTURAL ENGINEERING FOR MAINCENT	24687	08/12/15	240.00	94912
Total For Dept 863 PARKING						240.00	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	QUILL CORPORATION	PAPER. TONER	6104757	08/05/15	257.74	94755
370-864-726.000	SUPPLIES	OFFICE DEPOT	28571763 MANILA ENVELOPES, BINDER	782283601001	08/12/15	8.40	94854
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	COMCAST CORPORATION	OFFICE WIFI	081415	08/26/15	82.90	95073
370-864-802.010	LEGAL SERVICES - GENERAL	PLUNKETT COONEY	LEGAL FEES - GENERAL JULY 2015 (35	10612835	08/26/15	112.50	95076
370-864-958.000	MEMBERSHIP & DUES	NATIONAL MAIN STREET	MEMBERSHIP DUES	R952AF	09/09/15	250.00	95291
Total For Dept 864 ORGANIZATIONAL						711.54	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						21,326.97	

GL Number	GL Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check
			Fund Totals:				
			Fund 370 DOWNTOWN DEVELOPMENT AUTHOR			21,326.97	
			Total For All Funds:			<u>21,326.97</u>	



September Design Committee Project Update

Comerica Community Connection Exhibit Design

All samples have been approved and the exhibit design is in production. The installation is scheduled for the week of Victorian Festival. Staff, working with DDA Board member Heaton, is working on the layout and text for the key legend that will be installed on the east wall. The key/legend will identify the date and the location of the photographs and credit the sources. The finished design of the key is promised to the DDA by September 25th. Once the exhibit is installed, staff will begin to explore the possibility and probable costs for the installation of an overhead banner system.



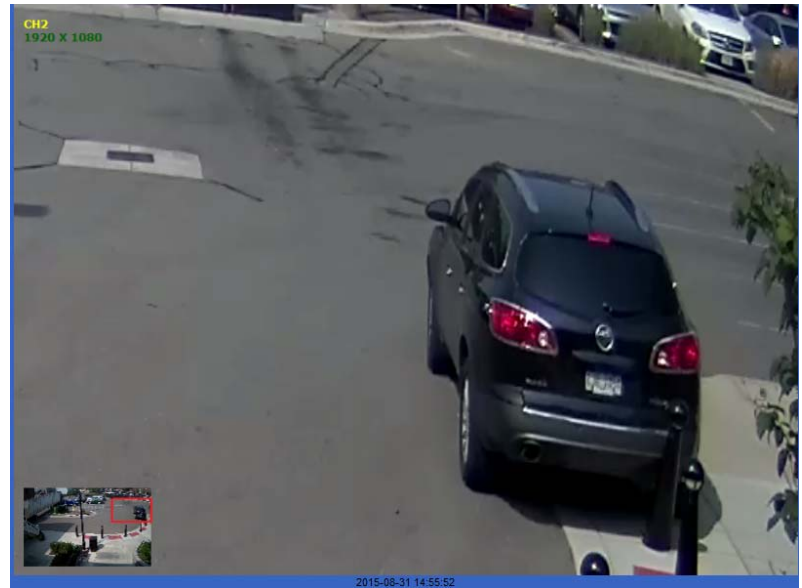
Staff has also contacted several masons to look at needed repair work on the brick at the north end of the Connection. Staff met with mason, Mike Brason to review several projects requiring masonry work. In evaluating the west wall of the vestibule (see below) it was recommended that the brick be removed and replaced with the new brick installed on the east wall, so that they entire vestibule would be constructed with the same brick. This was recommended for several reasons 1) not enough of the historic brick remains from the demolition to

replace the crumbling brick and reclaimed brick would be difficult to find; 2) the brick on the west wall was originally an interior brick and was not intended to be exposed to the elements; 3) the vestibule would all be constructed using the same brick. The original estimate received from Brason was \$3,235 including the cost of the brick. This requires to additional quotes. DDA staff is working with DPW to obtain two additional estimates so that the project can be completed this fall.



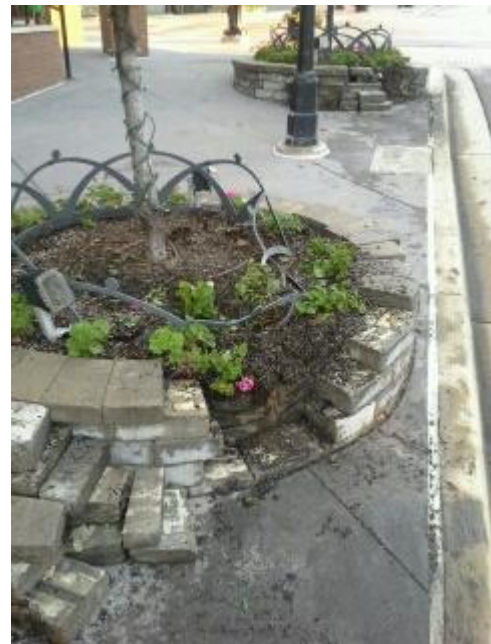
Comerica Plaza

One of the cast iron illuminated bollards that are installed at the edge of the Plaza to the north of the Comerica Community Connection was hit by a vehicle and knocked over last week. Staff was able to find security footage of the accident, which led to the location of the driver that hit the bollard and left without reporting the incident. DDA staff worked with Northville Police to provide photos, a description of the car, and information about where the driver was shopping. Staff is working with the driver's insurance company to cover the \$1,200 replacement and installation of the bollard.



Raised Planters

Two raised planters and one cast aluminum planter barrel were hit by a driver in the early morning hours of August 20 at the SW corner of Main and Center Streets. The two raised planters were heavily damaged, the metal decorative fence destroyed, plant material lost. The single barrel was destroyed. The driver was picked up at 6 Mile and Sheldon Roads. Staff is working with the insurance company to recover the almost \$5000 in damages that occurred.



Wayfinding Design

DDA and DPW staff staked all of the locations for foundations for the new Parking Signs to be installed as part of the Wayfinding project. Miss Dig has been contacted to mark utilities in the area of the foundations. DDA staff spoke to representatives of Signs by Crannie yesterday and obtained the latest schedule for installation. The pole mounted signs will begin installation on Friday September 11 and take roughly 2 days to install. The 27 parking signs requiring foundations will be installed beginning on Monday and should take 2-3 days. All signs should be installed prior to Victorian Festival. All light poles that will have Wayfinding installed on them are being painted prior to the sign installation. The remainder of the poles will be painted in Spring 2016.

DDA Staff, working with volunteer John Argenta, has completed a comprehensive sign inventory of the downtown. This information will be used to determine the quantities of new regulatory signs to order with the next bid packet. Ward, Gallogly, and Argenta met with Chief Carson to review the information and discuss location of signs and necessary text. Design Group has already begun working on the signs that will be included in the next bid specifications. These items will include the larger vehicular Wayfinding signs located on the mile roads, new downtown directories, permanent signage for the Comerica Community Connection and the Regulatory signage. Staff has submitted the Right of Way permit required by Oakland County and has set up a meeting for the week of the 21st with Wayne County.

Hutton and Main Street Sidewalk replacement

Groetski replaced the sidewalks between Main and the parking lot entrance along Hutton Street next to Monroe Bank and Trust last week. The old brick was removed, new concrete (hand troweled) was poured, and new tree grates installed. Stuart Leve will be out to install new Maple trees this week prior to Victorian Festival. The project was approved by the DDA as part of the 2015-16 budget. Staff has coordinated additional tree replacement to be completed at the same time as the trees are being installed on Hutton. The new tree locations included E. Main Street, E. Cady Street, and S. Main.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (August 2015):

PUBLICITY:

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

- Calendar of events (August / September)

Upcoming press materials:

- Calendar of events (September / October)

Press Coverage Received & Upcoming (Highlights/major press hits through August 30):

- August 1 – WDIV Live from Northville regarding the Buy Michigan Now Festival
- August 2 – Fox2 Live from Northville during the morning show for the Buy Michigan Now Festival
- August 2 – WXYZ TV 7 interview with Shawn Christian and Buy Michigan Now spokesperson regarding the event

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
- Set up YouTube Channel for the Northville DDA {Downtown Northville}

PAID ADVERTISING & PROMOTIONS:

Print:

- (1) 1/2 page ad to focus on dining in the Tipping Point Theatre programs
- (1) 1/2-page horizontal ads in August issue (Food issue) HOUR Magazine in their Marketplace

UPCOMING PAID ADVERTISING:

PRINT:

- (1) 1/2-page horizontal ads in HOUR Magazine in their Marketplace for following 2015 Hour Magazine issues:
 - September/Best Dressed
 - Nov/Entertaining & Cocktails
 - Dec/Holiday Guide
- (1) 1/2 page ad to focus on dining in the Tipping Point Theatre programs (ad continues to run for all shows through March 2016)
- (1) 1/4 page ad in Northville Today in the following issues
 - Summer issue (August)

- Fall issue

PHOTOGRAPHY & VIDEO:

- A photographer will begin shoot again in Sept. 4 & Oct. 2

PROMOTED POSTS:

September & October – Skeletons