

DOWNTOWN DEVELOPMENT AUTHORITY
PA 57 Informational Meeting of the Northville DDA
September 21, 2021
Zoom Meeting

The informational meeting of the DDA Board was called to order at 8:00 a.m.

ROLL CALL

Present: Carolann Ayers, DJ Boyd, Margene Buckhave, DJ Boyd, John Casey, Aaron Cozart, Jim Long, Ryan McKindles (Southfield, Oakland County), Greg Presley, Shawn Riley, Mary Starring

Absent: Mayor Brian Turnbull

Also Present: Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Jessica Howlin/DDA Marketing Assistant, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Moroski-Browne/City Council, Fred Sheill/Resident, Andrew Krenz/Resident, John Carter/Resident

AUDIENCE COMMENTS

None

PA 57 REQUIREMENTS

Informational Meeting

Ward said that DDA's are required under Michigan PA 57 regulations to hold two informational meetings per year with invitations sent to all the taxing jurisdictions in Northville. The DDA held the first meeting on September 21st and the second meeting is taking place on December 21, 2021.

Website Requirements

PA 57 requires DDA's to provide a list of relevant information on the DDA or City's website. Ward included an attachment regarding these requirements.

Reporting Requirements

Ward stated as part of the PA 57 requirements she has attached the DDA revenue and expenditure report.

FINANCIAL OVERVIEW

Ward reviewed the year end statement showing that the DDA will be returning \$61,579 back to the reserve balance, which will bring the total fund balance to \$360,131. Approximately \$47,000 will be assigned to the sidewalk and street millage for improvements. There is \$261,697 currently unassigned. Boyd asked if there will be an increase in the 2022 year. Ward replied the increase will be about \$30,000 due to projects on Griswold and Cady Streets.

DDA GOALS AND OBJECTIVES FOR 2021/2022

- a. *Design Committee*
Boyd said the goal of the Design Committee is to create an attractive downtown. The memorial bench sponsorship project has been huge success and is currently sold out. The downtown mural continues to be a priority and is slowly moving toward completion. The Design Committee is soliciting help from the Art House to complete this project.
- b. *Marketing Committee*
Riley said the goal of the Marketing Committee is to promote the downtown Social District highlighting retail, restaurants and entertainment. The Committee started working on the new DDA website, keeping the website updated frequently. The Committee is also working on a winter event to take place during the month of December. The Committee has made updating the walking map a high priority. Ward added the new “business owner” feature ads have received very positive feedback.
- c. *Parking Committee*
Casey highlighted the two recent parking deck repairs. The Parking Committee is looking at additional EV charging stations and where they will be located. The Committee is also looking at a 20-year plan for the existing parking decks. The decks will continue to need repairs and additional parking spaces will be needed in the future. Another concern is how to handle overnight parking moving forward.
- d. *Organizational Committee*
Ayers reported that the goal of the Organizational Committee is to create a shared vision of Northville with all groups working on the many community initiatives. The Committee would like to conduct an annual strategic planning session with City Council, Historic District Commission, Planning Commission, and the Zoning Commission. The Organizational Committee is also responsible for finding the adequate funding for DDA projects and the review of all expenditures.

e. *Economic Development Committee*

Cozart said the Economic Development Committees goal is to attract new development projects to downtown Northville. The Committee will be focusing on the Northville Downs and assisting the developers through the process. The new construction at Center & Dunlap Streets and the Exchange Bar and Grill projects have been overseen and completed.

The next PA 57 Informational Meeting DDA Board meeting is scheduled for December 21, 2021.

Motion to adjourn informational meeting by Casey. Seconded by Cozart. Motion carries unanimously.

Meeting adjourned at 8:30 am

Respectfully submitted,
Jessica Howlin, Marketing Assistant
Northville DDA