

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of March 17, 2020
Meeting Room A

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

ROLL CALL

Present: *Mayor Brian Turnbull, Margene Buckhave, John Casey (Phone), Aaron Cozart (Phone), Ryan McKindles, Shawn Riley, Mary Starring*

Absent: *Carolann Ayers, DJ Boyd, Jim Long, Greg Presley*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Barbara Moroski-Browne/City Council, Nancy Darga/Resident, Dave Guteman/Resident*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda:

- a. February 2020 Financial Statement
- b. February 2020 Invoice Report
- c. February 18, 2020 DDA Board Meeting Minutes

Motion by Turnbull, seconded by Starring to approve the Agenda and Consent Agenda. **Motion carried unanimously.**

DDA PROPOSED 2020-21 BUDGET

Ward stated that the City Council will be approving all 2020-21 department budgets on April 27th. Since the March Board meeting, the tax increment financing revenue has increased slightly by 1.8% or \$8,882. The revised total revenues equal \$880,994 and the proposed expenditures are \$871,350 allowing the DDA to return \$9,644 back to the DDA's fund balance. By the end of the fiscal year the fund balance will be \$142,288, Ward is hoping to improve that position a little every year. Ward mentioned that none of the new Griswold construction project revenues are reflected in the 2020-21 budget but there will be an additional \$20,000 increase in revenue for the 2021-22 budget year.

Ward said that this budget also allows for assistance with downtown programs and promotions. Contributions will still be made to the Northville Chamber, Buy MI Now, Tunes on Tuesday, and the Spectrum Festival. The budget also includes \$25,000 earmarked for Friday night concerts offset by \$15,000 in revenue generated from sponsorships. Johnson raised concern given the potential economic downturn from COVID-19 there might be less sponsorship dollars provided by businesses. Ward said in this budget there are no additional funds beyond the \$10,000 available for Friday concerts. Sullivan questioned if the contract we have with JAG Entertainment allows for

cancellation of concerts if we are still not allowed to gather in group settings by the end of May. Ward said we currently have no signed contract with JAG Entertainment so the DDA will follow up with Geitzen to find out about the cancellation policy. McKindles encouraged the Board to find the money for the concerts in the budget even if sponsorships decrease because the community will need more than ever to come together this summer. Ward also mentioned the \$5,000 in the 2020-21 budget for a new Christmas event that could be tabled this year so the monies could be diverted to concerts.

The 2020-21 budget does not reflect any costs for the MainCentre Deck repairs. Sullivan said the City is almost through the special assessment process. Singh has hired a law firm and filed a lawsuit to fight the special assessment believing the original 1996 Parking Agreement exempts them from any parking deck repair costs. The City attorneys are currently in discussions with the Singh attorneys with the hopes of coming to some sort of agreement. Sullivan said April 20th will be the deadline for City Council to approve the special assessment and move forward with a law suit. Sullivan expressed concern that we do not want to lose the original bid pricing by RAM construction if the City has still not reached an agreement with Singh by April 20th. The deck is badly in need of repair and should not be put off much longer. Ward mentioned using the City parking fund temporarily to make the repairs and then replenishing the fund with future capture or refinancing the DDA bonds. Ward has reached out to RAM about a pricing extension and whether their schedule would accommodate a later construction date. McKindles suggested moving forward with the repairs despite an agreement with Singh because the MainCentre Deck will only continue to get worse.

Motion by McKindles, seconded by Starring to adopt the proposed 2020-21 budget.
Motion carried unanimously.

LANDSCAPE CONTRACT BID RESULTS

Ward said the DDA staff released a Request for Qualifications (RFQ) for Landscaping Services in February 2020. The DDA staff posted the RFQ on MITN (Michigan Intergovernmental Trade Network), an online vendor solicitation platform and contacted area vendors directly. The RFQ contained a list of more than two dozen common plants, shrubs, and trees as well as labor and design services. The response date was March 12, 2020. Two proposals were received: Commercial Grounds Services and Garden Girls and Guys. A selection of a single preferred vendor, based on personal qualifications, similar work, and unit prices will be awarded for the year.

After reviewing the two proposals it was found that Commercial Ground Services was 30% lower than Garden Girls and Guys. Commercial Ground Services has been great to work with in the past so the DDA is asking you to approve the attached contract with Commercial Grounds Services to provide professional landscape services as needed, based on the unit prices provided in the RFQ submission and forward the contract to City Council for consideration. This contract is for one year with the ability to renew three additional times.

Motion by McKindle, seconded Starring to approve the landscape contract with Common Grounds Services. **Motion carried unanimously.**

DDA WAYFINDING AND BRANDING PROJECT

Ward provided some illustrations of Buzz Bizzel's newest branding work in the Board packet so the Board could provide feedback. The attachment on page 2 shows the various fonts, logo designs and colors. The favorite logo design (on page 1) is shown with a burgundy "Northville" but the Design Committee has asked that it be changed to rust. The "City of" and "Michigan" will either be in light beige or green. At the next City Council meeting the two welcome signs (type A and type B) will be submitted for approval. The Type A sign will be in three locations and the Type B sign will be in one location throughout the City. There are several brick/stone base options for the monument sign to choose from, the favorite being the cream-colored brick. The brick chosen would be the shade of the Water Wheel building which has been commonly used in other downtown Northville locations. There are 4 sign locations throughout the City of Northville; 8 Mile and Novi Road, Center Street and 8 Mile, Griswold and 8 Mile, and Northville Road near Cady. Turnbull noted that the map shows no sign at 7 Mile and Center street. He believes that is the most visible and looked at sign in Northville. Ward stated the sign was eliminated because of the uncertainty of the Downs development and the possibility of having to move the sign in the future. Ward added the Downs parking lot is currently an eyesore and the committee did not want to draw attention to the area. Casey agreed with Turnbull that the sign is the most noticeable sign in Northville.

The Downs development might not happen for several years so if that time we need to move it to a new location we can make that happen. Sullivan stated the Downs would have to grant an easement to allow for the sign. Sullivan likes the idea of signs at the actual site of the City limits. Bizzel has designed metal signs on poles for those specific locations. Ward stated all three of the Type A signs would be illuminated. The Board was in favor of the brighter green lettering versus the beige for the signs. Guteman commented that green also highlights the City's desire to be a green community. The Board was unanimous in favor of using the color rust instead of burgundy for the new logo. Ward questioned whether the Board liked the "Historic Downtown" on the entrance signs. Sullivan likes the "Historic Downtown" only on the sign near the Water Wheel building because you are actually entering downtown at that location.

Ward stated the Type A (\$13,100.00) versus Type B (\$3,100.00) signs is a \$10,000.00 difference in price. Sullivan stated these signs will last 30 years so the expense is worthwhile. Ward said the DDA is wanting to change its color scheme from pastels to a similar City color pallet. Bizzel also designed 5 different sign pole banners for use in the downtown. These would be used to promote various seasonal activities in the downtown. Ward highlighted the new sponsorship brochure with the 3 logos for Music on Main, Northville Unplugged, and Skelton's Alive. The new logos have a similar color pallet that compliments the new branding colors.

Ward mentioned the two across street banners that will be installed to promote events. Bizzel's quote for the two across street banners is \$47,000. The DDA also received a bid from Signs by Crannie and their quote was \$31,000. Ward said we will be bidding the across street banners out separately.

Sullivan suggested waiting to do the permanent monument sign at 7 Mile and Sheldon till the new development takes place because per Bizzel's recommendation it should be on the NE corner so oncoming traffic can see it clearly. Right now, the only place we could put the sign is where the current one is on the NW corner. We can still have a sign on South Center marking the City limits. Ward stated all the old signs will be removed. Johnson suggested possibly doing the less expensive Type B sign at the 7 Mile and Sheldon current location until the new development happens.

COMMITTEE INFORMATION AND UPDATE

a. Design Committee:

Ward said the sign update was the Design Committee report.

b. Marketing Committee:

Riley said the committee met at New Hope Grief. The conversation at the meeting was focused on events happening this summer and using Ford Field more frequently as an event location. Information sharing is a real important focus of this committee.

c. Parking Committee:

MainCentre Parking Deck Public Improvement repair quotes included in the Board packet.

d. Organizational Committee:

Ward said the committee has been meeting regularly to work on the proposed 2020-21 budget that was just approved.

e. Economic Development Committee:

Ward said the next EDC meeting is scheduled for March 19th. Robert Miller is planning to present the drawings for the new building at Center and Dunlap Streets. This meeting will possibly be cancelled due to the COVID-19 shut down.

FUTURE MEETINGS/ IMPORTANT DATES

Sullivan said the COVID-19 situation is changing rapidly and the City is following the developing guidelines closely. The governor has recommended canceling all meetings that to not have anything on the agenda that requires a decision. The State is still working on legislation to have the quorum requirement for meetings be met with over the phone participation and also include audience participation. Sullivan is hoping for more clarity after a teleconference with the State leaders tomorrow. City Hall is now closed to the public but open to employees. Ward said we will not have DDA subcommittee meetings till further notice due to COVID-19 concerns.

Buckhave suggested reaching out to all the local restaurants regarding their carry-out and delivery options and then creating a list to share on Social Media. Ward said the DDA has already sent out a MailChimp to all the restaurants to gather their information so we can create a list to share with the public. Retailers may be next to close and the DDA will be in communication with them as well. Ward said there are State and Federal links for small business loans and employment assistance that we will put on our website and share with our Northville Businesses. Sullivan suggested creating a few parking spaces designated for curbside pickup. A list of future meeting dates and important events were provided in the DDA Board packet.

BOARD AND STAFF COMMUNICATION

The next DDA Board meeting is scheduled for April 21, 2020.

Meeting adjourned at 9:40 am

Respectfully submitted, Jeri Johnson, Marketing and Communications Director
Northville DDA