

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of the DDA Board
December 15, 2020
Zoom Meeting

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

ROLL CALL

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

Absent: *Carolann Ayers*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Morowski-Brown/City Council, Laura Genitti/Genitti's Hole-in-the-Wall*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda:

- a. November 2020 Financial Statement
- b. November 2020 Invoice Report
- c. October 27, 2020 Meeting Minutes
- d. November 17, 2020 Meeting Minutes - REMOVE
- e. DDA Annual Report

Lori asked to remove the November 17th Board Meeting Minutes from the Agenda and Consent Agenda because they were not completed in time for this meeting. Presley wanted to add another agenda item to discuss organizing a Town Hall Meeting to discuss the downtown street closures.

Long questioned the distribution of money under the Marketing Committee budget to JAG Entertainment. Given the large amount of money spent on concerts the budget seems on target so Long is wondering if there have been cuts to the budget in other places. Ward said many of the events we normally contribute to did not happen so the DDA reallocated those funds to concerts. Ward continued the DDA has not done the monthly newsletter or the event postcards which also reduced costs. The DDA needs to find an additional revenue source to provide concerts this upcoming year. Long inquired whether businesses could bring in their own music on occasion to help offset the cost.

Riley felt that was a possibility if the volume was controlled and the music was appropriate for all age levels. Riley stressed that the music needs to be located in an area that is more central to all the outside dining. Ward said it is important to avoid dueling music in close proximity. Long asked if we have looked at other firms beside JAG to provide concerts more reasonably. Riley said part of the JAG costs were not only the musicians but a sound engineer on site with speakers and misc. equipment. Ward said the DDA will rebid the concert series this summer to see if there are better options.

Long questioned why we paid JAG \$750.00 for trash removal. Ward said the DDA has only had one seasonal employee for quite some time so we used JAG to empty garbage on the weekend while they were onsite for the concerts. It was more economical to have JAG do the trash removal than paying overtime for the DPW to come in on a weekend. Ward said the DDA has struggled to find additional staff because the job market has tight since the pandemic started. The DDA's one remaining seasonal employee has been working 7 days a week.

Boyd asked for additional clarity on the DDA Annual Report regarding questions that arose during the PA 57 Informational Meeting. Ward said she will be providing answers to those questions before the next Board meeting.

Motion by McKindles, seconded by Turnbull to approve the modified (removing the November 17th minutes) Agenda and Consent Agenda. **Motion carried unanimously.**

DDA GOALS & OBJECTIVES 2021-22

Ward stated the new Goals and Objectives will start 7/1/2021 and end 6/30/2022. Boyd, Ayers and Ward drafted the goals and objectives and then circulated them to the Committee Chairs for their input. The new Sustainability Committee also provided feedback.

The Organizational Committee plans to schedule a strategic planning meeting with the DDA, City Council, HDC, Planning Commission and others to discuss and coordinate issues of common interest. The DDA will then provide a summary for the participants. The Organizational Committee will also be looking at options to strengthen the DDA's financial position and ability to facilitate projects that enhance the downtown. This will be done by evaluating the cost allocation arrangement with the City, possibly refinancing DDA bonds, and looking for other funding opportunities through grants and sponsorships.

The Design Committee will continue to oversee construction and maintenance of the downtown amenities. The Committee will add additional bike racks, repair the pavilion and fire pits, install the mural and implement design standards for the historic markers. They will also be helping to implement sustainable practices, where feasible, throughout the downtown. In conjunction with the DPW they will look for recycling opportunities monitor the health of the downtown trees, replace high sodium street lights with high efficiency induction lighting. DDA staff will also actively participate in the new

Sustainability Team. Sullivan mentioned if the new entrance signage is going up this year the DDA will need to prioritize the cross-street banners to advertise events in the downtown. Sullivan suggested coordinating with the DPW to make sure they both happen simultaneously.

The Parking Committee will continue to monitor parking occupancy in parking decks, lots and on-street in order to supply an adequate supply of parking. They will work with the police to explore new technologies to increase the number of parking counts. The Committee will participate in an update of the 2006 Parking Study and explore the upgrade of the surveillance program in parking lots and decks. The Committee will continue to maintain and repair parking lots and decks within the DDA boundaries as needed. They will work to implement a 20-year maintenance plan for the parking decks and surfaces while identifying funding sources. The DDA will work with the DPW to define responsibilities for the upkeep of the parking system and address the management of the lower-level residential parking deck at MainCentre Apartments. They will continue to provide adequate EV charging opportunities in the downtown. The Committee will determine a new source of funding or begin charging for the EV stations.

The Marketing Committee will continue to promote the downtown as a destination for shopping, services and entertainment. The Committee will continue to work with a Marketing Consultant to develop annual advertising, public relations and Social Media campaigns for the downtown. The DDA website will be updated this year. The Marketing Committee will continue to partner with other Northville organizations to cross promote events and community happenings while overseeing the rental of Town Square and other venues. The new branding campaign will be implemented on print material, electronic communication and other design elements.

The Economic Development Committee will work on attracting potential developers and investors, new businesses, and redevelopments to the Downtown area. The Committee will review potential tools and incentives to facilitate economic development encouraging commercial use on the ground floor while monitoring the economic impacts and benefits of these developments. They will continue to help market available property that currently exists in the downtown. The Committee will continue to play an active role in the Citywide task force to explore the Redevelopment Ready Program for Northville and the update of the City's Master Plan.

Motion by Cozart, seconded by Casey to accept the DDA Goals and objectives for 2021-22. Motion carried unanimously.

PARKING PERMIT MORATORIUM

Ward stated at the DDA's August and September Board meetings, the DDA discussed a recommendation of the Economic Development Committee (EDC) to request the Northville City Council to approve a 90 moratorium on the sale of parking credits. At the conclusion of the September 21st discussion, the DDA Board voted unanimously to request that City Council put into effect a 90-day moratorium on the sale of any parking credits issued for new square footage in the DDA District which does not include

existing space within the existing footprint of the building. The City Council reviewed the DDA's request on September 21st and approved the moratorium. A study committee was comprised of 8 individuals from the Planning Commission, EDC and Parking Committee and is chaired by John Casey. Other members include: Steve Kirk, Marc Russell, Carol Maise, Jeff Hamilton, Aaron Cozart, Jerry Mittman and Jim Long. The study committee has met 5 times, most recently on December 3rd. The moratorium is scheduled to expire on December 20th.

During the course of the 5 meetings, the study committee has expanded its discussions to address a variety of issues that are related to parking: parking credits, overnight parking permits, fees and fines, parking policies, shared parking, parking demand and capacity, zoning requirements, and funding for expansion and maintenance of the parking system. The study committee is recommending that the DDA and City Council commission a Parking Study for Northville. The most recent Parking Study was completed in 2006 by Carlisle Wortman. The study committee has not concluded its work and is requesting a 60-day extension of the moratorium to allow the study committee more time to develop a Scope of Work for the Parking Study and management and funding recommendations.

Motion by Casey, seconded by Long to approve the extension of the moratorium on the sale of parking credits for 60 days. **Motion carried unanimously.**

PROPOSED TOWN HALL MEETING

Presley wants Ward to move forward with setting up a Town Hall meeting to discuss the vision for the downtown moving forward. The pandemic provided an opportunity to do something different in the downtown resulting in street closures on East Main and North Center Streets. Presley would like the individual DDA Board Committees to consider what their role might be moving forward to sustain the street closures long term. Presley suggested a meeting in January to bring all the vested parties together.

Ward said that the intention of the Town Hall is to also hear from the businesses and community members soliciting their thoughts and feelings about the road closures. The event application for the street closures and expanded dining is set to expire March 1st. Ward would like the DDA to hear from the community at large before making any decisions about next steps. Ward said the goal would be to have a Zoom Town Hall Meeting jointly hosted by the DDA Board and the City Council. The purpose of the Town Hall would be for fact finding and listening to the public. Ward said it is important to get the conversation started now so the downtown businesses can plan for the Spring and Summer months.

Ward also mentioned the Executive Committee discussed having a survey created by Carlisle Wortman for people who do not feel comfortable sharing their opinions in an open forum or for those who can't participate in the Zoom call. Ward feels it is important to gather information about the street closure initiative in a variety of ways. Johnson asked if there will be any data provided about the impact of permanent street closures in other communities. Boyd questioned whether we have talked to other communities that

have done permanent street closures? Sullivan suggested Ward reach out to Traverse City they are having the same discussions about keeping their streets closed permanently. Ward said that historically permanent street closures in downtowns (roads permanently removed to create a pedestrian mall) have not been very successful. Ward said it is unclear post COVID how behavior will change. Casey said we should remain positive about the street closures and determined to make it work in our community. Boyd believes we need to be cautious about any long-term financial commitments until we have more data. Sullivan suggested a separate survey for building owners and tenants since they may have a different perspective.

Motion by Presley, seconded by Casey to approve a Town Hall Meeting to take place on January 12, 2021 regarding the continuation of street closures. **Motion carried.**

COMMITTEE INFORMATION & UPDATES

a. *Design Committee:*

No additional comments.

b. *Marketing Committee:*

Buckhave said the Gnome Around Northville is going well. The scavenger hunt to find the 22 gnomes in the downtown will take place but there was not enough interest in the window painting to move forward. Ward said the DDA Social Media platform has continued to grow with a wider reach of participants.

c. *Parking Committee:*

No additional comments.

d. *Organizational Committee:*

No additional comments.

e. *Economic Development Committee:*

Cozart said the EDC met on 12/1/2020 to review Pooles phase one and phase two additions. The EDC will meet again before they present it to the Planning Commission to make sure the EDC has a clear understanding of the project.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Economic Development Committee- TBD
- b. Marketing Committee Meeting – January 7, 2021
- c. Executive Committee Meeting – January 13, 2021
- d. Design Committee Meeting – January 11, 2021
- e. DDA Board Meeting – January 19, 2021
- f. Parking Committee Meeting – TBD
- g. Sustainability Committee meeting – TBD

BOARD AND STAFF COMMUNICATION

Ward said the two Pods and two Stands are being delivered this week. The initial two Pods will be set up near Poole's and the two Stands will be in Town Square. Table 5 and Toria will be the first two restaurants to vend out of the Stands. The hours of operation for Heat in the Street will be Friday 4-9 pm, Saturday 12-9 pm, and Sunday 12-6 pm. Some of the restaurants are considering wood fire pits so the fire department has been checking the locations. Ward said that smoke is a concern so the DDA will continue to assess the situation.

Buckhave questioned what was happening with the junk removal at Copy-Boy Printers. Sullivan said the latest court order from about 45 days stated he had 90 days to clean the mess up. He did not comply so now the City has now hired someone to do the cleanup and if he doesn't pay the fee it will go on the tax roll. Sullivan said the building is also falling apart as well. He needs to take care of those issues as well or the City will once again intervene.

The next DDA Board meeting is scheduled for January 19, 2021.

Motion by Turnbull, seconded by Cozart to adjourn the DDA Board meeting. Motion carried unanimously.

Meeting adjourned at 10:10 am

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