

Meeting of the DDA Board of Directors December 15, 2020 - 8:00 a.m.

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. A personal zoom invitation will be sent to each DDA Board member in advance of the DDA Board meeting and again the morning of the meeting. The public link for the DDA meetina December 8:00 on 15. 2020 at am https://us02web.zoom.us/j/82986070140, to join by phone:1 312 626 6799, Webinar ID: 829 8607 0140.

Log in Instructions, Meeting Rules and Tips are available on the City's website at this link: https://www.ci.northville.mi.us/cms/one.aspx?portalid=11895963&pageid=13505469#hdc OR from the main Home page, click on the Government tab, then Agendas and Minutes, scroll to the City Council section of the webpage, and scroll down to the link for this meeting. "Zoom Webinar User Guide for City of Northville Public" is also available on this website page.

AGENDA

- 1. Call to Order Shawn Riley
- 2. Audience Comments (3-minute limit)
- 3. Approval of Agenda and Consent Agenda
- 4. Consent Agenda
 - a. November 2020 Financial Statement (Attachment 4.a)
 - b. November 2020 Invoice Report (Attachment 4.b)
 - c. October 27, 2020 Meeting Minutes (Attachment 4.c)
 - d. November 17, 2020 Meeting Minutes (Attachment 4.d)
 - e. DDA Annual Report (Attachment 4.e)
- 5. DDA Goals and Objectives 2021-22 (Attachment 5)
- 6. Parking Permit Moratorium (Attachment 6)

- 7. Committee Information and Updates
 - a. Design Committee DJ Boyd
 - b. Marketing Committee Shawn Riley (Attachment 7.b)
 - c. Parking Committee John Casey
 - d. Organizational Committee DJ Boyd
 - e. Economic Development Committee Aaron Cozart
- 8. 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 TBD
 - g. Sustainability Committee Meeting TBD
 - h. List of DDA Board meetings in 2021 (Attachment 8.h)
- 9. Board and Staff Communications
- 10. Adjournment Next Meeting January 19, 2021

12/03/2020	11:37	AM
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REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE PERIOD ENDING 11/30/2020

Attachment 4.a

% Fiscal Year Completed: 41.92

NOVEMBER BENCHMARK 42%

2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	YTD BALANCE 11/30/2020 NORM (ABNORM)	ACTIVITY FOR MONTH 11/30/20 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
737,956.00	707,139.00	638,503.62	0.00	68,635.38	90.29
	-				95.16
	-				100.00
					6.96
831,874.00	801,649.00	730,968.65	428.79	70,680.35	91.18
0.00	18,866.00	3,820.61	3,820.61	15,045.39	20.25
					20.25
0.00	10,000.00	3,020.01	5,020.01	10,040.00	20.23
39,500.00	25,000.00	14,400.00	0.00	10,600.00	57.60
0.00	270,430.00	60,600.00	60,600.00	209,830.00	22.41
39,500.00	295,430.00	75,000.00	60,600.00	220,430.00	25.39
	0.00	0.00	0.00	0.00	0 00
					0.00
					100.01
					95.68
,	1,022100	1, 122.00	0.00	2001/0	
5,000.00	15.00	15.42	0.00	(0.42)	102.80
					22.31
	-				36.65
					(143.36) 3.22
					23.67
					8.01
(130.00)	(130.00)	(35.47)	0.00	(94.53)	27.28
8,920.00	4,585.00	1,536.54	(51.63)	3,048.46	33.51
0.00	70 000 00	0.00	0.00	70 000 00	0 00
					0.00
0.00	72,008.00	0.00	0.00	72,008.00	0.00
880,994 00	1,197,160,00	815.748 10	64.797.77	381,411 90	68.14
000,004.00	1,197,100.00	010,740.10	04,151.11	501,411.50	00.14
880,994.00	1,197,160.00	815,748.10	64,797.77	381,411.90	68.14
13,740.00	13,740.00	2,020.17	1,488.19	11,719.83	14.70
1,220.00	1,220.00	0.00	0.00	1,220.00	0.00
500.00	500.00	534.18	0.00	(34.18)	106.84
	2020-21 ORIGINAL BUDGET 737,956.00 61,418.00 34,000.00 (1,500.00) 831,874.00 0.00 0.00 39,500.00 0.00 39,500.00 200.00 0.00 5,000.00 750.00 5,000.00 750.00 5,000.00 750.00 5,000.00 0.00 750.00 0.00 0.00 130,000 880,994.00 13,740.00	2020-21 DRIGINAL BUDGET 2020-21 AMENDED BUDGET 737,956.00 61,418.00 34,000.00 34,092.00 (1,500.00) 707,139.00 61,418.00 34,092.00 0.1,500.00) (1,000.00) (1,000.00) 831,874.00 801,649.00 0.00 18,866.00 0.00 39,500.00 0.00 25,000.00 270,430.00 39,500.00 25,000.00 270,430.00 39,500.00 200.00 200.00 500.00 0.00 200.00 500.00 0.00 200.00 500.00 0.00 200.00 500.00 15.00 750.00 700.00 15.00 100.00 5,000.00 15.00 (400.00) 750.00 100.00 5,000.00 15.00 (130.00) (400.00) (400.00) (130.00) (130.00) 880,994.00 1,197,160.00 880,994.00 1,197,160.00	2020-21 ORIGINAL BUDGET YTD BALANCE AMENDED BUDGET YTD BALANCE 11/30/2020 NORM (ABNORM) 737,956.00 61,418.00 61,418.00 34,000.00 34,092.00 (1,500.00) 707,139.00 638,503.62 58,442.40 34,000.00 34,092.00 (1,500.00) 638,503.62 58,442.40 34,092.00 34,092.00 (1,500.00) 831,874.00 801,649.00 730,968.65 0.00 0.00 18,866.00 270,430.00 3,820.61 60,600.00 39,500.00 0.00 25,000.00 270,430.00 14,400.00 60,600.00 500.00 0.00 0.00 270,430.00 0.00 0.00 500.00 0.00 0.00 200.00 0.00 0.00 500.00 0.00 15.00 15.42 15.42 750.00 175.000 5,000.00 15.00 128.81 0.00 15.42 30.00 5,000.00 150.00 175.000 12.86 177.54 13.000 1,197,160.00 815,748.10 880,994.00 1,197,160.00 815,748.10	ORIGINAL BUDGET 2020-21 AMENDED BUDGET 11/30/2020 NORM (ABNORM) MONTH 11/30/20 INCR (DECR) 737,956.00 707,139.00 638,503.62 0.00 61,418.00 61,418.00 58,442.40 428.79 34,000.00 34,092.00 34,092.20 0.00 (1,500.00) (1,000.00) (69.57) 0.00 831,874.00 801,649.00 730,968.65 428.79 0.00 18,866.00 3,820.61 3,820.61 3,820.01 3,820.61 3,820.61 3,820.61 39,500.00 25,000.00 14,400.00 60,600.00 39,500.00 25,000.00 14,422.00 60,600.00 39,500.00 200.00 0.00 0.00 200.00 200.00 0.00 0.00 700.00 4,622.00 4,422.30 0.00 700.00 15.00 15.42 0.00 700.00 100.00 2.231 0.00 700.00 60,00.00 2,198.81 0.00 700.00 15.00 <td< td=""><td>2020-21 ORIGINAL BUDGET YID BALANCE AMENDED BUDGET ACTIVITY FOR NORM (ABNORM) ACTIVITY FOR MONTH 11/30/20 INCR (DECR) AVAILALLE BALANCE NORM (ABNORM) 737, 956.00 707, 139.00 61, 418.00 638, 503.62 84, 422.00 0.00 64, 418.00 64, 418.00 84, 422.00 58, 442.40 34, 000.00 42, 79 70, 680.33 2, 975.60 (230.43) 831, 874.00 801, 649.00 730, 968.65 428.79 70, 680.33 0.00 18, 866.00 3, 820.61 3, 820.61 15, 045.39 0.00 25, 900.00 14, 400.00 60, 600.00 209, 830.00 39, 500.00 25, 900.00 14, 402.00 0.00 200, 60 0.00 18, 866.00 3, 820.61 3, 820.61 15, 045.39 39, 500.00 25, 900.00 14, 400.00 0.00 209, 830.00 39, 500.00 250, 00 0.00 0.00 200.00 0.00 18, 866.00 3, 820.61 3, 820.61 15, 045.39 39, 500.00 250, 00.00 0.00 0.00 200.00 0.00 0.00 0.00 0.00 200.00 </td></td<>	2020-21 ORIGINAL BUDGET YID BALANCE AMENDED BUDGET ACTIVITY FOR NORM (ABNORM) ACTIVITY FOR MONTH 11/30/20 INCR (DECR) AVAILALLE BALANCE NORM (ABNORM) 737, 956.00 707, 139.00 61, 418.00 638, 503.62 84, 422.00 0.00 64, 418.00 64, 418.00 84, 422.00 58, 442.40 34, 000.00 42, 79 70, 680.33 2, 975.60 (230.43) 831, 874.00 801, 649.00 730, 968.65 428.79 70, 680.33 0.00 18, 866.00 3, 820.61 3, 820.61 15, 045.39 0.00 25, 900.00 14, 400.00 60, 600.00 209, 830.00 39, 500.00 25, 900.00 14, 402.00 0.00 200, 60 0.00 18, 866.00 3, 820.61 3, 820.61 15, 045.39 39, 500.00 25, 900.00 14, 400.00 0.00 209, 830.00 39, 500.00 250, 00 0.00 0.00 200.00 0.00 18, 866.00 3, 820.61 3, 820.61 15, 045.39 39, 500.00 250, 00.00 0.00 0.00 200.00 0.00 0.00 0.00 0.00 200.00

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REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 11/30/2020

Page: 2/3

% Fiscal Year Completed: 41.92 NOVEMBER BENCHMARK 42%

		NOVEMBER BEI	NCHMARK 42%				
		2020-21 ORIGINAL	2020-21	YTD BALANCE 11/30/2020	ACTIVITY FOR MONTH 11/30/20	AVAILABLE BALANCE	% BDG1
GL NUMBER	DESCRIPTION	BUDGET	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)	USEI
	DWN DEVELOPMENT AUTHORITY						
Expenditures 370-753-943.000	EQUIPMENT RENTAL - CITY	10,600.00	10,600.00	1,546.29	515.87	9,053.71	14.59
370-753-967.000	FRINGE BENEFITS	14,595.00	14,595.00	1,755.35	1,202.94	12,839.65	12.03
Total Dept 753 -	DPW SERVICES	40,655.00	40,655.00	5,855.99	3,207.00	34,799.01	14.40
Dept 861 - DESIGN	I COMMITTEE						
370-861-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	7,351.03	2,316.63	9,493.97	43.64
370-861-710.000	WAGES - PART TIME	31,185.00	31,185.00	20,535.74	3,151.36	10,649.26	65.85
370-861-726.000	SUPPLIES	575.00	575.00	42.89	0.00	532.11	7.46
370-861-740.050	DOWNTOWN MATERIALS	19,700.00	37,300.00	2,539.18	781.60	34,760.82	6.81
370-861-751.000	FUEL & OIL	500.00	500.00	72.61	4.48	427.39	14.52 17.59
370-861-801.000	CONTRACTUAL SERVICES	49,580.00	51,230.00	9,010.47	4,195.73	42,219.53	60.96
370-861-801.160 370-861-801.940	RESTROOM PROGRAM BRICK REPAIR & MAINTENANCE	2,750.00 2,000.00	2,750.00	1,676.50 0.00	0.00 0.00	1,073.50	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	28,810.00	2,000.00 28,810.00	9,834.81	9,609.99	2,000.00 18,975.19	34.14
370-861-913.000	VEHICLE INSURANCE	370.00	385.00	385.00	95.50	0.00	100.00
370-861-920.010	ELECTRIC POWER	3,360.00	4,360.00	289.65	77.96	4,070.35	6.64
370-861-920.020	NATURAL GAS	4,090.00	4,090.00	389.92	0.00	3,700.08	9.53
370-861-920.030	WATER & SEWER SERVICE	8,440.00	8,440.00	2,177.48	0.00	6,262.52	25.80
370-861-967.000	FRINGE BENEFITS	10,490.00	10,490.00	4,762.06	1,048.75	5,727.94	45.40
370-861-976.010	STREET FURNISHINGS	15,640.00	17,825.00	3,467.47	0.00	14,357.53	19.45
370-861-977.000	CAPITAL OUTLAY	0.00	300,430.00	38,500.00	38,500.00	261,930.00	12.81
Total Dept 861 -	DESIGN COMMITTEE	194,335.00	517,215.00	101,034.81	59,782.00	416,180.19	19.53
Dept 862 - MARKET	TING						
370-862-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	7,351.15	2,316.67	9,493.85	43.64
370-862-710.000	WAGES - PART TIME	19,325.00	19,325.00	5,985.26	1,294.33	13,339.74	30.97
370-862-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	58,500.00	54,500.00	31,528.50	4,807.00	22,971.50	57.85
370-862-785.000	BUSINESS RETENTION PROGRAM	2,660.00	2,660.00	0.00	0.00	2,660.00	0.00
370-862-801.000	CONTRACTUAL SERVICES	59,000.00	65,450.00	30,904.45	3,094.00	34,545.55	47.22
370-862-801.340	WEB SITE MAINTENANCE	900.00	900.00	594.95	34.99	305.05	66.11
370-862-967.000	FRINGE BENEFITS	8,500.00	8,500.00	3,360.34	839.82	5,139.66	39.53
Total Dept 862 -	MARKETING	165,880.00	168,330.00	79,724.65	12,386.81	88,605.35	47.36
Dept 863 - PARKIN		0 105 65	0 105 00	0 000 000	1 150 00		40.00
370-863-706.000	WAGES - REGULAR FULL TIME	8,425.00	8,425.00	3,675.56	1,158.30	4,749.44	43.63
370-863-710.000	WAGES - PART TIME	1,935.00	1,935.00	598.54	129.44	1,336.46	30.93
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	500.00	500.00	90.00	90.00	410.00	18.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	25,000.00	0.00	25,000.00	50.00
370-863-950.260	OPER TFR TO PARKING FUND	118,220.00	118,220.00	59,110.00	0.00	59,110.00	50.00
370-863-967.000	FRINGE BENEFITS	3,655.00	3,655.00	1,495.15	379.88	2,159.85	40.91
Total Dept 863 -	PARKING	182,785.00	182,785.00	89,969.25	1,757.62	92,815.75	49.22
Dept 864 - ORGANI	ZATIONAL						
370-864-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	9,188.82	2,895.80	11,866.18	43.64
370-964-710 000	WACES - DARE TIME	9 665 00	9 665 00	2 002 61	647 15	6 672 30	30.06

2,992.61

647.15

6,672.39

30.96

570 004 700.000	WAGED	KEGODAK FOLD IIME	21,033.00	21,000.00
370-864-710.000	WAGES -	· PART TIME	9,665.00	9,665.00

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REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 11/30/2020

% Fiscal Year Completed: 41.92

NOVEMBER BENCHMARK 42%

		NOVEMBER BE	NCHMARK 428				
GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	YTD BALANCE 11/30/2020 NORM (ABNORM)	ACTIVITY FOR MONTH 11/30/20 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 370 - DOWNTO	WN DEVELOPMENT AUTHORITY						
Expenditures							
370-864-726.000	SUPPLIES	850.00	850.00	356.84	300.00	493.16	41.98
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	130.04	0.00	(65.04)	200.06
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,100.00	2,765.00	3,785.06	817.32	(1,020.06)	136.89
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	3,500.00	2,281.50	1,792.00	1,218.50	65.19
370-864-805.000	AUDITING SERVICES	4,965.00	4,965.00	3,680.00	0.00	1,285.00	74.12
370-864-900.000	PRINTING & PUBLISHING	1,315.00	1,315.00	99.77	21.48	1,215.23	7.59
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,460.00	6,175.00	3,232.00	917.50	2,943.00	52.34
370-864-920.000	UTILITIES	1,420.00	1,420.00	539.85	107.97	880.15	38.02
370-864-956.000	CONTINGENCIES	2,980.00	2,980.00	0.00	0.00	2,980.00	0.00
370-864-958.000	MEMBERSHIP & DUES	745.00	845.00	1,100.00	525.00	(255.00)	130.18
370-864-960.000	EDUCATION & TRAINING	1,250.00	1,250.00	75.00	0.00	1,175.00	6.00
370-864-967.000	FRINGE BENEFITS	9,505.00	9,505.00	3,928.08	992.08	5,576.92	41.33
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,710.00	12,710.00	6,355.00	0.00	6,355.00	50.00
Total Dept 864 - (ORGANIZATIONAL	78,685.00	79,165.00	37,744.57	9,016.30	41,420.43	47.68
Dept 865 - ECONOM	IC DEVELOPMENT						
370-865-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	9,188.78	2,895.76	11,866.22	43.64
370-865-710.000	WAGES - PART TIME	3,865.00	3,865.00	1,197.04	258.86	2,667.96	30.97
370-865-726.000	SUPPLIES	200.00	200.00	0.00	0.00	200.00	0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00	500.00	0.00	0.00	500.00	0.00
370-865-967.000	FRINGE BENEFITS	9,055.00	9,055.00	3,714.39	944.64	5,340.61	41.02
Total Dept 865 - 1	ECONOMIC DEVELOPMENT	34,675.00	34,675.00	14,100.21	4,099.26	20,574.79	40.66
Dept 945 - DEBT Si	ERVICE						
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,335.00	174,335.00	12,167.50	0.00	162,167.50	6.98
Total Dept 945 - 3	DEBT SERVICE	174,335.00	174,335.00	12,167.50	0.00	162,167.50	6.98
Dept 999 - RESERV	E ACCOUNTS						
370-999-999.000	UNALLOCATED RESERVE	9,644.00	0.00	0.00	0.00	0.00	0.00
Total Dept 999 - 1	RESERVE ACCOUNTS	9,644.00	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURE	q	880,994.00	1,197,160.00	340,596.98	90,248.99	856,563.02	28.45
IOIAL BAPENDITURE.	5	000,994.00	1,197,100.00	240,230.38	90 , 248.99	030,303.02	20.43
	WN DEVELOPMENT AUTHORITY:		1 107 100 00	015 740 10		201 411 22	60.14
TOTAL REVENUES	<u>a</u>	880,994.00	1,197,160.00	815,748.10	64,797.77	381,411.90	68.14
TOTAL EXPENDITURE		880,994.00	1,197,160.00	340,596.98	90,248.99	856,563.02	28.45
NET OF REVENUES &	EXPENDITURES	0.00	0.00	475,151.12	(25,451.22)	(475,151.12)	100.00

Page: 3/3

12/08/2020 05:55 PM User: LWard

DB: Northville

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE POST DATES 11/01/2020 - 11/30/2020 BOTH JOURNALIZED AND UNJOURNALIZED BOTH OPEN AND PAID

Attachment 4.b

BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	heck #
	DEVELOPMENT AUTHORITY						
Dept 861 DESIGN CON				1 00500			
370-861-740.050	DOWNTOWN MATERIALS		I HOLIDAY BARRICADE SIGNS	1-32500	11/18/20		114454
370-861-740.050	DOWNTOWN MATERIALS	NAPA AUTO PARTS	AUTO PARTS	111620	11/18/20		114441
370-861-801.000	CONTRACTUAL SERVICES		N SPRINKLER SYSTEM REPAIRS	196347	11/04/20		114350
370-861-801.000	CONTRACTUAL SERVICES		T ELECTRICALREPAIRS IN DOWNTOWN	1261	11/04/20	1,945.48	
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICAT		110520	11/04/20	299.00	500417
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATIO		198251	11/18/20		114452
370-861-801.000	CONTRACTUAL SERVICES		N SPRINKLER SYSTEM WINTERIZATION	198247	11/18/20		114452
370-861-801.000	CONTRACTUAL SERVICES	JAG ENTERTAINMENT	GARBAGE REMOVAL	2223	11/18/20		114474
370-861-850.000	LANDSCAPE MAINTENANCE		V DDA SUPPLIES - 6035 3225 3883 9337		11/04/20		114360
370-861-850.000	LANDSCAPE MAINTENANCE		R FALL PLANTERS AND ENTRANCES	20-14-110520	11/18/20	9,411.00	
370-861-913.000	VEHICLE INSURANCE		S PREMIUM CONTRIBUTION 7/1/20 - 7/1/2		12/02/20		114589
370-861-920.010	8671921 - 127 E MAIN - CC		ELECTRIC CHARGES	110320	11/04/20		114345
370-861-977.000	CAPITAL OUTLAY	CONSTRUCTION DESIGN SI	E OUTDOOR DINING STRUCTURES - DEPOSIT	r 7751	11/17/20	38,500.00	114430
			Total For Dept 861 DESIGN COMMITTER	Ξ		53,260.78	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & PR	CJAG ENTERTAINMENT	CONCERTS 10/16 & 10/17	2220	11/18/20	1,920.00	114474
370-862-784.000	DOWNTOWN PROGRAMMING & PR	CJAG ENTERTAINMENT	CONCERTS 10/23 & 10/24	2221	11/18/20	1,950.00	114474
370-862-784.000	DOWNTOWN PROGRAMMING & PR	CJAG ENTERTAINMENT	CONCERT 10/30	2222	11/18/20	937.00	114474
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PR & MARKETING - NOV	11-2020	11/04/20	2,000.00	114324
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	BUSINESS CARDS	63228	11/04/20		114325
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	SOCIAL DISTRICT POSTCARDS	63226	11/04/20		114325
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	MISC GRAPHIC DESIGN COSTS	049	11/04/20	600.00	114368
370-862-801.000	CONTRACTUAL SERVICES		I PARKING AND SOCIAL DISTRICT SIGNS	1-32491	11/18/20		114454
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MONTHLY WEBSITE SERVICE N		11/04/20		114361
			Total For Dept 862 MARKETING		-	7,935.99	-
Dept 863 PARKING			Total for Dept out manufind			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
370-863-786.000	DOWNTOWN PARKING PROGRAM	AARONSON MANAGEMENT,	I PARKING AND SOCIAL DISTRICT SIGNS	1-32491	11/18/20	90.00	114454
			Total For Dept 863 PARKING		-	90.00	-
Dept 864 ORGANIZATI	ΤΟΝΊΑΤ		Total for Dopo oto finalito			30.00	
370-864-726.000	SUPPLIES	JERI JOHNSON	COMPUTER	10292020	11/04/20	300 00	114313
370-864-801.190			COMPUTER COCT 2020 ELECTRONIC MEETINGS	2158616	12/02/20		114515
370-864-801.190	TECHNOLOGI SUPPORT & SERV		CLOSED CAPTIONING SERVICE - OCT 20		12/02/20		114598
370-864-802.010		-	LEGAL FEES - REAL ESTATE OCT 20 (11		12/02/20	1,792.00	
370-864-910.000			S PREMIUM CONTRIBUTION 7/1/20 - 7/1/2	110520	12/02/20		114589
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICAT			11/04/20		500417
370-864-958.000 370-864-958.000	MEMBERSHIP & DUES MEMBERSHIP & DUES		O AMERICAN PLANNING ASSOCIATION DUES NORTHVILLE CHAMBER ANNUAL DUES	094129-20104 1003	11/04/20 11/04/20		114318 114352
5/0 001 550.000	MEMBERONITI & DOED	NORTHVILLE CHAMBER OF		T000	±1/07/20		-
			Total For Dept 864 ORGANIZATIONAL		_	4,384.79	_
			Total For Fund 370 DOWNTOWN DEVELOP	PMENT AUTHORITY	_	65,671.56	

DOWNTOWN DEVELOPMENT AUTHORITY Special Meeting of the DDA Board October 27, 2020 Zoom Meeting

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

ROLL CALL

Present: Mayor Brian Turnbull, Carolann Ayers, DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long, Ryan McKindles, Greg Presley, Shawn Riley, Mary Starring

Absent:

Also Present: Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Morowski-Brown/City Council, Fred Scheill/Resident, Grant Baidas/Pooles Tavern, Manfred Schon/Up2Go, Patrick Geisa/City Council

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Motion by Casey, seconded by McKindles to approve the Agenda and Consent Agenda. Motion carries unanimously.

SOCIAL DISTRICT UPDATE

- a. Winter Plans: Ward said that this is an ever-changing plan since the Governor shut down the State in March. The majority of businesses and restaurants had tremendous success this summer and fall from the street closures. Now that the weather is getting colder the DDA has had to adjust once again to help the businesses continue to prosper. The DDA has been having meetings with the downtown businesses and a sub-committee was formed to look at creative ideas for the winter months. Ward has reached out to many of the downtown restaurants to get their plans for the winter months. Most of the restaurants plan to construct their own unique outdoor dining structures.
- b. **Heat in the Street:** Ward said Heat in the Street was a concept brought to the DDA by Northville business owner, Manfred Schon. Schon grew up in Germany, where these type of outdoor dining and vending opportunities are popular. Schon's vision is that Northville would embrace the winter not try to build structures it out. The concept includes the design, fabrication, and installation of

Stands and Pods for public use. The Stands are public booths that are constructed for vending. The vendors are existing downtown restaurants who have expressed interested in selling products in the Stands for consumption downtown. Tuscan Café, Browndog, Edwards, and a few other restaurants have expressed interest in vending opportunities downtown. The goal is to fill the Stands with existing downtown businesses.

The Pods will be erected to produce a covered area that can be used to dine on food sold at the pods, "to go" orders from the restaurants, or beverages from the Social District. A couple of Stands would be constructed in Town Square and two additional Stands would be in Old Church Square or on Center Street. The dining Pods would be spread out on the closed streets, N. Center and E. Main. Musicians may provide entertainment to shoppers and diners and can set up in one of the Pods.

Ward invited Schon to join the conversation and speak about the anticipated costs for Heat in the Street. Schon said the revised estimated cost of the Pod is \$10,000 and the Stand is \$13,000 - \$15,000. Each individual unit cost is for one 8 X 8 structure. The cost for the heat and electricity is still unknown. Schon believes that the success of this program will depend on the Stands selling seasonal specialty foods. Ward said the number of Pods and Stands that can be built will be determined by the success of the fundraising.

Schon has graciously agreed to pay for the initial architectural plans and two of the Pods. Ward showed a rendering of the poster that will highlight the 3 different levels of sponsorship contributions (gold, silver & bronze) that will be displayed in every Pod. Ward said there have been several sponsorships already committed from local businesses in support of heat in the Street.

The DDA Organization Committee met prior to the DDA meeting last week and reviewed expenses incurred by the DDA from the Pandemic. The DDA started the fiscal year with \$300,000 in its Fund Balance and has utilized approximately \$25,000 of the fund balance on COVID-19 related expenditures. The DDA has the ability to utilize additional funds from the Fund Balance to participate in the Heat in the Street. In addition to the fabrication of the Stands and Pods, the DDA will need to fund additional staffing to manage the Heat in the Street over the winter months. DDA's seasonal staff is only funded through mid-November.

In addition to The Heat in the Street, the DDA Board may want to consider funding additional lighting throughout the downtown. During the winter, it gets dark much sooner and will require more illumination downtown. As part of the 1st Quarter Budget Amendments approved by the DDA last week, additional funds (\$15,000) were earmarked for downtown lighting. The replacement of the tree lighting in and around Town Square needs to be replaced.

Boyd said he believed the DDA fund balance would be able to support the \$30,000 contribution to heat in the Street. Boyd feels the operational plan should be flushed out along with the construction of the Pods and Stands so we are able

to hit the ground running. Boyd also questioned why there is a special events application. Ward said in talking with Sullivan they decided to amend the current special event application, including the map, to show where all the private restaurant and Heat in the Street Structures will be located so the City Board could approve all of them at once. The only changes on the special event application are the dates and the map. Ward said she would like DDA Board approval so they can bring it to the next City Council meeting. Boyd suggested allowing the Stands to be rent free this year in order to help the businesses continue to thrive. Ward agreed that it would be beneficial given the pandemic constraints to make them rent free. Turnbull asked if the restaurants are eager to use the Stands. Ward said she has received a lot of interest from the downtown restaurants about selling their food in the Stands and also others outside the DDA boundaries. Ward said we would give first priority to the DDA restaurants.

Schon said that he is willing to solicit sponsorships right away if the DDA agrees to move forward. He said he has \$50,000 verbally committed and feels there is more to come.

Casey suggested putting the 4 initial stands all in Town Square because most of the restaurants that would be staffing them are on Main Street. It would have more energy and a better community feeling if they remain together. Ward said the DDA is looking for approval to build to 2 Stands (\$30,000) and Up2Go is committing to purchase 2 Pods (\$20,000). Boyd said it will be important to make sure that sponsors know they are not purchasing their own Stand or Pod but that funds will be appropriated and managed by the DDA. All sponsors will be given universal recognition depending on their level of gifting. Ward said every Pod would have a poster with a list of sponsors. Sullivan questioned if the Building Department has seen the structures. Ward said she has sent the original drawing to them and will send the updated version soon. Boyd and Sullivan felt the sponsorship agreement needs to be clear on how long the agreement lasts. Schon feels the sponsorship is less about the recognition a business receives and more about helping the businesses make it through the winter. Sullivan cautioned getting full approval from the Building Department before taking donations from sponsors. Ward feels we need to nail down how the structures are heated and how electricity will be accessed. Ward asked Turnbull how the sponsorship money should be collected and can it be a charitable contribution? Boyd replied that if a business makes a contribution it would be considered a business expense and not a charitable contribution. If the community wants to make a donation then it could be run through the Mayor's 501(c)3 as a charitable contribution.

Sullivan asked how the sponsorship money would be collected and distributed. Ward said she would work with Wiktorowski to set up a special account that the money would flow in and out for Heat in the Street. Schon agreed this would be easiest. Sullivan said we would need City Council approval to waive the competitive bid process and the not to exceed amount. Schon said the architect did go through a competitive bid process when selecting the contractor. **Motion by Boyd, seconded by Presley** to utilize the DDA fund balance to sponsor a pair of Stands in Town Square not to exceed \$30,000 for Heat in the Street. Funding to be contingent upon an operational plan from the DDA and approval of the Building Department. **Motion carries unanimously**.

c. **Amended Special Event Application**: Ward requested the DDA Board make a motion to approve the changes discussed previously to the special event application. Sullivan said if the DDA is submitting a change in the event application to the City Council the Department Heads would need to approve it first.

Motion by Starring, seconded by Buckhave to approve the amended special events application to include a map of the restaurants and new winter structures for Heat in the Street. **Motion carries unanimously**.

d. **Lighting**: In addition, DDA staff requests that the DDA Board authorize the expenditure of not to exceed \$15,000 approved in first quarter budget amendment on replacing all of the downtown holiday lighting. The contracted amount would go to the City Council for final approval.

Motion by Casey, seconded by McKindles to approve a budget not to exceed \$15,000 to replace all the downtown Holiday lighting. **Motion carries unanimously**.

Presley shared the photos for Table 5 winter dining (car port). Sullivan questioned if the width of the structure would allow for the 18' needed for the fire lane. Ward feels the structure would not interfere with the fire lane. Ward said that several restaurants on Main Street are looking at doing the same structure for uniformity. Presley said how they attach to the street might become an issue. These structures may be used in the summer as well.

Motion by Presley, seconded by Casey to adjourn the DDA Board meeting. Motion carried unanimously.

Meeting adjourned at 9:22 am

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

Annual Report on Status of Tax Increment Financing Plan

Send completed form to: Treas-StateSharePropTaxes@michigan.gov	City of Northville	TIF Plan Name	For Fiscal Years ending in
Issued pursuant to 2018 PA 57, MCL 125.4911 Filing is required within 180 days of end of authority's fiscal year ending in 2020.	Downtown Development Authority		2020
	Year AUTHORITY (not TIF plan) was created:	1978	
	Year TIF plan was created or last amended to extend its duration:	2015	
	Current TIF plan scheduled expiration date:	2040	
	Did TIF plan expire in FY20?	No	
	Year of first tax increment revenue capture:	1979	
	Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no?	No	
	If yes, authorization for capturing school tax:		
	Year school tax capture is scheduled to expire:	n/a	

Revenue:	Tax Increment Revenue		\$ 729,072
	Property taxes - from DDA levy		\$ 59,529
	Interest		\$ 17,316
	State reimbursement for PPT loss (Forms 5176 and 465	50)	\$ 34,144
	Other income (grants, fees, donations, etc.)		\$ 45,580
	Τα	otal	\$ 885,641
Tax Increment Revenues Received			
	From counties		\$ 208,811
	From municipalities (city, twp, village)		\$ 424,932
	From libraries (if levied separately)		\$ 29,570
	From community colleges		\$ 60,108
	From regional authorities (type name in next cell)	HCMA	\$ 5,651
	From regional authorities (type name in next cell)		\$ -
	From regional authorities (type name in next cell)		\$ -
	From local school districts-operating		\$ -
	From local school districts-debt		\$ -
	From intermediate school districts		\$ -
	From State Education Tax (SET)		\$ -
	From state share of IFT and other specific taxes (s	school taxes)	\$ -
	Тс	otal	\$ 729,072
Expenditures	Design		\$ 212,089
	Marketing		\$ 130,602
	Parking		\$ 12,407
	Organizational		\$ 83,180
	Public Works		\$ 25,464
	Economic Development		\$ 30,472
	Debt Service - pass thru commitment		\$ 173,830
			\$ -

Transfers to other municipal fund (list fund name) Transfers to other municipal fund (list fund name)

Outstanding non-bonded Indebtedness

Outstanding bonded Indebtedness

Bond Reserve Fund Balance

		\$ \$ \$	- -
	_	\$	-
Transfers to Parking Fund	_	\$	341,353
Transfers to General Fund	_	\$	50,000
	Total	\$	1,059,397
Principal		\$	785,000
Interest		\$	74,089
Principal		\$	-
Interest		\$	-
	Total	\$	859,089

\$

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CAPTURED VALUES

PROPERTY CATEGORY	Cur	rent Taxable Value	I	Initial (base year) Assessed Value	Captured Value
Ad valorem PRE Real	\$	949,631	\$	477,495	\$ 472,136
Ad valorem non-PRE Real	\$	29,711,256	\$	5,583,653	\$ 24,127,603
Ad valorem industrial personal	\$	-	\$	-	\$ -
Ad valorem commercial personal	\$	2,838,280	\$	742,140	\$ 2,096,140
Ad valorem utility personal	\$	-	\$	-	\$ -
Ad valorem other personal	\$	-	\$	-	\$ -
IFT New Facility real property, 0% SET exemption	\$	-	\$	-	\$ -
IFT New Facility real property, 50% SET exemption	\$	-	\$	-	\$ -
IFT New Facility real property, 100% SET exemption	\$	-	\$	-	\$ -
IFT New Facility personal property on industrial class land	\$	-	\$	-	\$ -
IFT New Facility personal property on commercial class land	\$	-	\$	-	\$ -
IFT New Facility personal property, all other	\$	-	\$	-	\$ -
Commercial Facility Tax New Facility	\$	-	\$	-	\$ -
IFT Replacement Facility (frozen values)	\$	-	\$	-	\$ -
Commercial Facility Tax Restored Facility (frozen values)	\$	-	\$	-	\$ -
Commercial Rehabilitation Act	\$	-	\$	-	\$ -
Neighborhood Enterprise Zone Act	\$	-	\$	-	\$ -
Obsolete Property Rehabilitation Act	\$	-	\$	-	\$ -
Eligible Tax Reverted Property (Land Bank Sale)	\$	-	\$	-	\$ -
Exempt (from all property tax) Real Property	\$	-	\$	-	\$ -
Total Captured Value			\$	6,803,288	\$ 26,695,879

~ Cíty of Northvílle ~

Downtown Development Authority Fiscal Yer 2021 - 22 Goals and Objectives

Goal	Objective	Action Steps		
Organization Committee: Develop shared vision for	Conduct annual strategic planning session with DDA,	Working with Organization Committee, prepare agenda and host joint meeting.		
Downtown Northville.	City Council, HDC, Planning Commission and others to discuss and coordinate issues of common interest.	Produce summary for participants.		
Organization Committee: Provide adequate funding	Review options available to the DDA to strengthen the	Review and evaluate cost allocation arrangement with the City.		
for DDA operations and projects.	DDA's financial position and ability to facilitate projects that enhance the downtown.	Explore refinancing of DDA bonds to provide revenue for DDA projects.		
		Explore grants, sponsorships and other means of financing the DDA's projects and programs.		
		Strive to internally fund capital improvement projects.		
Design Committee: Create		Install additional bike racks and hoops downtown.		
and maintain vibrant, attractive and environmentally friendly downtown.	maintenance of Downtown amenities.	Repair and maintain Town Square amenities including Pavilion and Fire Pits.		
		Implement, where appropriate, mural program.		
		Implement design standards for Historic Markers.		
	Implement sustainable practices, where feasible,	Working with DPW, investigate opportunities to increase cardboard recycling for downtown businesses.		
	throughout the downtown.	Monitor health of downtown trees and treat and/or replace as necessary.		
		Replace High Pressure Sodium streetlights and parking lot lights in the downtown with high efficiency Induction lighting.		
		Actively participate in the City's new Sustainability Team.		
Parking Committee: Ensure adequate, safe,	Monitor parking occupancy in parking decks, lots, and	Work with Police Department to explore new technologies to expand parking counts and parking		
aesthetically pleasing parking to support the Downtown.	on- street in order to provide an adequate supply of parking.	Review impact of planned potential new development or redevelopment projects on parking,		
	ipaining.	Participate in an update of the 2006 Parking Study.		
		Explore use of additional surveillance cameras in parking lots and decks and upgrade of the surveillance program.		

Parking Committee:Maintain and repair parkinEnsure adequate, safe,lots and decks within the		Implement 20-year Maintenance Plan for parking decks and surface lots.				
aesthetically pleasing parking to support the Downtown.	DDA boundaries as needed.	Identify funding sources for both parking deck and surface parking lot repairs and maintenance.				
		Define responsibilities for maintenance and upkeep of the parking system between the DDA, DPW, and				
		Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.				
	Provide Adequate EV charging opportunities in the Downtown.	Evaluate performance of EV charging stations and determine whether to identify a new sponsor or charge for use.				
Marketing Committee: Attract more people to Downtown.	Promote the Downtown as a destination for shopping, services, and entertainment.	Work with Marketing Consultant and Marketing Committee to develop annual advertising, public relations, and social media plan for Downtown. Update DDA website.				
		Work with other Northville organizations to cross promote events and happenings in the community.				
		Oversee the rental of Town Square and encourage additional use of all special event venues.				
	Implement new Branding Campaign.	Utilize new brand as the DDA updates print material, electronic communication and design elements.				
<i>Economic Development</i> <i>Committee</i> - Encourage	Attract potential developers and investors to the	Review potential tools and incentives that could be utilized to encourage economic development Downtown.				
quality (re)developments	Downtown Area.	Encourage commercial uses at ground floor.				
that are consistent with the City's Master Plan.	Attract potential new businesses and (re)developments to the Downtown area.	Continue to actively market available properties.				
	Monitor new development and its impacts and benefits to the downtown.	Participate in the review of the economic impact of new projects on the DDA/City.				
	Review Policies and documents governing downtown development.	Participate in a city wide task force to explore the Redevelopment Ready Program for Northville. Participate in the update of the City's Master Plan.				
	aowntown aevelopment.					

~ City of Northville ~

Downtown Development Authority Update of Current Fiscal Year 2020 Goals and Objectives

Goal	Objective	Action Steps	Status
Organization Committee: Develop	Conduct annual strategic planning session with DDA, City Council, HDC, Planning Commission and others to discuss and coordinate issues of common interest.	Working with Organization Committee, prepare agenda and host joint meeting.	No progress.
shared vision for Downtown Northville.		Host meeting and produce summary for participants.	No progress.
<i>Organization Committee:</i> Provide	g for and ability to facilitate projects that	Review and evaluate cost allocation arrangement with the City.	No progress.
adequate funding for DDA operations and projects.		Explore refinancing of DDA bonds to provide revenue for DDA projects.	Initial discussions with City occurred.
Design Committee: Create and maintain vibrant, attractive and environmentally friendly downtown.	Oversee construction and maintenance of Downtown amenities.	Install additional bike racks downtown.	Temporary bike racks added. Still need to add permanent racks.
		Repair and maintain Town Square amenities including Pavilion, Fire Pits, Fountain, decorative lighting.	Fountain tiles and lights were repaired. Overhead festoon lights were replaced. Christmas lighting was replaced.
		Implement, where appropriate, mural program.	No progress.
		Implement design standards for Historic Markers.	No progress.
	Implement sustainable practices, where feasible, throughout the downtown.	•	DDA Director is a member of the Sustainability Team that meets twice a month.
		and parking lot lights in the downtown with	DDA staff has recommended action, will receive presentation by energy coalition in January 2021.
	Implement guidelines to allow for sponsorship of street furnishings.	Promote sponsorship of street furnishings, including benches, bike racks, and trees.	DDA is in second year of bench sponsorship program.

Parking Committee: Ensure adequate, safe, aesthetically pleasing parking to support the Downtown.	Monitor parking occupancy in parking decks, lots, and on- street in order to provide an adequate supply of parking.	Determine method of collecting parking data.	DDA is exploring new equipment in cooperation with Policed Department.
		Review impact of planned potential new development on parking.	Parking Task Force established. Moretorium issued. Report due in December.
		Develop enforcement plan in conjunction with Police Department to enforce time limits.	No progress.
		Explore use of additional surveillance cameras in parking lots and decks.	Upgrade existing system in conjuncition with City.
	Maintain and repair parking lots and decks within the DDA boundaries as needed.	Identify funding sources for both parking deck and surface parking lot repairs and	On hold while discussions taking place with Singh.
		Begin the renovation of the MainCentre parking deck as outlined in the Carl Walker Report.	Completed on schedule and under budget.
		Define responsibilities for maintenance and upkeep of the parking system between the DDA, DPW, and consultants.	No progress.
		Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.	Currently in discussion with Singh.
		Improve buffering of he surface parking lots.	No progress.
	Provide Adequate EV charging opportunities in the Downtown.	Monitor the use of EV charging stations to determine if additional units are necessary.	Ongoing.
		Solicit energy partner to sponsor EV program.	No progress.
Marketing Committee: Attract more people to Downtown.	Promote the Downtown as a destination for shopping, services, and entertainment.	Work with Marketing Consultant and Marketing Mix Committee to develop annual advertising and public relations plan for Downtown.	Ongoing.
		Monitor analytics to evaluate the effectiveness of the various marketing efforts.	Ongoing.
		Update DDA website.	Currenlty in progress.
		Work with other Northville organizations to cross promote events and happenings in the community.	Ongoing.
	Attract more visitors to the Downtown area for events.	Encourage the update of City's Special Event Policy.	Completed. Three set aside weekends identified for use by City. Documents updated.
		Oversee the rental of Town Square and encourage additional use of all special event	Ongoing.

		Encourage retail uses at ground floor.	No progress.
		Continue to actively Market Available Properties.	Ongoing.
		Work with LandUSA to better understand and communicate the results of the Target Market Analysis.	No progress.
		Review potential tools and incentives that could be utilized to encourage economic development Downtown.	Ongoing.
		Have Executive Summary of Retail and Residential Target Market Analysis prepared.	No progress.
	Monitor new development and its impacts and benefits to the downtown.	Participate in the review of the economic impact of new projects on the DDA/City.	EDC Committee meets regularly to discuss projects and participate in the City's review process.
	S	Participate in a city wide task force to explore the Redevelopment Ready Program for Northville.	No progress.
		Participate in the update of the City's Master Plan.	Ongoing.

~ DDA Communications ~

To: Northville DDA Board of Directors

From: Lori Ward, DDA Director

Subject: Overnight Parking Permit Moratorium

Date: December 15, 2020

Background:

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. The primary concern of the EDC was the impact that additional overnight residents would have on the parking lots. Tenants are allowed to park in one spot all day and all night and are not required to move under our current ordinance, as opposed to retail and other uses that are time limited.

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.

Budget:

No immediate impact.

Recommendation:

The Parking Credit Study Committee recommends that the DDA Board request a 60-day extension of the Moratorium on the sale of parking credits from the City Council to provide additional time for the study committee to develop a recommended Scope of Work, and identify a management process and funding source for the Study.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY November 2020:

PUBLICITY:

Press Releases:

• Announcement of Heat in the Street

Upcoming Press Releases:

• DATE TBD Even in a pandemic, New shops are opening and others are expanding in Downtown Northville: Sugar Lu's, Sgt Peppers, La Shish, Tuscan Expansion, Spice merchants expansion. Include Van Dam's / My Michigan Connection retiring (while a couple long-time business owners are retiring, there has already been great interest in their storefronts) and Edwards retiring and selling business

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

- November 11 <u>MLive</u> Preview of Heat in the Street
- November 11 The Metro Times Preview of Heat in the Street
- November 11 Fox2 Interview with Lori Ward about upcoming Heat in the Street experience (aired on 6 & 10 p.m. broadcasts and also on November 12 morning newscast)
- **November 11** <u>WXYZ TV 7</u> Online article & segment by Alan Campbell about the upcoming Heat in the Street. Amy Bonser was interviewed
- November 12 WDIV 4 Interview with Lori Ward about Heat in the Street
- November 12 <u>The Oakland Press</u> Preview on Heat in the Street
- November 13 <u>Crain's Detroit Business</u> Preview on Heat in the Street (interview with Lori Ward)
- November 14 <u>The Detroit News</u> the paper picked up the story from MLive off the wire
- **November 14** <u>WXYZ TV 7</u> Live remote from Downtown Northville with interviews about the upcoming Heat in the Street (interviews with Manfred Schon, Poole's Tavern, Margene Buckhave and Dancing Eye Gallery). Hyprink shows interview with Manfred Schon
- November 16 Fox2 taping their Holiday Connection Thanksgiving special from Town Square (30-minute special will air on Thanksgiving)

SOCIAL MEDIA:

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

• Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

PAID ADVERTISING:

• Ad in November issue of The Ville

PAID SOCIAL MEDIA:

• Upcoming: Holidays & Heat in the Street

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville for 12-months (December 2020-April 2021)

DDA Board of Directors Meeting Schedule for 2021

January 19, 2021 February 16, 2021 March 16, 2021 April 20, 2021 May 18, 2021 June 15, 2021 July 20, 2021 August 17, 2021 September 21, 2021 October 19, 2021 November 16, 2021 December 21, 2021

All meetings will be held at 8:00 am in Meeting Room A of City Hall, 215 West Main Street or by zoom if the Michigan legislature allows.