

**Meeting of the DDA Board of Directors
City Hall – Meeting Room A
215 West Main Street
January 15, 2019 - 8:00 a.m.**

AGENDA

1. Call to Order – Shawn Riley
2. Audience Comments
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. December 2018 Financial Statement (Attachment 4.a)
 - b. December 2018 Invoice Report (Attachment 4.b)
 - c. December 18, 2018 Meeting Minutes (Attachment 4.c)
5. Election of Officers (Attachment 5)
6. Purchase of Mobile Umbrella Stands (Attachment 6)
7. Committee Information and Updates
 - a. Design Committee – Robert Miller (Attachment 7.a)
 - b. Marketing Committee – Shawn Riley (Attachment 7.b)
 - c. Parking Committee – John Casey
 - d. Organizational Committee – Carolann Ayers (Attachment 5.d)
 - e. Economic Development Committee – Aaron Cozart
8. Future Meetings / Important Dates
 - a. First Friday Experience – February 1, 2019
 - b. Marketing Committee – February 7, 2019
 - c. Art Crush – February 9, 2019
 - d. Design Committee – February 11, 2019
 - e. Executive Committee – February 13, 2018
 - f. Economic Development Committee - TBD
 - g. DDA Board Meeting – February 26, 2019
9. Board and Staff Communications
10. Adjournment – Next Meeting **February 26, 2019**

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 12/31/2018
% Fiscal Year Completed: 50.41
DECEMBER BENCHMARK 50%

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE 12/31/2018 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/18 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2018-19 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	669,444.00	669,444.00	581,195.43	817.96	88,248.57		86.82
370-000-403.010	DDA OPERATING LEVY	58,211.00	58,211.00	55,812.60	774.65	2,398.40		95.88
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	36,000.00	32,041.00	32,041.08	0.00	(0.08)		100.00
370-000-418.000	PROPERTY TAXES - OTHER	(5,000.00)	(5,000.00)	0.00	0.00	(5,000.00)		0.00
PROPERTY TAXES		758,655.00	754,696.00	669,049.11	1,592.61	85,646.89		88.65
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	8,000.00	8,000.00	7,053.00	0.00	947.00		88.16
GRANTS & OTHER LOCAL SOURCES		8,000.00	8,000.00	7,053.00	0.00	947.00		88.16
COMMUNITY CENTER REVENUES								
370-000-659.110	RENTS-SHORT TERM	150.00	400.00	400.00	0.00	0.00		100.00
COMMUNITY CENTER REVENUES		150.00	400.00	400.00	0.00	0.00		100.00
INTEREST								
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	2,500.00	2,500.00	2,286.34	500.94	213.66		91.45
370-000-664.190	INTEREST - MI CLASS 1 DIST	0.00	217.00	302.64	0.00	(85.64)		139.47
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	5,000.00	2,311.78	0.00	2,688.22		46.24
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	(2,000.00)	(2,000.00)	775.52	0.00	(2,775.52)		(38.78)
370-000-664.400	INVESTMENT POOL BANK FEES	(600.00)	(600.00)	(159.97)	(32.07)	(440.03)		26.66
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(750.00)	(169.69)	(59.01)	(580.31)		22.63
370-000-664.600	BANK LOCKBOX FEES	(300.00)	(300.00)	(81.74)	(0.68)	(218.26)		27.25
370-000-664.700	CUSTODIAL FEES	0.00	0.00	(11.01)	0.00	11.01		100.00
INTEREST		3,850.00	4,067.00	5,253.87	409.18	(1,186.87)		129.18
MISCELLANEOUS REVENUES								
370-000-666.000	MISCELLANEOUS REVENUE	200.00	1,182.00	1,182.00	0.00	0.00		100.00
370-000-667.000	INSURANCE PROCEEDS	0.00	6,427.00	7,427.00	1,000.00	(1,000.00)		115.56
370-000-687.010	MMRMA DISTRIBUTION	0.00	2,390.00	2,389.50	0.00	0.50		99.98
MISCELLANEOUS REVENUES		200.00	9,999.00	10,998.50	1,000.00	(999.50)		110.00
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	0.00	22,846.00	0.00	0.00	22,846.00		0.00
FUND BALANCE RESERVE		0.00	22,846.00	0.00	0.00	22,846.00		0.00
Total Dept 000		770,855.00	800,008.00	692,754.48	3,001.79	107,253.52		86.59
TOTAL REVENUES		770,855.00	800,008.00	692,754.48	3,001.79	107,253.52		86.59
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	5,485.00	12,985.00	6,625.49	154.20	6,359.51		51.02
370-753-707.000	WAGES - REGULAR OVERTIME	570.00	1,170.00	530.68	0.00	639.32		45.36
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	0.00	0.00	500.00		0.00
370-753-943.000	EQUIPMENT RENTAL - CITY	2,650.00	4,800.00	2,446.30	41.97	2,353.70		50.96

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		ORIGINAL BUDGET	AMENDED BUDGET	12/31/2018 NORM (ABNORM)	MONTH 12/31/18 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-753-967.000	FRINGE BENEFITS	6,005.00	14,705.00	7,324.02	153.06	7,380.98	49.81
Total Dept 753 - DPW SERVICES		15,210.00	34,160.00	16,926.49	349.23	17,233.51	49.55
Dept 861 - DESIGN COMMITTEE							
370-861-706.000	WAGES - REGULAR FULL TIME	16,160.00	16,190.00	8,127.03	1,154.90	8,062.97	50.20
370-861-710.000	WAGES - PART TIME	18,505.00	18,810.00	8,601.21	0.00	10,208.79	45.73
370-861-726.000	SUPPLIES	475.00	475.00	247.06	75.96	227.94	52.01
370-861-740.050	DOWNTOWN MATERIALS	19,450.00	19,450.00	600.79	419.70	18,849.21	3.09
370-861-751.000	FUEL & OIL	0.00	1,000.00	324.57	0.00	675.43	32.46
370-861-801.000	CONTRACTUAL SERVICES	25,807.00	25,807.00	14,014.71	1,051.46	11,792.29	54.31
370-861-801.160	RESTROOM PROGRAM	2,750.00	2,750.00	1,415.00	0.00	1,335.00	51.45
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	31,750.00	31,750.00	8,037.00	7,999.00	23,713.00	25.31
370-861-913.000	VEHICLE INSURANCE	0.00	350.00	173.00	86.50	177.00	49.43
370-861-920.010	ELECTRIC POWER	1,500.00	1,500.00	272.48	83.77	1,227.52	18.17
370-861-920.020	NATURAL GAS	3,930.00	3,930.00	462.66	125.25	3,467.34	11.77
370-861-920.030	WATER & SEWER SERVICE	7,660.00	7,660.00	3,684.66	0.00	3,975.34	48.10
370-861-967.000	FRINGE BENEFITS	8,185.00	8,305.00	3,934.10	495.79	4,370.90	47.37
370-861-973.000	CAPITAL OUTLAY < \$5,000	0.00	1,500.00	1,500.00	0.00	0.00	100.00
370-861-976.010	STREET FURNISHINGS	500.00	19,655.00	19,023.50	0.00	631.50	96.79
Total Dept 861 - DESIGN COMMITTEE		139,172.00	161,632.00	70,417.77	11,492.33	91,214.23	43.57
Dept 862 - MARKETING							
370-862-706.000	WAGES - REGULAR FULL TIME	16,160.00	16,190.00	8,126.87	1,154.89	8,063.13	50.20
370-862-710.000	WAGES - PART TIME	12,520.00	6,035.00	0.00	0.00	6,035.00	0.00
370-862-726.000	SUPPLIES	150.00	150.00	49.75	0.00	100.25	33.17
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	29,800.00	32,300.00	24,838.36	0.00	7,461.64	76.90
370-862-785.000	BUSINESS RETENTION PROGRAM	2,357.00	2,357.00	0.00	0.00	2,357.00	0.00
370-862-801.000	CONTRACTUAL SERVICES	65,500.00	65,500.00	32,363.76	3,650.00	33,136.24	49.41
370-862-801.340	WEB SITE MAINTENANCE	840.00	840.00	600.00	30.00	240.00	71.43
370-862-950.050	O/T TO PARKS & RECREATION	2,500.00	0.00	0.00	0.00	0.00	0.00
370-862-967.000	FRINGE BENEFITS	7,375.00	6,885.00	3,185.85	495.74	3,699.15	46.27
Total Dept 862 - MARKETING		137,202.00	130,257.00	69,164.59	5,330.63	61,092.41	53.10
Dept 863 - PARKING							
370-863-706.000	WAGES - REGULAR FULL TIME	8,080.00	8,095.00	4,098.78	577.44	3,996.22	50.63
370-863-710.000	WAGES - PART TIME	1,255.00	605.00	0.00	0.00	605.00	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	400.00	400.00	250.00	0.00	150.00	62.50
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	113,100.00	113,100.00	44,050.00	0.00	69,050.00	38.95
370-863-967.000	FRINGE BENEFITS	3,300.00	3,255.00	1,643.53	247.88	1,611.47	50.49
Total Dept 863 - PARKING		176,185.00	175,505.00	75,042.31	825.32	100,462.69	42.76
Dept 864 - ORGANIZATIONAL							
370-864-706.000	WAGES - REGULAR FULL TIME	20,200.00	20,240.00	10,211.54	1,443.59	10,028.46	50.45
370-864-710.000	WAGES - PART TIME	6,260.00	3,020.00	0.00	0.00	3,020.00	0.00

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Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-864-726.000	SUPPLIES	1,150.00	1,150.00	461.49	19.99	688.51	40.13
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00	0.00
370-864-731.000	PUBLICATIONS	65.00	130.00	127.92	0.00	2.08	98.40
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	1,490.00	1,921.00	2,005.41	84.90	(84.41)	104.39
370-864-802.010	LEGAL SERVICES - GENERAL	3,000.00	3,000.00	658.50	17.50	2,341.50	21.95
370-864-805.000	AUDITING SERVICES	4,930.00	4,930.00	4,754.00	0.00	176.00	96.43
370-864-900.000	PRINTING & PUBLISHING	975.00	1,975.00	1,903.42	0.00	71.58	96.38
370-864-910.000	LIABILITY & PROPERTY INS POOL	5,610.00	4,120.00	3,140.00	741.75	980.00	76.21
370-864-920.000	UTILITIES	1,420.00	1,420.00	752.54	118.22	667.46	53.00
370-864-958.000	MEMBERSHIP & DUES	958.00	1,338.00	1,338.00	0.00	0.00	100.00
370-864-960.000	EDUCATION & TRAINING	1,400.00	1,400.00	0.00	0.00	1,400.00	0.00
370-864-967.000	FRINGE BENEFITS	8,495.00	8,255.00	4,158.63	637.94	4,096.37	50.38
370-864-967.020	OVERHEAD - ADMIN & RECORDS	11,520.00	11,520.00	5,760.00	0.00	5,760.00	50.00
Total Dept 864 - ORGANIZATIONAL		67,573.00	64,519.00	35,271.45	3,063.89	29,247.55	54.67
Dept 865 - ECONOMIC DEVELOPMENT							
370-865-706.000	WAGES - REGULAR FULL TIME	20,200.00	20,240.00	10,423.25	1,443.58	9,816.75	51.50
370-865-710.000	WAGES - PART TIME	2,505.00	1,210.00	0.00	0.00	1,210.00	0.00
370-865-726.000	SUPPLIES	200.00	200.00	33.30	0.00	166.70	16.65
370-865-785.000	BUSINESS RETENTION PROGRAM	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
370-865-801.000	CONTRACTUAL SERVICES	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
370-865-803.200	PLANNING & DESIGN STUDIES	25,000.00	25,000.00	0.00	0.00	25,000.00	0.00
370-865-967.000	FRINGE BENEFITS	8,205.00	8,115.00	4,362.00	619.69	3,753.00	53.75
Total Dept 865 - ECONOMIC DEVELOPMENT		62,110.00	60,765.00	14,818.55	2,063.27	45,946.45	24.39
Dept 945 - DEBT SERVICE							
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	173,170.00	173,170.00	16,585.00	0.00	156,585.00	9.58
Total Dept 945 - DEBT SERVICE		173,170.00	173,170.00	16,585.00	0.00	156,585.00	9.58
Dept 999 - RESERVE ACCOUNTS							
370-999-999.000	UNALLOCATED RESERVE	233.00	0.00	0.00	0.00	0.00	0.00
Total Dept 999 - RESERVE ACCOUNTS		233.00	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		770,855.00	800,008.00	298,226.16	23,124.67	501,781.84	37.28
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		770,855.00	800,008.00	692,754.48	3,001.79	107,253.52	86.59
TOTAL EXPENDITURES		770,855.00	800,008.00	298,226.16	23,124.67	501,781.84	37.28
NET OF REVENUES & EXPENDITURES		0.00	0.00	394,528.32	(20,122.88)	(394,528.32)	100.00
BEG. FUND BALANCE		403,977.08	403,977.08	403,977.08			
END FUND BALANCE		403,977.08	403,977.08	798,505.40			

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE
 POST DATES 12/01/2018 - 12/31/2018
 BOTH JOURNALIZED AND UNJOURNALIZED
 BOTH OPEN AND PAID

GL Number	GL Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-726.000	SUPPLIES	HOME DEPOT CREDIT SERV	6035-3220-2438-3196	112418	12/19/18	75.96	108950
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE HOLIDAY LIGHTS FOR STREET	16898	12/19/18	419.70	108952
370-861-801.000	CONTRACTUAL SERVICES	LONG MECHANICAL SERVIC	EMERGENCY CALL ON BROKEN BOILER	18-3422M	12/05/18	242.00	108826
370-861-801.000	CONTRACTUAL SERVICES	ALLIED BUILDING SRVC C	FOUNTAIN PARTS & REPAIR, REPAIR CHU	197037	12/19/18	256.60	108978
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	EXTENDED WIFI	121718	12/20/18	253.86	109004
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	121718	01/04/19	299.00	500333
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	FALL PLANTINGS	018-14-101218	12/19/18	5,491.00	108971
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	FALL LANDSCAPE MAINTENANCE	18-14-092318	12/19/18	2,508.00	108971
370-861-913.000	VEHICLE INSURANCE	MICHIGAN MUNICIPAL RIS	PREM CONTRIBUTION #3 7/1/18-7/1/19	M0001315	12/19/18	86.50	108933
370-861-920.010	ELECTRIC POWER	DTE ENERGY	ELECTRIC CHARGES	121918	01/04/19	83.77	109025
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 11/6/18 - 12/5/18	120518	01/04/19	125.25	500332
Total For Dept 861 DESIGN COMMITTEE						9,841.64	
Dept 862 MARKETING							
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	NOV/DEC NORTHVILLE TIMES AND EVENT	29	12/05/18	350.00	108839
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	SEEN AND THE VILLE NOVEMBER ADS	30	12/05/18	225.00	108839
370-862-801.000	CONTRACTUAL SERVICES	JOURNEYMAN PUBLISHING	DEC AD IN THE VILLE MAGAZINE	1257	12/05/18	375.00	108858
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	JANUARY MARKETING RETAINER	NORTHVILLE 1-19	12/19/18	2,000.00	108907
370-862-801.000	CONTRACTUAL SERVICES	RENAISSANCE MEDIA LLC	NOVEMBER SEEN MAGAZINE AD	2250210	12/19/18	700.00	108986
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MONTHLY LISTSERV	MC0963681	12/19/18	30.00	108952
Total For Dept 862 MARKETING						3,680.00	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	OFFICE DEPOT	28571763 COFFEE, BINDER CLIPS, POST	246295576001	01/02/19	19.99	109007
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	MONTHLY OFFICE INTERNET SERVICE	121618	12/19/18	84.90	108922
370-864-802.010	LEGAL SERVICES - GENERAL	PLUNKETT COONEY	LEGAL FEES - GENERAL NOV 2018 (59.9	10710594	01/02/19	17.50	109024
370-864-910.000	LIABILITY & PROPERTY INS	MICHIGAN MUNICIPAL RIS	PREM CONTRIBUTION #3 7/1/18-7/1/19	M0001315	12/19/18	741.75	108933
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	121718	01/04/19	43.22	500333
Total For Dept 864 ORGANIZATIONAL						907.36	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						14,429.00	

**DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of December 18, 2018
Meeting Room A**

The regular meeting of the DDA Board was called to order at 8:03 a.m.

ROLL CALL

Present: *Mayor Ken Roth, Chairman Shawn Riley, Margene Buckhave, John Casey, Aaron Cozart, Jeri Johnson, Jim Long, Robert Miller, Greg Presley, Mary Starring*

Absent: *Carolann Ayers*

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

AUDIENCE COMMENTS

Ward noted that this week Carolann Ayres is celebrating her 80th birthday. Refreshments were brought in to celebrate.

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda

- a. November 2018 Financial Statement
- b. November August 2018 Invoice Report
- c. November 20, 2018 Meeting Minutes
- d. 2nd Quarter Budget Amendments
- e. Explanation of Budget Amendments

Motion by Roth, seconded by Buckhave to approve the Agenda and Consent Agenda as presented. **Motion carried unanimously.**

PRESENTATION OF GOALS AND OBJECTIVES 2019-2020

DDA staff approached the Goals and Objectives in a different way, this year, focusing on the projects that will be accomplished in this fiscal year starting on July 1, 2019. The Goals and Objectives are for Fiscal year 2019-20 only. This means that any project that is scheduled to be completed in Budget year 2018-19 was eliminated. In addition, staff has eliminated typical operational issues like preparing a budget, representing the DDA at meetings, staffing/personnel.

Staff distributed the Draft Goals and Objectives to each of the Committee Chairs for review and input. Their comments were incorporated into the Draft Plan. In addition, staff met with the Organizational Committee to discuss the new format for the Goals and Objectives and to review them prior to the DDA Board meeting.

Roth asked that the language around recycling be revised to state that we would be exploring alternatives to provide the enhanced recycling while we explore the feasibility with Waste Management and review what other cities offer.

Sullivan asked if the DDA is going to explore creating a Principal Shopping District this year. With other Special Assessment Districts already being considered for other issues, it does not seem like an appropriate time to initiate a PSD in downtown. The Board agreed to remove the item.

Roth also requested that the language under the Economic Development Committee's section be revised to reflect that the EDC participation in the project review process is limited to the economic impact of the project on the downtown and that for projects within the DDA District. Ward and Chair Cozart agreed with the proposed changes.

Presley stated he hopes that we will be in the position again to include the Façade Grant Program in the DDA Budget and Goals and Objectives. He noted that the program was one of the most effective programs the DDA has been involved with. Ward stated that with future revenue from the Downs project it may be able to reinstate the program.

Motion by Starring, seconded by Casey to approve the DDA Goals and Objectives for 2019-20 with the modifications made at the meeting. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

- A mural/historic marker project is underway. Efforts are being led by Chuck Murdoch. The project will be coming to the full Board in February.
- Fred Sheill is leading the effort to modify or replace the fire pits with a solution that is easier to use and more visible.

b. *Marketing Committee* – No meeting was held

c. *Parking Committee* – No meeting was held

d. *Organizational Committee*

- Goals and Objectives were prepared.
- Committee is beginning to discuss the budget process.
- Committee will assist Ward with the hiring process for a new DDA staff member.

e. *Economic Development Committee*

- The Committee has met twice to discuss the Downs Project.
- The Project appears to be moving in the right direction with improvements made to daylighting the river, reducing density and addressing the needs of the Farmers' market.
- Still to be resolved are traffic issues and circulation.

- The EDC has prepared formal comments that are geared to the projects economic impact on the Downtown and the community.
- HPH has indicated that they will approach the DDA with a request for a Commercial Tax Abatement, but no formal request has been made.
- Density has been reduced by 36 units.
- The Board discussed creating an art niche for the City of Northville.

FUTURE MEETINGS/ IMPORTANT DATES

Future Meetings / Important Dates

- a. Marketing Committee – January 3, 2019
- b. First Friday/Holiday Shopping Event – January 4, 2019
- c. Design Committee – January 14, 2019
- d. Executive Committee – TBD
- e. Economic Development Committee - TBD
- f. DDA Board Meeting – January 15, 2019

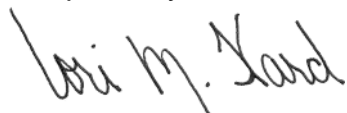
BOARD AND STAFF COMMUNICATIONS

Roth informed the Board that a new Police Chief has been hired for the City of Northville. Alan Maciag will be starting on December 26th and prior to Northville was the Police Chief in Wayne, MI.

The next DDA Board meeting is January 15, 2019

Meeting adjourned at 8:44 am

Respectfully submitted,



Lori M. Ward, Director
Northville Downtown Development Authority



Northville DDA Election of Officers

2019- 2020

Slate of Candidates

Chair – E. Shawn Riley

Vice Chair – John Casey

Secretary – Jeri Johnson

Treasurer – Carolann Ayers



DDA Communications

To: DDA Board of Directors

From: Lori Ward, DDA Director

Subject: Purchase of Mobile Umbrella Pole Bases

Date: January 15, 2019

Background:

Ten colorful market umbrellas and stands were purchased as part of the Town Square construction project. The 6' wide umbrellas were purchased from Greencorner and are in cream and brick red. The bases for the umbrellas are 133 lbs. each and keep the umbrellas from flying away in high winds. We currently have 8 active umbrellas in Town Square and use the other two original umbrellas for parts to make annual repairs. Greencorner has been a great vendor and provides many of the parts for free.

Analysis:

One of the DDA's Goals and Objectives is to increase programming in Town Square. Last summer, the DDA had quite a few fitness rentals in Town Square which required the renters to move the umbrellas to the side in order to utilize the space. This was quite an effort given the weight of the umbrella bases. Often the renter struggled to get volunteers just to move the umbrellas, and then move them back again after the rental. While the DDA has summer seasonals during the day and on specific event nights, they are often not present when the events are over to assist the renters.

DDA staff explored the idea of purchasing a base that has locking wheels in order to make moving the umbrellas stands easier for the rental groups. Greencorner offers a wheel assembly set for the bases that the DDA owns. The kits have 4 wheels and are shown in Attachment A. The wheel sit locks in to place to preclude the bases from moving in high winds.

Budget:

Greencorner provided the DDA with a quote of \$50 per umbrella base. In addition, Greencorner offered an early bird 25% discount and free shipping, bringing the total cost to \$300 (Attachment B).

Recommendation:

DDA staff recommends that the DDA purchase 8 wheel assembly sets from Greencorner in the amount of \$300.



The Greencorner USA, Inc.
 1629 Prime Ct. Ste. 600
 Orlando, FL 32809
 407 851 7018

**ADDRESS**

Lori Ward
 City of Northville
 215 W. Main Street
 Northville, MI 48167

SHIP TO

Lori Ward
 City of Northville
 Northville Department of Publ
 Steve Heidt
 650 Doheny Street
 Northville, MI 48167

ESTIMATE # 1040**DATE** 01/10/2019**SALES REP**

Lenora

QTY	DESCRIPTION	UNIT PRICE	EXT. PRICE
8	Low Profile Locking Wheel Set (Qty 4)	50.00	400.00T

Early Bird Special- 25% discount included along with free shipping.
 Offer expires on 1/31/2019 However, you have the option of putting
 50% down now which will hold your discount. Once you are ready to
 have the order shipped to you you can put down the remaining 50%.

SUBTOTAL	400.00
TAX (0%)	0.00
DISCOUNT 25%	-100.00
TOTAL	\$300.00

Accepted By

Accepted Date

IMPORTANT PRODUCT DELIVERY INSPECTION AND ACCEPTANCE DISCLAIMER

Please inspect your Greencorner shipment upon arrival while the driver is still present. If you see external damage to the packaging, OPEN THE BOX and check the product so if damage is found you can REFUSE SHIPMENT. Greencorner is not responsible for return freight costs in cases where damage is discovery after shipment acceptance.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY December 2018:

PUBLICITY:

Press materials that have been prepared & sent out in December 2018:

- Colors of the Wood – New business

Upcoming press materials:

- January /February 2019 calendar
- Los Tres Amigos opening
- Amity Co-Working Space Opening

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

- December 3 – Fox2 – In-studio with holiday gift ideas from the shops of Downtown Northville
- December 8 – Downtown Northville featured on CW50's Street Beat regarding the Holidays in town
- December 12 – Dancing Eye Gallery & Genitti's featured on WDIV's "Tourist in Your Town"
- Various Holiday events featured in print event calendars

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

PAID ADVERTISING:

- Ad in December issue of The Ville
- Ad in December issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. January 2019
 2. February 2019

3. March 2019
4. April 2019
5. May 2019
6. June 2019

- Quarter-page Ads in The Ville
 1. January 2019
 2. February 2019
 3. March 2019
 4. April 2019