



**PA 57 Informational Meeting  
of the Northville DDA  
Via Zoom  
September 21, 2021 – 8:00 a.m.**

To join the DDA Informational Meeting on September 21, 2021 please click on the link below.

Via Zoom: <https://us02web.zoom.us/j/89950243349>  
Phone: 312-626-6799  
Webinar ID: 899 5024 3349

**AGENDA**

1. Call to Order – Shawn Riley
2. Audience Comments (3 minute maximum)
3. Financial Overview – Lori Ward (Attachment 3)
4. 2021-22 DDA Goals and Objectives (Attachment 4)
  - a. Design Committee – DJ Boyd (Attachment 4.a)
  - b. Marketing Committee – Shawn Riley (Attachment 4.b)
  - c. Parking Committee – John Casey (Attachment 4.c)
  - d. Organizational Committee – Carolann Ayers (Attachment 4.d)
  - e. Economic Development Committee – Aaron Cozart (Attachment 4.e)
5. Adjournment – Next Informational Meeting December 21, 2021

STATEMENT OF REVENUES, EXPENDITURES  
 AND CHANGES IN FUND BALANCE - BUDGET AND ACTUAL FOR CITY OF NORTHVILLE  
 Period Ending 06/30/2021

FUND 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	ORIGINAL	FINAL	ACTUAL AMOUNTS	VARIANCE WITH FINAL BUDGET + (-)
<b>REVENUES</b>					
<b>GRANTS</b>					
370-000-528.000	OTHER FEDERAL GRANTS		20,212.00	20,212.05	0.05
	Total GRANTS	0.00	20,212.00	20,212.05	0.05
<b>GRANTS &amp; OTHER LOCAL SOURCES</b>					
370-000-586.020	SPONSORSHIPS	39,500.00	46,900.00	46,900.00	
370-000-586.080	DONATIONS/SPONSORSHIPS		125,330.00	125,432.65	102.65
	Total GRANTS & OTHER LOCAL SOURCES	39,500.00	172,230.00	172,332.65	102.65
<b>INTEREST</b>					
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	5,000.00	15.00	15.42	0.42
370-000-664.190	INTEREST - MI CLASS 1 DIST	750.00	55.00	53.79	(1.21)
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	6,175.00	6,378.44	203.44
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMEN		(2,000.00)	(2,548.84)	(548.84)
370-000-664.400	INVESTMENT POOL BANK FEES	(400.00)	(20.00)	(24.50)	(4.50)
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(600.00)	(570.15)	29.85
370-000-664.600	BANK LOCKBOX FEES	(550.00)	(190.00)	(191.11)	(1.11)
370-000-664.700	CUSTODIAL FEES	(130.00)	(110.00)	(110.30)	(0.30)
	Total INTEREST	8,920.00	3,325.00	3,002.75	(322.25)
<b>LICENSES, FEES, &amp; PERMITS</b>					
370-000-476.130	OUTDOOR DINING/RETAIL PERMIT FEES		22,139.00	21,768.00	(371.00)
	Total LICENSES, FEES, & PERMITS	0.00	22,139.00	21,768.00	(371.00)
<b>MISCELLANEOUS REVENUES</b>					
370-000-659.110	RENTS-SHORT TERM	500.00	340.00	340.00	
370-000-666.000	MISCELLANEOUS REVENUE	200.00			
370-000-667.000	INSURANCE PROCEEDS		5,072.00	5,072.30	0.30
	Total MISCELLANEOUS REVENUES	700.00	5,412.00	5,412.30	0.30
<b>PROPERTY TAXES</b>					
370-000-403.000	CURRENT PROPERTY TAXES	737,956.00	734,234.00	734,235.23	1.23
370-000-403.010	DDA OPERATING LEVY	61,418.00	61,007.00	61,007.15	0.15
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	34,000.00	34,092.00	34,092.20	0.20
370-000-417.000	DLNQ PERSONAL PROPERTY TAXES COLLECTED		312.00	320.98	8.98
370-000-418.000	PROPERTY TAXES - OTHER	(1,500.00)		(5,484.69)	(5,484.69)
	Total PROPERTY TAXES	831,874.00	829,645.00	824,170.87	(5,474.13)
Total Revenues		880,994.00	1,052,963.00	1,046,898.62	(6,064.38)
<b>EXPENDITURES</b>					
<b>UNCLASSIFIED</b>					
370-753-706.000	WAGES - REGULAR FULL TIME	13,740.00	11,740.00	11,039.80	700.20
370-753-707.000	WAGES - REGULAR OVERTIME	1,220.00	685.00	489.60	195.40
370-753-939.000	AUTOMOTIVE SERVICE	500.00	535.00	534.18	0.82
370-753-943.000	EQUIPMENT RENTAL - CITY	10,600.00	11,200.00	10,953.47	246.53
370-753-967.000	FRINGE BENEFITS	14,595.00	10,595.00	10,087.18	507.82
370-861-706.000	WAGES - REGULAR FULL TIME	16,845.00	17,150.00	17,149.92	0.08
370-861-710.000	WAGES - PART TIME	31,185.00	42,485.00	45,242.87	(2,757.87)
370-861-726.000	SUPPLIES	575.00	350.00	356.46	(6.46)
370-861-740.050	DOWNTOWN MATERIALS	19,700.00	23,445.00	24,152.17	(707.17)
370-861-751.000	FUEL & OIL	500.00	250.00	279.06	(29.06)
370-861-801.000	CONTRACTUAL SERVICES	49,580.00	18,980.00	20,767.48	(1,787.48)

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GL Number	Description	ORIGINAL	FINAL	ACTUAL AMOUNTS	VARIANCE WITH FINAL BUDGET + (-)
<b>EXPENDITURES</b>					
370-861-801.160	RESTROOM PROGRAM	2,750.00	4,325.00	4,326.49	(1.49)
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000.00			
370-861-803.590	SIGNAGE AND MARKERS PROJECTS				
370-861-850.000	LANDSCAPE MAINTENANCE	28,810.00	33,810.00	33,980.07	(170.07)
370-861-913.000	VEHICLE INSURANCE	370.00	385.00	385.00	
370-861-920.010	ELECTRIC POWER	3,360.00	7,560.00	7,342.32	217.68
370-861-920.020	NATURAL GAS	4,090.00	9,690.00	9,547.64	142.36
370-861-920.030	WATER & SEWER SERVICE	8,440.00	4,440.00	2,723.55	1,716.45
370-861-967.000	FRINGE BENEFITS	10,490.00	11,000.00	11,333.76	(333.76)
370-861-973.000	CAPITAL OUTLAY < \$5,000		1,000.00	1,000.00	
370-861-976.010	STREET FURNISHINGS	15,640.00	25,675.00	25,675.27	(0.27)
370-861-977.000	CAPITAL OUTLAY		145,565.00	158,031.27	(12,466.27)
370-862-706.000	WAGES - REGULAR FULL TIME	16,845.00	17,150.00	17,150.09	(0.09)
370-862-710.000	WAGES - PART TIME	19,325.00	16,500.00	16,179.55	320.45
370-862-726.000	SUPPLIES	150.00			
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	58,500.00	39,675.00	45,673.50	(5,998.50)
370-862-785.000	BUSINESS RETENTION PROGRAM	2,660.00			
370-862-801.000	CONTRACTUAL SERVICES	59,000.00	51,450.00	50,764.32	685.68
370-862-801.340	WEB SITE MAINTENANCE	900.00	4,400.00	1,404.38	2,995.62
370-862-967.000	FRINGE BENEFITS	8,500.00	8,400.00	8,367.29	32.71
370-863-706.000	WAGES - REGULAR FULL TIME	8,425.00	8,575.00	8,575.09	(0.09)
370-863-710.000	WAGES - PART TIME	1,935.00	1,650.00	1,617.93	32.07
370-863-726.000	SUPPLIES	50.00			
370-863-786.000	DOWNTOWN PARKING PROGRAM	500.00	90.00	90.00	
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	50,000.00	
370-863-950.260	OPER TFR TO PARKING FUND	118,220.00	93,220.00	93,220.00	
370-863-967.000	FRINGE BENEFITS	3,655.00	3,690.00	3,683.36	6.64
370-864-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,435.00	21,437.49	(2.49)
370-864-710.000	WAGES - PART TIME	9,665.00	9,425.00	8,089.68	1,335.32
370-864-726.000	SUPPLIES	850.00	1,455.00	1,890.24	(435.24)
370-864-730.000	POSTAGE	100.00			
370-864-731.000	PUBLICATIONS	65.00	130.00	130.04	(0.04)
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,100.00	8,935.00	8,540.11	394.89
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	6,500.00	8,301.00	(1,801.00)
370-864-805.000	AUDITING SERVICES	4,965.00	4,965.00	4,961.00	4.00
370-864-900.000	PRINTING & PUBLISHING	1,315.00	2,565.00	2,115.93	449.07
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,460.00	4,375.00	4,373.18	1.82
370-864-920.000	UTILITIES	1,420.00	1,300.00	1,295.64	4.36
370-864-956.000	CONTINGENCIES	2,980.00			
370-864-958.000	MEMBERSHIP & DUES	745.00	1,395.00	1,395.00	
370-864-960.000	EDUCATION & TRAINING	1,250.00	75.00	75.00	
370-864-967.000	FRINGE BENEFITS	9,505.00	9,745.00	9,728.60	16.40
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,710.00	12,710.00	12,710.00	
370-865-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,435.00	21,437.15	(2.15)
370-865-710.000	WAGES - PART TIME	3,865.00	3,290.00	3,235.89	54.11
370-865-726.000	SUPPLIES	200.00			
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00			
370-865-967.000	FRINGE BENEFITS	9,055.00	9,160.00	9,145.40	14.60
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,335.00	174,335.00	174,335.00	
370-999-999.000	UNALLOCATED RESERVE	9,644.00	84,068.00		84,068.00
UNCLASSIFIED		880,994.00	1,052,963.00	985,319.42	67,643.58
<b>Total Expenditures</b>		<b>880,994.00</b>	<b>1,052,963.00</b>	<b>985,319.42</b>	<b>67,643.58</b>

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GL Number	Description	ORIGINAL	FINAL	ACTUAL AMOUNTS	VARIANCE WITH FINAL BUDGET + (-)
EXPENDITURES					
	Excess (deficiency) of Revenues vs. Expenditu	0.00	0.00	61,579.20	61,579.20
OTHER FINANCING SOURCES					
FUND BALANCE RESERVE					
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS				
	Total FUND BALANCE RESERVE	0.00	0.00	0.00	0.00
	Total OTHER FINANCING SOURCES	0.00	0.00	0.00	0.00
	Net Change in Fund Balances	8,440.00	0.00	61,579.20	61,579.20
	Fund Balances - Beginning:	0.00	0.00	298,551.84	298,551.84
	Fund Balances - Ending:	8,440.00	0.00	360,131.04	360,131.04

# ~ City of Northville ~

## Downtown Development Authority

### Fiscal Year 2021 - 22 Goals and Objectives

Goal	Objective	Action Steps		
<i>Organization Committee:</i> Develop shared vision for Downtown Northville.	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.		
		Produce summary for participants.		
<i>Organization Committee:</i> Provide adequate funding for DDA operations and projects.	Review options available to the DDA to strengthen the DDA's financial position and ability to facilitate projects that enhance the downtown.	Review and evaluate cost allocation arrangement with the City.		
		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.		
<i>Design Committee:</i> Create and maintain vibrant, attractive and environmentally friendly downtown.	Oversee construction and maintenance of Downtown amenities.	Install additional bike racks and hoops downtown.		
		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, throughout the downtown.	Working with DPW, investigate opportunities to increase cardboard recycling for downtown businesses.		
		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.		
		<i>Parking Committee:</i> 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.	Work with Police Department to explore new technologies to expand parking counts and parking enforcement.
				Review impact of planned potential new development or redevelopment projects on parking.
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.				

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

## Design Committee Updates 2021 – 22



### Bench Sponsorship Project

The DDA has revived a sponsorship program for downtown benches and authorized the purchase. Twenty benches were sponsored and were installed over the past year. There are older metal benches down at the DPW yard that need to be repainted. The older benches are scheduled to be repainted in mid-October. In the spring the barrels and some of the receptacles will be repainted.

### Downtown Mural

The Design Committee is working with a downtown building owner to install a mural to the downtown. Several members of the Design Committee met with the Art House to discuss the idea of holding a design competition for the graphic to be installed as a mural. The Art House would assist with the competition and could potentially hold an exhibit of all of the entries. Chuck Murdoch suggested that the theme for the mural might be "The Story of Northville." Staff is setting up a meeting with the building owners for the week of September 20<sup>th</sup>.

### Fire Pits

The fire pits located in Town Square have proven difficult to use for a variety of reasons including their weight, difficulty to install, no remote start or shut off. New fire pits that address the current problems are being reviewed to replace the existing fire pits. Currently, downtown Milford is going through a design process for their fire pits. DDA staff is in communication with the Milford DDA to learn from their experience.

### Bike Racks and Hoops

The Committee has recommended new single hoop bike racks, multi-hoop bike racks and an on-street bike be installed this year to replace old racks and to add new racks to underserved areas.

### New Business Directory

A new business directory with a walking map and list of special events will be added to the north end of the Comerica Community Connection. The design will be compatible with the new wayfinding signage. The existing 2 directories will be redesigned to match in the future.

### Cross Street Banners

New cross street banners will be installed to provide information regarding upcoming events in Northville.

### **New High Efficiency Lights**

The DDA, working with ERC will complete the conversion of HPS lights to induction lighting. There are approximately 80 lights that still need to be retrofitted. ERC will replace the lighting at their cost and, in exchange, receive a portion of the savings that will result from the conversion.

### **Adoption of Streetscape Design Guidelines**

DDA, in cooperation with the Planning Commission are working on the draft Secondary Streetscape Design Guidelines will be presented to the Planning Commission for adoption. This will ensure that the site plans conform to the approved guidelines.

### **Tivoli Lights**

DDA staff is working to obtain estimates for the outline of cornices with Tivoli lighting. Initially the lights could be installed on E. Main Street and phased in throughout the downtown over the next few years.



## Marketing Committee Updates 2021 - 22



### DDA Website

DDA staff has been working to update the DDA's website. The information has been transferred to the newly designed site and the content and photos are now being updated. In addition, the DDA is exploring options to MailChimp to utilize for communications with residents, business owners and volunteers.

### Holiday Event

Working with other organizations and the Design Committee, the DDA will assist with upgrading the First Friday event in December to become an improved Holiday shopping event that will take place throughout the entire month of December.

### Print Marketing and Advertising

The DDA will continue to produce a bi-monthly newsletter, *The Northville Times*, bi-monthly event cards, and monthly print ads promoting downtown Northville. Currently the ads that the DDA places in the Ville have been featuring Northville Businesses and their owners. The ads have been well received and the DDA is augmenting the campaign by using additional businesses for a companion social media campaign.

### Walking Map

Update the DDA's walking maps, directory signage and website to reflect current business mix.



## Parking Committee Updates 2021 - 22

### Parking Occupancy Counts

Continue occupancy counts with Police Department and resume daytime counts with Public Works or DDA staff.

### Parking Deck and Lot Repairs

Begin the implementation of the 20-year maintenance plans for both the City's parking decks and parking lots. Identify potential funding sources to pay for the parking repairs.

### Parking Requirements

Encourage the review of the current parking requirements outlined in the Zoning Ordinance particularly as it pertains to the overnight parking permits and the sale of parking credits.

### Electric Car Charging Stations

Replace the existing EV charging stations with new technology and add additional charging stations to other locations in downtown. Add pay stations to the locations so that the EV program will have no financial impact on the DDA budget.

### MainCentre Parking Deck

Develop plan in cooperation with Singh Development to maintain the lower level of the MainCentre Parking Deck, elevator, stair and pedestrian bridge. Determine who will manage the permit system for the lower level parking.



## Organization Committee Updates 2021 - 22

### Goals and Objectives

In coordination with other DDA Committees, draft the DDA annual Goals and Objectives for presentation and discussion at DDA Board meeting.

### DDA Budget

In coordination with other DDA Committees, draft the DDA annual operation budget for presentation and discussion at DDA Board meeting.

### Quarterly Budget Amendments

Working with the City's Finance Department to prepare and present quarterly budget amendments to the DDA Board.

### Annual Joint Planning Committee Meeting

Spearhead the planning of annual meeting of the DDA, Planning Commission, City Council, Historic District Commission, and Board of Zoning Appeals to discuss project of common interest.

Economic Development Committee  
Updates  
2021 - 22



**Review and Update of Master Plan**

Work with the Planning Commission to review and update the City's Master Plan and sub-area plans including the Race Track, Cady Street, and South Center areas.

**Review and Comment on new Development Projects**

Review proposed new development and comment on economic impact on the project on the downtown area.

**Review Tools and Incentive**

Review potential tools and incentives that could be utilized to promote economic development in Northville.