

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Special Meeting of the DDA Board of Directors**  
**March 29, 2022**

The March Special Meeting of the DDA Board was called to order at 8:00 am.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, DJ Boyd, Margene Buckhave, Greg Presley, Greg Richards, Shawn Riley, Mary Starring*

**Absent:** *Aaron Cozart, Mike Jaafar, Jim Long, Ryan McKindles*

**Also Present:** *Lori Ward/DDA Executive Director, Jeri Johnson/DDA Marketing & Communications Director, Jessica Howlin/DDA Marketing & Administrative Assistant, Dave Gutman/Resident, Barbara Morowski-Browne/City Council, Doug Wallace/Northville Chamber of Commerce*

**AUDIENCE COMMENTS**

Ward introduced Douglas Wallace as the new Chamber of Commerce Director. Wallace previously worked for the Garden City Chamber, Plymouth Chamber and Mt. Pleasant Chamber of Commerce.

**APPROVAL OF AGENDA AND CONSENT AGENDA**

**Motion by Boyd, seconded by Turnbull,** to approve the agenda and consent agenda.  
**Motion carries.**

**RETAIL MARKET STUDY**

Ward said the DDA office contacted Bob Gibbs to clarify concerns that resident Jim Koster presented at the last DDA meeting. Mr. Koster responded to the Gibbs response and both documents are included in the DDA Board packet. Ward met with Koster last Friday and discussed the Market Study. Koster would like to see Gibbs return to a DDA meeting to address his concerns. Ward said the Planning Commission has asked Gibbs to attend their April 5<sup>th</sup> meeting. He will be available via Zoom to answer questions and clarify items from his report including planned use space in the Cady Street area.

Richards suggested the DDA consider hiring Gibbs to further research downtown areas and complete a deeper study of the analysis. Presley added that the DDA Board needs to decide how to grow the downtown in relation to the Downs Development, and not to bring Gibbs back until this is figured out. Ward added that land use in is on the agenda for the Planning Commission's meeting on April 5th, but it is anticipated that the topic will be discussed over several meetings. Gutman said the Planning Commission has

summoned several committee members to attend the land use meetings including Walkability, Mobility, Traffic, Sustainability and Gibbs Planning Group.

Riley inquired how other communities are able to bridge various districts. Buckhave said the DDA really should hire a specialist to fill space downtown. Richards said the DDA needs to support building owners to find retail for first floor storefronts. Ward said one obstacle is that some building owners have a specific business in mind that they are willing to wait for to fill the space. For example, in the old Yogurtpalooza space, the owners wanted a restaurant and were able to hold out until they found a brewpub. Ward also noted there currently isn't any available retail space downtown even if a recruiter is hired by the DDA. Presley said the Downs and Foundry Flask have hired someone to fill space but it's geared only toward a small part of Cady St. Wallace said that he has seen other communities bring in recruiters from Signature or CBRE to fill space.

Ward said the DDA Board can form a subcommittee with a member from each of the EDC, Marketing, and Design Committee to meet with Gibbs and figure out potential next steps. At that time, the subcommittee can make a recommendation to the board.

#### **SURVEY PROPOSAL**

Ward said the DDA office obtained a proposal from Carlisle Wortman, with a not-to-exceed budget, for a survey that will roll out on April 8th for the street closures.

#### **SUMMER CONCERT SERIES**

Ward said the JAG Entertainment contract includes 41 concerts that will run from May – October, and include a stage band once a month for June, July and August. The contract is turn key; JAG Entertainment will handle all aspects of the concert series including talent acquisition, scheduling, event management and technical production. The total cost of the contract is \$29,100. This includes \$600 per night for the 41 acoustic concerts and \$1,500 per night for the 3 stage bands. **Motion by Boyd, seconded by Turnbull** to approve the contract with JAG Entertainment. **Motion carries.**

#### **BUDGET**

Boyd said at the last meeting the budget was tabled to get further information on wages and how they are calculated within the budget. The clarification now consists of a breakdown for each employee including not only wages, but vacation pay, social security contributions, workman's compensation, and other fringe benefits. **Motion by Boyd, seconded by Richards** to approve the budget for 2022/2023 as presented at the last meeting. **Motion carries.**

#### **BOARD AND STAFF COMMUNICATIONS**

Ward said SB 885 could benefit the DDA as it pertains to Farmers' Market grants. New legislation has eliminated Social District sunsets. Special event liquor licenses are now permitted within Social Districts, meaning events are now able to coexist within the

Social District. Ward added that P.A. 16 allows the issuance of additional development license for new construction and rehabilitation projects.

**Motion by Starring, seconded by Buckhave** to adjourn the DDA Board meeting.  
**Motion carried unanimously.**

**Meeting adjourned at 8:47 am.**

Respectfully submitted,  
Jessica Howlin, Marketing & Administrative Assistant  
Northville DDA