

DOWNTOWN DEVELOPMENT AUTHORITY
Meeting of the DDA Board of Directors
July 19, 2022

The July meeting of the DDA Board was called to order at 8:00 am.

ROLL CALL

Present: *Mayor Brian Turnbull, DJ Boyd, Margene Buckhave, Mike Jaafar, Jim Long, Greg Presley, Greg Richards, Mary Starring*

Absent: *Aaron Cozart, Ryan McKindles, Shawn Riley*

Also Present: *Lori Ward/DDA Executive Director, Jessica Howlin/DDA Marketing & Administrative Assistant, Patrick Sullivan/City Manager, Dave Gutman/Sustainability Committee, Barbara Morowski-Browne/City Council, Marilyn Price/City Council*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

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

DOWNTOWN STREET CLOSURE UPDATE

Ward said attachment 5.b outlines the expenditures and revenues related to the closures. Pre-Covid the DDA had budgeted \$18,000 and since the pandemic it has become \$65,000. The increased costs have largely been related to labor and equipment. The DDA is responsible for all downtown maintenance, removing garbage, weeding, watering and weekend trash pickup, which includes shifts on Friday night, Saturday morning/night and Sunday. The DDA currently has five part-time and one full-time employee. DPW has been maintaining trash pickup during the week. The DDA is now responsible for general upkeep for area, adding expenses such as leaf blowers and other equipment.

The music budget has almost doubled. Concerts used to be Friday nights, and when Covid hit, the DDA took over this from Chamber, and added an additional concert each week. While this has been an increased expenditure, the DDA has been able to cover most from fundraising efforts. The DDA has increased event programming to also include Chili'in the Ville and Holiday to Remember. Insurance costs have increased and there have been added costs of tables, chairs, banners and trash receptacles. Ward said that the DDA will be looking at several items depending on whether the street closures continue, including electrical use,

bollards, Tivoli lighting and other amenities. Ward said the advisory committee will need to figure out long term solutions for daily access to the closed streets if closures continue.

Part of the survey was whether to expand the social district to include Great White Buffalo, Lava Grille, Garage, Sports Den and Tiramisu. Over the past couple years, these establishments have expressed interested in being included in the social district. This would increase staffing to maintain the extra areas. Boyd asked if the DDA is charging for people to utilize services within the social district. Ward said in some communities, the DDA charges a cup fee or adds services to the outdoor permits. Turnbull said that theoretically some of the outdoor permit dining fee covers the costs. Sullivan said that the City increased costs last year. Ward said the fees were increased but not the per square foot cost and what produced revenue was that the outdoor areas became larger and the length of time was 12 months instead of 8 months. Pre-covid the DDA did not receive revenues from outdoor dining permits, but since the pandemic the DDA received over \$20,000 in 2021 and over \$10,000 this year. Retail permits are currently being processed by the DDA, with the first \$282 going to the City and the balance to the DDA. Most retailers are not large enough for the outdoor footprint to go beyond this, and the DDA isn't seeing any revenue from retail permits. Sullivan said he would like to review the fee with Dianne Massa and it seems the fee could be increased.

Presley asked if the new committee has met yet. Boyd said the DDA needs to consider the appropriate way to equitably distribute the costs to the people that are receiving economic benefit. Sullivan said that Northville was one of the first to do this, maybe now there are other communities that have a different fee structure. Boyd asked that DDA staff compile a list of tasks for the advisory committee to consider with closures and possible expansion of the social district.

CITIZENS DISTRICT COUNCIL

Ward said the DDA sent out a letter to all the residents downtown and have received three responses to date; one of which was qualified. The other two applicants live in the historic district but not within DDA boundaries. Ward said to qualify the resident has to live within DDA boundaries. This group is required by state law if the DDA wants to update the TIF and development plan.

PLACEMAKING PRESENTATION

Gutman said this is being postponed due to scheduling conflicts.

DPAC

Sullivan said DPAC held its first meeting on Friday. The mayor was elected as chairperson and Pat McGow, chair of Brownfield, was elected as vice-chair. The committee is tasked with ensuring funding if any infrastructure and public improvements are needed for the Downs project and recommending where the funding will come from. The City hired Carol Rossetti to develop an agreement. OHM created a spreadsheet for cost estimates. The committee needs to confirm new tax revenue within the DDA and there needs to be a DDA agreement to collect

this. Sullivan said the entire 48-acre project is being discussed and considered as a brownfield. Sullivan said he will get the spreadsheet to share with the group.

Boyd asked what fraction does the DDA bond in anticipation of future revenues. Long asked if increased DPW, police staff and various staffing is also included in these budgets. Sullivan said the Planning Commission has begun to look at this and rather than breaking it down by department, they will look at a per capita or per acre basis.

COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee:* Ward welcomed Starring as newest member of Design Committee. The EV charging stations are being utilized and as of July 5, the stations have all become fee based.
- b. *Marketing Committee:* The packet includes the update restaurant guide and walking map. In addition to Friday and Saturday concerts, there will be dancing in Town Square through August 31.
- c. *Parking Committee:* No report.
- d. *Organizational Committee:* It has been decided to change the date for future DDA Board meetings. They will now be held on the fourth Tuesday. The Organizational Committee is planning to create a primer for what TIF financing is and its importance.
- e. *Economic Development Committee:* No report.
- f. *Sustainability Committee:* No report. The next meeting is scheduled for July 25.

BOARD COMMUNICATION

Presley asked if it's been determined how much parking is needed downtown, starting with the SE quadrant. Consultants have recommended that parking is necessary for planning. Long said that there are 24 parking spaces next to the church, that will be gone with the new developments. Ward said there has been discussion over the past couple years about updating the parking study, which was last done in 2006. Ward said the question is how to finance current parking as well as new parking. Currently all parking is free.

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

Meeting adjourned at 8:56 am.

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