

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Meeting of the DDA Board of Directors**  
**April 20, 2021**  
**Zoom Meeting**

The April meeting of the DDA Board was called to order at 8:05 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, Carolann Ayers, DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long (Sarasota County, FL), Greg Presley (Emmet Count, MI), Shawn Riley, Mary Starring*

**Absent:** *Ryan McKindles,*

**Also Present:** *Lori Ward/DDA Executive Director, Jeri Johnson/DDA Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Morowski-Brown/City Council, Anna Mary Lee Vollick/Resident, Sarah Prescott/School Board, Susan Haifleigh/Resident, Fred Sheill/Resident, Jeremy Goodman/Resident*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Ward requested to add an agenda item, 5.5, to discuss the Social District.

**Motion by Turnbull, seconded by Cozart** to approve the Agenda and Consent Agenda as amended. **Motion carried unanimously.**

**JAG ENTERTAINMENT CONTRACT 2021**

Ward said the DDA has been working with JAG Entertainment to produce the summer music series for many years. Last year, due to the Pandemic, the DDA changed the usually concert schedule of acoustic music on Wednesday Nights and larger bands on Friday nights to background music provided on Friday and Saturday nights. In addition, the new music line up included one or two musicians playing on both Main and Center Streets on Friday and Saturday nights. The music was scheduled from 5 – 7pm on Center Street on Friday and Saturday nights and 7 – 9pm on Main Streets on Friday and Saturday nights. The change in the music schedule was made to address the need to keep people social distanced and moving. The music was meant to be background music for those that are downtown dining or shopping and were not billed as concerts. Signage at the concerts reminded visitors to wear a mask, socially distance and to not bring a lawn chair to sit in.

In addition to the frequency of the concerts the DDA also made a change to the number of weeks the DDA provided music downtown. Usually, the concerts were held from Memorial Day to Labor Day. Last year the concerts were extended through to the end of October.

This year, the concert series will be similar to last year's schedule, however, there will only be two performances on each weekend; the music on Friday nights will be held on Center Street from 6 – 8 pm and on Saturday nights on Main Street from 6 – 8 pm. The series will start on Memorial Day weekend and go through Halloween and include 42 concerts. In addition to the music provided by the DDA several restaurant owners have booked musicians on other nights to augment the DDA's music series.

The cost of last year's music series totaled \$34,000. This year, the DDA has reduced the budget to \$25,200 (\$600 per concert) for the Friday and Saturday night music. This price includes 42 concerts but if more money is raised, we can add additional concerts. The DDA has already raised over \$12,000 in sponsorship and pledged \$10,000 of DDA support. There are two naming sponsors and several single concert sponsors.

DDA staff recommends that the DDA Board of Directors approve the contract with JAG entertainment provided in the Board Meeting Packet in the amount of \$600 per musician per night or \$25,200 to provide talent, sound equipment and management for the summer music series.

Riley pointed out that in the JAG contract it says \$600 per musician not concert. Ward will have that changed. Riley also questioned whether the concerts should be 6-8 pm or 7-9 pm. Casey feels from a restaurant perspective is better for the concerts to be 7-9 pm. Johnson also feels the town is busier from 7-9 pm. Boyd questioned the confidentiality clause in the JAG contract. He feels it would be hard for the DDA to comply to those terms. Boyd would like to have that paragraph eliminated or changed. Ward will make adjustments to the concert time and contract language and include that in a memo to City Council on consent.

**Motion by Long, seconded by Casey** to approve the 2021 JAG Entertainment contract for the acoustic concerts on Friday and Saturday evenings from 7-9 pm in downtown Northville for a not to exceed amount of \$25,200. **Motion carried unanimously.**

## **SOCIAL DISTRICT**

Ward said the DDA will be forming a Social District Subcommittee to talk about next steps given the streets will remain closed through the end of February of 2022. The DDA needs to figure out how and if events will take place downtown given the street closures. Because the DDA holds the Special Event Application currently for the Social District it is the DDA's responsibility to decide if we can accommodate other events that would like to be downtown. The Pods and Stands need to be discussed as well to determine if we want them to stay out in the summer months or stored for the season. The other question is if the Pods and Stands remain, should the current locations be

changed. Ward said that Johnson is having a difficult time finding vendors for the Stands, most restaurants are short staffed. The DDA is now charging a fee to outside vendors for use of the Stands.

Ward said she met with the Police Chief, Fire Chief, Building Inspector, DPW Director and City Manager to discuss the street entrances. One of the biggest concerns that is continually expressed by patrons about the street closures is the look of the barricades. The police cars need to remain for moveable access to the streets. It was suggested that the DDA put together a plan for the entrances with the Social District Subcommittee and then submit it to the group.

Ward is concerned about the DDA electrical bill since so many outdoor restaurants and merchants are using the City electrical plugs. Electricity consumption has gone up more than 50% in the downtown. Ward said the DDA may need to charge the merchants and restaurants for their power consumption.

Long agrees a Social District Committee is necessary and feels Laura Genitti would be a great asset on the committee. Long also believes the two Stands in Town Square should be moved to allow for more outdoor dining in the Square. Casey feels that all the Stands and Pods in downtown should be removed because summer foot traffic is already good especially if they remain empty. Riley believes the problem with the Stands is staffing and hopefully will improve this summer. Johnson agrees that the Stand usage might be better in the Summer and Fall months. Riley feels there was a substantial investment in the Pods and Stands and should remain in the downtown. Boyd wondered if retail shops would be interested in using the Stands. Johnson said she reached out to all the nonprofits to use the Stands and no one has been interested. Boyd agreed with Casey that empty Stands sends a bad message and wondered how much it would cost to put them in storage. Johnson said Schon thought it would be nice to have all 4 Stands on Center Street so it would look like a mini-Farmers Market. Buckhave suggested reaching out to Handcrafters, she believes the downtown needs more retail. Starring will also contact some of her previous artists to see if they are interested in a Stand. Prescott said she will reach out to school clubs and sports teams about using the Stands.

Ward said she will be reaching out to a variety of people to sit on the Social District Committee in the near future. They will be discussing all the issues that were brought up during the Board discussion. Presley asked if this committee would have a budget. Presley said it would be helpful if there was a budget to beautify the entrances. Ward stated that there is currently no budget for upgrading the entrances and funds would need to be allocated from fund balance.

## **EV CHARGING STATIONS**

Johnson said after reviewing the energy bills over the last several months for the EV Charging Stations it was determined that it was costing the DDA upwards of \$400 per month. Initially the 2 units on Main Street were wired for EV charging stations during the 2013 streetscape improvement but were never made operational because the City Council opted not to use 2 prime parking spots for EV use only. Manfred Schon, owner

of Up2Go, approached the DDA about creating another location for EV charging stations and pledged to fund the installation and pay the electric bill through June of 2019. The 2 charging stations would be located in the parking lot behind the 120 W. Main building. City Council approved this agreement in 2017. Schon ended his agreement with the City in December of 2019. When the contract was signed in 2017 the charging stations were estimated to cost \$700 per year and currently the DDA is paying \$4800 annually. The DDA does not want to continue to pay for this service and would like to install “pay as you go” units. Unfortunately, the existing units can’t be converted to “pay as you go”. Johnson said DTE has a commercial rebate program that reimburses up to \$2,500 per unit, to cover the cost of purchasing the new units and installation.

Johnson met with the Sustainability Committee and they would like the DDA to move forward with replacing the two in the parking lot and also adding the two additional units on Main Street. Ayers believes this should not be a DDA responsibility because they have enough on their plate. Ward agrees the expertise for EV charging stations is not in the DDA skill set and should be managed by someone else. Turnbull agrees that the two wired units on Main Street should be considered for additional EV charging stations when the other units are converted to “pay as you go”. Ward feels we need to include the City Manager in the discussion about management of the EV charging stations, he was unfortunately unable to attend this morning’s DDA meeting. Haifleigh agrees that we need to move forward with additional EV units in the downtown given the increase in EV cars on the road. She says the Sustainability Committee would support Johnson as she works to replace the existing units and pursues additional units on Main Street. Gutman says that Cureton is on the Sustainability Team and could be part of the decision-making process. Ayers feels we are not ready to move forward with a motion because the DDA does not have enough information and support on this project.

**Motion by Casey, seconded by Cozart** to approve the replacement of the existing EV Charging Stations in downtown Northville with “pay as you go” units. DDA will remain in active discussion about the other two potential EV units on Main Street and will work to resolve who will oversee the program in the future. **Motion carried 5 yay and 2 nays.**

#### **COMMITTEE INFORMATION AND UPDATES**

*a. Design Committee:*

None

*b. Marketing Committee:*

Riley said the Committee met and talked about community events and new locations that might be used for future events outside the downtown.

*c. Parking Committee:*

None

*d. Organizational Committee:*

None

e. *Economic Development Committee:*

Ward said the EDC met and will provide comment for the Planning Commissions next meeting on the new rooftop patio request from The Exchange Bar and Grill.

f. *Sustainability Committee:*

Gutman said the Sustainability Committee is in favor of four EV charging units in the downtown but will abide by the DDA decision.

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

Ward mentioned the Beautification Day in downtown Northville is scheduled for Saturday, May 15<sup>th</sup> from 9:00 – 12:00 pm.

Buckhave requested the parking lot lights be adjusted behind her residence on N. Center Street, they are way too bright. Ward will bring this to the attention of the DPW.

The next DDA Board meeting is scheduled for May 18, 2021.

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

**Meeting adjourned at 9:30 am**

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