

# Northville DDA Design Committee Meeting

Monday, October 11, 2021 – 8:30 am

Via Zoom



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Zoom Meeting: <https://us02web.zoom.us/j/84036014993>

Meeting ID: [840 3601 4993](#)

Join by Mobile: [1-312-626-6799](tel:1-312-626-6799)

## Meeting Agenda

1. Winter Market – Suzie Cozart (Attachment 1)
2. Murals – Chuck Murdock (Attachment 2)
3. EV Charging Stations – Lori Ward
4. Social District – Road Closures Plans
  - a. Surveys
  - b. Town Hall Meeting
  - c. Social Media
5. Next Meeting – November 8, 2021
6. Adjourned

## Northville's December to Remember

- December 1<sup>st</sup> – December 31<sup>st</sup>
- Street decorations
  - Buildings lined with lights
  - Santa Mouse hidden in all store fronts
  - Dr. Demray Rudolf Cars in place of Police Cars
  - Pods decorated by Adorn
  - Best windowfront contest???
  - Northville Patrons can cast their vote for the best Holiday window display
  - Santa mouse hidden in each storefront
- December 1 Northville Lights Kickoff
  - Streets are light up in downtown Northville
  - Music Playing
  - Any other ideas?
- Weekend Entertainment
  - Thursday night Holiday's Unplugged
    - Enjoy a relaxed evening in downtown Northville with your family listening to live music
      - (Need to book entertainer)
  - Friday Night Pop-Up Music
    - Each Friday in December there will be a different surprise music type. Come downtown to find out what it is!
      - Bagpipes
      - Carolers
      - Singing Santa?
    - Carriages Rides
  - Saturday
    - Kid friendly events
      - Build a bear truck (if we can find this in Michigan – will look for alternative in not possible)
      - Santa's Reindeer visit Northville (looking into rental times and prices)
      - Alpaca visit (living and learning center)
      - Make your own Toy Truck (this was at a Chamber Event in recent years. Contacting Jody for more information)
      - Holiday caricature Artist
      - Holiday face painting
      - Light up toy sales
    - Carriage Rides
    - Nightly music at the Marquee

- Sunday Family Day
  - Enjoy a day with your kids for some live entertainment and family time.
    - Live wood carving
    - Ice sculpture carving
    - Hot totty/Hot Chocolate tasting
    - Hot chocolate bombs for sale
    - Breakfast with Santa
      - Can we get this moved to Northville square?
    - Candy Cane Course
      - Stores hand out candy cane to kids as their parents shop for holiday gifts
    - Candy Cane Cake Walk
      - Children come downtown for a fun lighthearted candy cane cake walk. Anything candy cane will be accepted for prizes.
    - Any other ideas?
- Holiday Event Themes
  - Weekend 1 (Dec3-5)
    - Holiday Drink Tasting
      - Restaurants are asked to come up with a Holiday Drink. Patrons can stroll the streets and compare the festive drinks from each of our restaurants.
      - Ugly Christmas Sweater night out in Northville
  - Weekend 2 (Dec10-12)
    - Holiday tasting menu
      - Restaurants are asked to come up with a Holiday dish.
  - Weekend 3 (Dec17-19)
    - Shop 'til You Drop
      - Shops can offer holiday sales/specials this weekend. Maybe a Christmas tree that has ornaments, grab on and a discount may be unveiled?
- Marketing
  - Logo
    - Consistent marketing for December to Remember will help with it's success.
    - Names for the market
      - Northville Holiday Market
      - Winter Fest
      - Northville's December to Remember
      - The North Pole in the Ville
      - Northville Noel Fest
      - Northville Wonderland

- Ideas?
  - Social Media Marketing
    - Each weekend will be advertised of what to expect. New events will draw the same patrons week after week.
  - Print marketing
    - Advertisement in The Ville
- New Years Eve ideas??
  - Need idea of how to close out a December to Remember
- Other ideas for making a successful December to Remember?

**From:** [Stacey Tardich](#)  
**To:** [Lori Ward](#)  
**Cc:** [johnlineman@aol.com](mailto:johnlineman@aol.com)  
**Subject:** Re: Mural  
**Date:** Monday, September 27, 2021 3:29:15 PM  
**Attachments:** [Outlook-1505245779.png](#)

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Hi Lori, so nice to see you last week! It was a pleasure talking with you and Chuck. My dad also asked about you and is hoping you are doing well.

It's a go! How could we not say yes! Just my humble input, I hope the next one can be more contemporary and engaging. A "Northville" mural where people can stand in front of and take pictures would be so cool in our town! We appreciate all the work the committee has done.

We will complete the contract and return it. Just to confirm, we are just giving permission to put on building, we are not responsible for any financial aspect of the project, maintenance, repairs, etc. We understand an insurance policy exists for this project that covers any damage to the building. My dad inquired if previous projects using this application has ever damaged the building facade. Can you confirm that. I know it is the same application used on the mural at the Village Workshop but that has not been up long enough to determine if there is any brick damage.

Thank you Lori! Again, we appreciate all your time, work and effort that goes into this town!! I will drop off contract this week!

Stacey

**Stacey Tardich**  
*Director of Outreach*  
*LoveWell Home Care*  
248.773.7660



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**From:** Lori Ward <lward@ci.northville.mi.us>  
**Sent:** Friday, September 24, 2021 2:14 PM  
**To:** Stacey Tardich <stacey@lovewellcare.com>  
**Subject:** Mural

Hi Stacey, I appreciate you taking time to meet with me and Chuck on Wednesday to discuss the

possibility of installing a mural to the side of your family's building at Main and Center. As I mentioned, the DDA has been talking about this mural for years and we are anxious to just pull the trigger and get it moving. Please let me know if there is any additional information that we can provide your parents to help them make their decision.

Below is the link to the Historic District requirements and application for the painting of your Center Street door. Please let me know if you have any questions.

[https://www.ci.northville.mi.us/services/building\\_and\\_planning/historic\\_district/applications\\_and\\_meeting\\_dates](https://www.ci.northville.mi.us/services/building_and_planning/historic_district/applications_and_meeting_dates)

Application:

[https://p1cdn4static.civillive.com/UserFiles/Servers/Server\\_11895878/File/Services/Building&Planning/HistoricDistrict/HDC%20Application%20\(2021\).pdf](https://p1cdn4static.civillive.com/UserFiles/Servers/Server_11895878/File/Services/Building&Planning/HistoricDistrict/HDC%20Application%20(2021).pdf)

Historic District Staff contact: Sally Elmiger – Carlise Wortman Sally Elmiger ([selmiger@cwaplan.com](mailto:selmiger@cwaplan.com)) or 734-662-2200

Have a great weekend. Lori

Lori M. Ward  
Director, Northville DDA  
215 W. Main Street  
Northville, MI 48103  
Phone: 248-349-0345

DOWNTOWN MURAL PROJECT





14'x20'





12'x36'



8'x24'