

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of February 18, 2020
Meeting Room A

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

ROLL CALL

Present: *Mayor Brian Turnbull, Carolann Ayers, DJ Boyd, John Casey, Ryan McKindles, Greg Presley, Shawn Riley, Mary Starring*

Absent: *Margene Buckhave, Aaron Cozart, Jim Long*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Barbara Moroski-Browne/City Council, Brandon Bueter/Marquis Theatre, Fred Sheill/Resident, Terri Lapham/Marquis Theatre, Dave Gutman/Resident*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda:

- a. January 2020 Financial Statement
- b. January 2020 Invoice Report
- c. January 21, 2020 DDA Board Meeting Minutes
- d. December 17, 2019 Amended PA 57 DDA Board Meeting Minutes
- e. December 17, 2019 Amended Meeting Minutes

Presley introduced Brandon Bueter, whose family purchased the Marquis Theatre, and asked that the Marquis Theatre be added to the agenda under Arts and Entertainment.

Motion by Ayers, seconded by Starring to approve the Consent Agenda as amended. **Motion carried unanimously.**

APPROVAL OF HERWIG LIGHTING ORDER

Ward mentioned that we have had several light poles hit in the past couple months by cars. Johnson said there are four insurance claims being processed currently. Two of those are for street lights. Ward said we have no inventory to replace the downed poles. The DDA would like to order 6 additional poles and luminaries from Herwig at a cost of \$19,182.00. Boyd asked if there was room in the budget for this purchase. The 2019-20 budget would need to be amended to cover the cost. Ward said when the insurance claims get processed in our favor, we can transfer the money back into the light fixture account to cover the cost of the purchase.

Motion by Ayers, seconded by Turnbull to order 6 Herwig luminaries and polls.
Motion carried unanimously.

134 N. CENTER ALLEY REPAIR

Ward said earlier this year the DDA agreed to share 50% of the total cost (\$25,000) with the owners of the building at 134 N. Center Street to resurface the alleyway and make it ADA compliant. The DDA's total cost was not to exceed \$12,500. In exchange for the DDA's financial participation in the project, the building owners agreed to grant the City a perpetual easement for public access through the alleyway. The construction has been completed and all the bills totaling \$30,289.25 have been paid. Ward said since the construction costs were slightly higher than anticipated the building owners have requested the DDA increase their contribution by \$2,500 for a total of \$15,000. The cost increase is justified by the additional handrails and extra flags of concrete that were installed to connect the new ramp to the sidewalk that was poured as part of the previous parking project completed several years ago. Ward is requesting the Board approve the additional \$2,500.

Casey questioned why the DDA feels it is necessary to approve the additional funding when the owners agreed to accept the \$12,500. Ward felt the spirit of the initial conversation was to split the cost 50/50 and at the time their best estimate was \$25,000. Ayers asked if it is now completely ADA compliant and Ward said yes. Ward also said the City will insure and maintain the alleyway. Ward reached out to Loyd Cureton (DPW) to make sure the new alleyway was on his list of areas to maintain. Boyd suggested the Board approve the additional \$2,500 so as not to create ill will. Sullivan said the initial cap was put on to protect the DDA in case there were some unforeseen major issues with the project. Since this is not a big increase to the initial estimate Sullivan feels it is reasonable to pay the additional \$2,500.

Motion by Ayers, seconded Starring to approve an increase of DDA matching funds totaling \$15,000 or an additional \$2,500 for Rebecca's alleyway repairs. **Motion carried unanimously.**

CADY STREET PARKING DECK

Ward stated that City Council approved the RAM contract totaling \$270,923 last September to repair the Cady Deck. The project began in mid-September 2019 and was completed ahead of schedule in less than six weeks. RAM and WGI did a wonderful job of keeping the project running smoothly. There were three change orders during the project that were reflected in the modified RAM contract. Ward said the modified amount was \$227,141.85 or \$19,152.47 (8%) less than the original contracted amount. This new total will allow us to return \$44,333 to the DDA's fund balance for use on other projects. Ward complimented both RAM and WGI on a successful project and is hoping the same team can stay together for the MainCentre Parking Deck public improvement project starting this Spring.

Riley questioned the entrance to the Cady Street parking deck; the stacked stone planter is hit on a regular basis. He requested we look for a more permanent solution to that entrance in the Spring. Ward agreed to speak to WGI regarding the added scope.

DDA DRAFT BUDGET 20-21

Ward provided a draft of the DDA budget for 20-21. The Organizational Committee met to look closely at the upcoming budget with the hope of having a healthier fund balance in place. The Committee decided to cut some projects that were scheduled for 2020. Those projects consist of the 3rd directory at the Comerica Community Connection (\$3,000), Mural (\$12,800), fire pits (\$10,000) and historic markers (\$4,000). This will allow the DDA to start the next fiscal year with a fund balance of \$94,866.

In addition, the committee made these recommendations:

- Attempt to keep in the \$20,000 Pavilion repair line item. The facility is in desperate need of assistance. Staff has been meeting with Grissim Metz for assistance in assembling a bid packet for all of the projects in Town Square that need repairs.
- Consider a charge for use of the Special Event porta-potties used by event organizers.
- Need to identify new EV charging partner to sponsor electricity of explore adding a charging component to the stations.
- Agree to sponsor the Friday Night Concerts. This effort is \$25,000 of which we have approximately \$15,000 in outside sponsorship and \$10,000 comes from DDA.
- Continue to sponsor the Wednesday Night Concerts and the Skeletons are Alive event.
- Consider reducing or eliminating sponsorship all other events in the Downtown including Chamber events, Buy Michigan Now, Party in the Ville, Tunes on Tuesday.
- Reduce print advertising by \$7,000 or 30%.
- Reduction in Membership Organizations and Education and Training.

Sullivan raised the question of how much we plan to still contribute to other community organizations for their events. His concern is they may leave the City if we do not continue sponsoring their events. Ayers said the DDA has to make difficult choices in order to keep the budget healthy. Riley asked if we are being asked to pay for additional things this year that we have not paid for in previous years. Ward answered that it is more an issue of the TIF increase being only \$13,000 for the next year. Sullivan questioned why our seasonal employee line item went up \$5,000 for next year. Ward said Wiktorowski had provided those numbers and she will check back with her for an explanation. Presley asked how much revenue we will receive for the new construction project at 335 E. Cady. Sullivan said that should be assessed this coming December so it won't show up in the 20-21 budget year but will definitely help the following 21-22 year. Presley requested we find out what the bump in income will be in 21-22.

Ward said that this budget does not include funding for the MainCentre Deck public improvement project. The City and the DDA are still looking at ways to fund the deck improvements. Presley questioned whether negotiations have moved forward with Singh regarding their contribution for the deck repairs. Sullivan said City Council will be meeting on February 18th to begin the Special Assessment process. Sullivan believes the Special Assessment should be done in April and will definitely be contested by Singh. Singh believes the agreement they made in 1996 with the City should continue to

cover all the deck expenses. Sullivan is hoping that ongoing negotiations with Singh will eventually help with some of the deck costs. Sullivan said most likely the Cady Street Deck repairs will be funded by the parking fund which currently has about \$800,000 so construction will stay on schedule. Sullivan said the DDA fund balance has been depleted and soon the city parking fund will be as well, moving forward we will have to do some creative financing to fund the ongoing parking lot public improvements.

Ayers questioned the Board about the current budget that is on the table. Does the Board want to move forward today or work on it further? The streetsweeper budget expense was discussed and Sullivan suggested we help purchase the equipment so the contribution would go down. Ward said the budget will go before City Council on April 27th. Riley suggested the DDA continue to work on the budget and bring it back to the March meeting. Casey requested a budget through 2025 so we can see what it will look like when our debt service goes away. Ayers suggested we table the budget till the March Board meeting to allow more time to make the discussed changes and look into Board member questions.

Motion by Boyd, seconded by McKindle to table the DDA budget as presented until the March Board meeting. **Motion carried unanimously.**

ARTS & ENTERTAINMENT

Presley said Northville is very unique city in that it has three live stage entertainment venues. Presley would like the DDA, based on the strategic plan, to consider a creative Arts and Entertainment brand. The Marquis Theatre has been sold and the owners are uncertain how to move forward with the venue. The owners are looking for guidance from the community as to their wants and wishes. Presley has been hired by the new owners to address code issues. Presley thinks this is the right time to consider an Arts and Entertainment brand because the Marquis owners are open to listening and creating a venue that best serves the community. Turnbull thinks there will need to be research done of other community theatres and how they established successful practices. Then based on what the research shows create a venue that will meet those criteria. Presley asked whether the DDA would lead the charge to form a group to look at becoming an Arts and Entertainment community. Price asked if this is something the Master Plan discussions could address. Bueter addressed the group about what type of feedback and guidance they'd like from the community. The Marquis owners are interested in enhancing what the town already has to offer by providing a multi-purpose entertainment venue bringing more people to town. Presley once again asked if the DDA was willing to lead a group to look at an Arts and Entertainment community brand for Northville. Riley suggested the focus group be part of the Marketing Committee and add Bueter to the committee. Presley suggested we also add this initiative to our Marketing goals.

COMMITTEE INFORMATION AND UPDATE

a. Design Committee:

Boyd said the committee is still working on the new branding and signage with Buzz. Ward and Cozart are working with Buzz to move the project along.

b. Marketing Committee:

Special Event Policy Update

Riley said the attached Special Event Policy had some minor changes made to the document for clarification purposes. It goes before City Council for approval at their February 18th meeting. Sullivan pointed out an error in the Application Procedures, instead of 21 days prior it should read 45 days prior. Riley stated there has still not been any resolution for the relocation of the Northville Food and Wine event during the month of September. Sullivan suggested that there be wording added to the policy that says beer tents will have a restricted entrance.

Motion by Boyd, seconded by McKindle to accept the Special Events Policy with two corrections added. The first is under the Application Procedures II, it should read 45 days prior not 21. The second is under Events that Require Downtown Street Closures XI, the language needs to say the areas that are accessible and open to the public coexist with the state laws regarding alcohol sales. **Motion carried unanimously.**

c. Parking Committee:

Casey said there was nothing to report on parking this month.

d. Organizational Committee:

Ayers said the committee already presented the budget. Riley questioned whether a combined City Council and DDA meeting about budgets would take place. Boyd felt that the meeting should be tabled until after the budgets have been submitted. Presley said at the meeting there should be discussions about how big this town should get. Should the DDA boundaries be increased? Presley feels we have an opportunity to impact the Master Plan moving forward.

e. Economic Development Committee:

Presley asked Sullivan when the postcards will be available for the Master Plan workshops schedule. Sullivan said they will be ready for distribution next week.

FUTURE MEETINGS/ IMPORTANT DATES

A list of future meeting dates and important events were provided in the DDA Board packet.

BOARD AND STAFF COMMUNICATION

The next DDA Board meeting is scheduled for March 17, 2020.

Meeting adjourned at 9:40 am

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