



## **Meeting of the DDA Board of Directors January 19, 2021 - 8:00 a.m.**

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. A personal zoom invitation will be sent to each DDA Board member in advance of the DDA Board meeting and again the morning of the meeting. The public link for the DDA meeting on December 15, 2020 at 8:00 am is <https://us02web.zoom.us/j/86108740809>, to join by phone: 1-301-715-8592, Webinar ID: 861 0874 0809.

Log in Instructions, Meeting Rules and Tips are available on the City's website at this link: <https://www.ci.northville.mi.us/cms/one.aspx?portalid=11895963&pageid=13505469#hdc> OR from the main Home page, click on the Government tab, then Agendas and Minutes, scroll to the City Council section of the webpage, and scroll down to the link for this meeting. "Zoom Webinar User Guide for City of Northville Public" is also available on this website page.

### **AGENDA**

1. Call to Order – Shawn Riley
2. Audience Comments (3 - minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
  - a. December 2020 Financial Statement (Attachment 4.a)
  - b. December 2020 Invoice Report (Attachment 4.b)
  - c. November 17, 2020 Meeting Minutes (Attachment 4.c)
  - d. December 15, 2020 Meeting Minutes (Attachment 4.d)
  - e. December 15, 2019 Informational Meeting (Attachment 4.e)
5. Presentation by Robert Florida, ERC on conversion of Downtown Streetlights (Attachment 5)
6. Heat in the Street
  - a. Recap of Town Hall Meeting
  - b. Update on Survey Results
  - c. Discussion on Fire Pits

7. Committee Information and Updates
  - a. Design Committee – DJ Boyd
  - b. Marketing Committee – Shawn Riley (Attachment 7.b)
  - c. Parking Committee – John Casey
  - d. Organizational Committee – DJ Boyd
  - e. Economic Development Committee – Aaron Cozart
  
8. Future Meetings / Important Dates
  - a. Economic Development Committee – TBD
  - b. Marketing Committee Meeting – February 4, 2021
  - c. Design Committee Meeting – February 8, 2021
  - d. Follow up to Town Hall Meeting – Proposed Date: February 9, 2021
  - e. Executive Committee Meeting – February 10, 2021
  - f. DDA Board Meeting – February 16, 2021
  - g. Parking Committee – TBD
  - h. Parking Credit Subcommittee Meeting - TBD
  - i. Sustainability Committee Meeting – TBD
  
9. Board and Staff Communications
  
10. Adjournment – Next Meeting – February 16, 2021

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 12/31/2020  
% Fiscal Year Completed: 50.41  
DECEMBER BENCHMARK 50%

GL NUMBER	DESCRIPTION	2020-21		YTD BALANCE 12/31/2020 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/20 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	737,956.00	733,158.00	640,652.72	2,149.10	92,505.28	87.38	
370-000-403.010	DDA OPERATING LEVY	61,418.00	61,415.00	58,434.64	(7.76)	2,980.36	95.15	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	34,000.00	34,092.00	34,092.20	0.00	(0.20)	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(1,500.00)	(1,000.00)	(69.57)	0.00	(930.43)	6.96	
PROPERTY TAXES		831,874.00	827,665.00	733,109.99	2,141.34	94,555.01	88.58	
GRANTS								
370-000-528.000	OTHER FEDERAL GRANTS	0.00	19,008.00	20,212.05	16,391.44	(1,204.05)	106.33	
GRANTS		0.00	19,008.00	20,212.05	16,391.44	(1,204.05)	106.33	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	39,500.00	25,000.00	14,400.00	0.00	10,600.00	57.60	
370-000-586.080	DONATIONS/SPONSORSHIPS	0.00	270,430.00	79,100.00	18,500.00	191,330.00	29.25	
GRANTS & OTHER LOCAL SOURCES		39,500.00	295,430.00	93,500.00	18,500.00	201,930.00	31.65	
MISCELLANEOUS REVENUES								
370-000-659.110	RENTS-SHORT TERM	500.00	0.00	0.00	0.00	0.00	0.00	
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
370-000-667.000	INSURANCE PROCEEDS	0.00	4,422.00	4,422.30	0.00	(0.30)	100.01	
MISCELLANEOUS REVENUES		700.00	4,622.00	4,422.30	0.00	199.70	95.68	
INTEREST								
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	5,000.00	15.00	15.42	0.00	(0.42)	102.80	
370-000-664.190	INTEREST - MI CLASS 1 DIST	750.00	100.00	28.01	0.00	71.99	28.01	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	6,000.00	2,822.62	0.00	3,177.38	47.04	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	0.00	(416.08)	0.00	416.08	100.00	
370-000-664.400	INVESTMENT POOL BANK FEES	(400.00)	(100.00)	(12.86)	0.00	(87.14)	12.86	
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(750.00)	(227.48)	(49.94)	(522.52)	30.33	
370-000-664.600	BANK LOCKBOX FEES	(550.00)	(550.00)	(44.06)	0.00	(505.94)	8.01	
370-000-664.700	CUSTODIAL FEES	(130.00)	(130.00)	(45.15)	0.00	(84.85)	34.73	
INTEREST		8,920.00	4,585.00	2,120.42	(49.94)	2,464.58	46.25	
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	0.00	48,420.00	0.00	0.00	48,420.00	0.00	
FUND BALANCE RESERVE		0.00	48,420.00	0.00	0.00	48,420.00	0.00	
Total Dept 000		880,994.00	1,199,730.00	853,364.76	36,982.84	346,365.24	71.13	
TOTAL REVENUES		880,994.00	1,199,730.00	853,364.76	36,982.84	346,365.24	71.13	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	13,740.00	13,740.00	5,909.64	3,889.47	7,830.36	43.01	
370-753-707.000	WAGES - REGULAR OVERTIME	1,220.00	1,185.00	326.40	326.40	858.60	27.54	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	535.00	916.74	382.56	(381.74)	171.35	

PERIOD ENDING 12/31/2020  
% Fiscal Year Completed: 50.41  
DECEMBER BENCHMARK 50%

GL NUMBER	DESCRIPTION	2020-21		YTD BALANCE 12/31/2020 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/20 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-753-943.000	EQUIPMENT RENTAL - CITY	10,600.00	10,600.00	8,618.96	7,072.67	1,981.04		81.31
370-753-967.000	FRINGE BENEFITS	14,595.00	14,595.00	5,711.22	3,955.87	8,883.78		39.13
Total Dept 753 - DPW SERVICES		40,655.00	40,655.00	21,482.96	15,626.97	19,172.04		52.84
Dept 861 - DESIGN COMMITTEE								
370-861-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	8,564.10	1,213.07	8,280.90		50.84
370-861-710.000	WAGES - PART TIME	31,185.00	31,185.00	23,170.89	2,635.15	8,014.11		74.30
370-861-726.000	SUPPLIES	575.00	575.00	54.55	11.66	520.45		9.49
370-861-740.050	DOWNTOWN MATERIALS	19,700.00	37,300.00	6,386.94	3,432.52	30,913.06		17.12
370-861-751.000	FUEL & OIL	500.00	500.00	562.16	489.55	(62.16)		112.43
370-861-801.000	CONTRACTUAL SERVICES	49,580.00	51,230.00	10,969.01	1,958.54	40,260.99		21.41
370-861-801.160	RESTROOM PROGRAM	2,750.00	3,750.00	2,819.50	1,143.00	930.50		75.19
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	0.00	0.00	2,000.00		0.00
370-861-850.000	LANDSCAPE MAINTENANCE	28,810.00	28,810.00	16,328.86	6,494.05	12,481.14		56.68
370-861-913.000	VEHICLE INSURANCE	370.00	385.00	385.00	0.00	0.00		100.00
370-861-920.010	ELECTRIC POWER	3,360.00	4,360.00	478.99	189.34	3,881.01		10.99
370-861-920.020	NATURAL GAS	4,090.00	4,090.00	498.93	0.00	3,591.07		12.20
370-861-920.030	WATER & SEWER SERVICE	8,440.00	8,440.00	2,264.84	87.36	6,175.16		26.83
370-861-967.000	FRINGE BENEFITS	10,490.00	10,490.00	5,539.07	777.01	4,950.93		52.80
370-861-976.010	STREET FURNISHINGS	15,640.00	17,825.00	3,467.47	0.00	14,357.53		19.45
370-861-977.000	CAPITAL OUTLAY	0.00	300,430.00	38,500.00	0.00	261,930.00		12.81
Total Dept 861 - DESIGN COMMITTEE		194,335.00	518,215.00	119,990.31	18,431.25	398,224.69		23.15
Dept 862 - MARKETING								
370-862-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	8,564.27	1,213.12	8,280.73		50.84
370-862-710.000	WAGES - PART TIME	19,325.00	19,325.00	7,388.51	1,403.25	11,936.49		38.23
370-862-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00		0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	58,500.00	54,500.00	33,358.50	1,830.00	21,141.50		61.21
370-862-785.000	BUSINESS RETENTION PROGRAM	2,660.00	2,660.00	0.00	0.00	2,660.00		0.00
370-862-801.000	CONTRACTUAL SERVICES	59,000.00	65,450.00	35,468.45	4,564.00	29,981.55		54.19
370-862-801.340	WEB SITE MAINTENANCE	900.00	900.00	630.94	35.99	269.06		70.10
370-862-967.000	FRINGE BENEFITS	8,500.00	8,500.00	3,988.10	627.76	4,511.90		46.92
Total Dept 862 - MARKETING		165,880.00	168,330.00	89,398.77	9,674.12	78,931.23		53.11
Dept 863 - PARKING								
370-863-706.000	WAGES - REGULAR FULL TIME	8,425.00	8,425.00	4,282.16	606.60	4,142.84		50.83
370-863-710.000	WAGES - PART TIME	1,935.00	1,935.00	738.86	140.32	1,196.14		38.18
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00		0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	500.00	500.00	90.00	0.00	410.00		18.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	25,000.00	0.00	25,000.00		50.00
370-863-950.260	OPER TFR TO PARKING FUND	118,220.00	118,220.00	59,110.00	0.00	59,110.00		50.00
370-863-967.000	FRINGE BENEFITS	3,655.00	3,655.00	1,765.61	270.46	1,889.39		48.31
Total Dept 863 - PARKING		182,785.00	182,785.00	90,986.63	1,017.38	91,798.37		49.78
Dept 864 - ORGANIZATIONAL								
370-864-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	10,705.27	1,516.45	10,349.73		50.84
370-864-710.000	WAGES - PART TIME	9,665.00	9,665.00	3,694.22	701.61	5,970.78		38.22

PERIOD ENDING 12/31/2020  
% Fiscal Year Completed: 50.41  
DECEMBER BENCHMARK 50%

GL NUMBER	DESCRIPTION	2020-21		YTD BALANCE 12/31/2020 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/20 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-726.000	SUPPLIES	850.00	850.00	553.52	196.68	296.48		65.12
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00		0.00
370-864-731.000	PUBLICATIONS	65.00	65.00	130.04	0.00	(65.04)		200.06
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,100.00	3,785.00	4,241.86	456.80	(456.86)		112.07
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	3,500.00	3,091.50	810.00	408.50		88.33
370-864-805.000	AUDITING SERVICES	4,965.00	4,965.00	4,961.00	1,281.00	4.00		99.92
370-864-900.000	PRINTING & PUBLISHING	1,315.00	1,315.00	2,073.77	1,974.00	(758.77)		157.70
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,460.00	6,175.00	3,797.00	565.00	2,378.00		61.49
370-864-920.000	UTILITIES	1,420.00	1,420.00	647.82	107.97	772.18		45.62
370-864-956.000	CONTINGENCIES	2,980.00	2,980.00	0.00	0.00	2,980.00		0.00
370-864-958.000	MEMBERSHIP & DUES	745.00	1,395.00	1,395.00	295.00	0.00		100.00
370-864-960.000	EDUCATION & TRAINING	1,250.00	1,250.00	75.00	0.00	1,175.00		6.00
370-864-967.000	FRINGE BENEFITS	9,505.00	9,505.00	4,648.76	720.68	4,856.24		48.91
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,710.00	12,710.00	6,355.00	0.00	6,355.00		50.00
Total Dept 864 - ORGANIZATIONAL		78,685.00	80,735.00	46,369.76	8,625.19	34,365.24		57.43
Dept 865 - ECONOMIC DEVELOPMENT								
370-865-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	10,705.14	1,516.36	10,349.86		50.84
370-865-710.000	WAGES - PART TIME	3,865.00	3,865.00	1,477.70	280.66	2,387.30		38.23
370-865-726.000	SUPPLIES	200.00	200.00	0.00	0.00	200.00		0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00	500.00	0.00	0.00	500.00		0.00
370-865-967.000	FRINGE BENEFITS	9,055.00	9,055.00	4,385.11	670.72	4,669.89		48.43
Total Dept 865 - ECONOMIC DEVELOPMENT		34,675.00	34,675.00	16,567.95	2,467.74	18,107.05		47.78
Dept 945 - DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,335.00	174,335.00	12,167.50	0.00	162,167.50		6.98
Total Dept 945 - DEBT SERVICE		174,335.00	174,335.00	12,167.50	0.00	162,167.50		6.98
Dept 999 - RESERVE ACCOUNTS								
370-999-999.000	UNALLOCATED RESERVE	9,644.00	0.00	0.00	0.00	0.00		0.00
Total Dept 999 - RESERVE ACCOUNTS		9,644.00	0.00	0.00	0.00	0.00		0.00
TOTAL EXPENDITURES		880,994.00	1,199,730.00	396,963.88	55,842.65	802,766.12		33.09
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		880,994.00	1,199,730.00	853,364.76	36,982.84	346,365.24		71.13
TOTAL EXPENDITURES		880,994.00	1,199,730.00	396,963.88	55,842.65	802,766.12		33.09
NET OF REVENUES & EXPENDITURES		0.00	0.00	456,400.88	(18,859.81)	(456,400.88)		100.00

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE  
 POST DATES 12/01/2020 - 12/31/2020  
 BOTH JOURNALIZED AND UNJOURNALIZED  
 BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-726.000	SUPPLIES	LORI WARD	REIMBURSE FOR LIGTHERS FOR FIRE PIT	5087	12/29/20	11.66	114798
370-861-740.050	DOWNTOWN MATERIALS	GAJE WAREHOUSE	GARLAND FOR LIGHT POLES	5124	12/02/20	2,514.00	114609
370-861-740.050	DOWNTOWN MATERIALS	JOHN LAPENTA	FIRE PIT RINGS	12220	12/16/20	95.38	114697
370-861-740.050	DOWNTOWN MATERIALS	LIGHTING SUPPLY CO	150 WATT CLEAR S5/0 MOGUL BASE OPEN	V0493186	12/16/20	148.99	114730
370-861-740.050	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERV	6035322532048778	121320	01/13/21	533.48	114877
370-861-740.050	DOWNTOWN MATERIALS	LIGHTING SUPPLY CO	250 WATT CLEAR S50	V0433343	12/16/20	79.15	114730
370-861-740.050	DOWNTOWN MATERIALS	AARONSON MANAGEMENT, I	HEAT IN THE STREET SIGNS	1-32598	12/30/20	415.00	114792
370-861-740.050	DOWNTOWN MATERIALS	AARONSON MANAGEMENT, I	HEAT IN THE STREET SIGNS	1-32623	12/30/20	180.00	114792
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	WIFI - TOWN SQUARE	111720	12/02/20	259.77	114579
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATION	WINTERIZATION - BANK OF AMERICA ARE.	198221	12/02/20	100.00	114588
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATION	WINTERIZATION - 120 W. MAIN AREA	198222	12/02/20	125.00	114588
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATION	WINTERIZATION - N. PARKING LOT AREA	198245	12/02/20	150.00	114588
370-861-801.000	CONTRACTUAL SERVICES	GREEN ELECTRICAL SOLUT	REPAIR WORK ON CLOCK TOWER	1263	12/02/20	625.00	114630
370-861-801.000	CONTRACTUAL SERVICES	ADORN	LIVING AND LEARNING HELPERS	1324	12/02/20	140.00	114638
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	120520	12/02/20	299.00	500422
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	WIFI - TOWN SQUARE	121720	12/30/20	259.77	114784
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA POTTIES - 10/7-11/3	A-60633	12/02/20	479.00	114597
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA POTTIES - TOWN SQUARE	A-60898	12/16/20	479.00	114712
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA POTTY - TOWN SQUARE	60978	12/30/20	185.00	114796
370-861-850.000	LANDSCAPE MAINTENANCE	HOME DEPOT CREDIT SERV	COAT, BOOTS & MISC 6035-3225-3883-	111320	12/02/20	339.05	114600
370-861-850.000	LANDSCAPE MAINTENANCE	BANOTAL GREENHOUSES IN	BARRICADE HOLIDAY POTS	13371	12/02/20	1,310.00	114635
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	WINTER LANDSCAPING	20-14-121320	12/16/20	4,845.00	114731
370-861-920.010	8671921 - 127 E MAIN - CC	DTE ENERGY	ELECTRIC CHARGES	120120	12/02/20	83.41	114585
370-861-920.010	8671921 - 127 E MAIN - CC	DTE ENERGY	ELECTRIC CHARGES 11/14/20 - 12/16/2	12/16/20	12/30/20	105.93	114789
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 11/13 - 12/11/20	121120	01/13/21	610.56	500426
Total For Dept 861 DESIGN COMMITTEE						14,373.15	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & PR	UPPER LEVEL GRAPHICS	HOLIDAY POLE BANNERS	21155	12/02/20	1,830.00	114569
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PR MONTHLY RETAINER	12-2020	12/02/20	2,000.00	114567
370-862-801.000	CONTRACTUAL SERVICES	BROADCAST MUSIC INC	BMI SUBSCRIPTION	9727171	12/16/20	364.00	114741
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PR SERVICES FOR JANUARY	NORTHVILLE 1-	20:12/30/20	2,200.00	114772
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE FOR MAILCHIMP WEB SERVICE	12220	12/30/20	35.99	114798
Total For Dept 862 MARKETING						6,429.99	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	STAPLES CREDIT PLAN	TONER	3463225865	12/16/20	196.68	114681
370-864-726.000	SUPPLIES	LORI WARD	REISSUE CHECK # 112135 - CATERING F	REISSUE 112135	12/30/20	30.70	114798
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	WIFI - DDA OFFICE	111620	12/02/20	88.40	114580
370-864-801.190	TECHNOLOGY SUPPORT & SERV	CARLISLE-WORTMAN ASSOC	NOV 2020 ELECTRONIC MEETINGS	2159181	12/16/20	280.00	114707
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	WIFI - DDA OFFICE	121620	12/30/20	88.40	114783
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE SEPT 20 (1	122080	12/30/20	810.00	114811
370-864-805.000	AUDITING SERVICES	PLANTE MORAN	AUDIT SERVICES	1932497	12/16/20	1,281.00	114695
370-864-900.000	PRINTING & PUBLISHING	KIMPRINT INC	NOTECARDS & ENVELOPES	63345	12/02/20	1,070.00	114568
370-864-900.000	PRINTING & PUBLISHING	KIMPRINT INC	LETTERHEAD & ENVELOPES	63351	12/02/20	904.00	114568
370-864-910.000	LIABILITY & PROPERTY INS F	MICHIGAN MILLERS MUTUA	SPEC EVENTS POLICY DDA #C054158300	CL0034509P	12/16/20	565.00	114758
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	120520	12/02/20	32.97	500422
370-864-958.000	MEMBERSHIP & DUES	NATIONAL MAIN STREET C	NATIONAL MAIN STREET CENTER DUES	103020	12/02/20	295.00	114565
Total For Dept 864 ORGANIZATIONAL						5,642.15	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						26,445.29	

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of the DDA Board**  
**November 17, 2020**  
**Zoom Meeting**

The regular meeting of the DDA Board was called to order at 8:00 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull (Emmet County), DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long, Ryan McKindles, Greg Presley (Emmet County), Shawn Riley, Mary Starring*

**Absent:** *Carolann Ayers*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Sustainability Committee, Barbara Morowski-Brown/City Council, Patrick Giesa/City Council and Sustainability Committee, Sandi Wiktorowski/Finance Director, Fred Sheill/Resident, Joe Kowalski/Plante & Moran, Anna Mary Lee Vollick/Sustainability Committee, Kathy Spillane/Sustainability Committee, Ashley Raden/Plante & Moran, Susan Haifleigh/Sustainability Committee*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent Agenda:

- a. October 2020 Financial Statement
- b. October 2020 Invoice Report
- c. October 20, 2020 Meeting Minutes

**Motion by McKindles, seconded by Turnbull** to approve the Agenda and Consent Agenda. **Motion carries unanimously.**

**PRESENTATION OF DDA AUDIT – PLANTE & MORAN**

- a. **Audit Letter:** Kowalski from Plante & Moran thanked the City team for making the audit process go seamlessly especially during the pandemic. The audit was done remotely which was more difficult because all the documents needed to be sent electronically. The result was a clean audit and no adjustments were needed. The letter in the Board packet highlights the findings from the audit.

- b. **DDA Financial Report:** Raden from Plante & Moran highlighted the specifics of the Financial Report. In June 2020 the Fund Balance had approximately \$299,000 which is down from the previous year of approximately \$472,000. Raden highlighted the unassigned funds available to the DDA is \$226,000 and additional \$24,000 has been set aside for street improvements. The total revenue was approximately \$886,000 and expenses were \$1,000,000 with a net fund balance decrease of \$174,000. The DDA's most significant form of revenue is captured taxes. The increase in expenditures was primarily related to the downtown parking lot repairs and the other DDA expenses remained the same. Raden highlighted the Captured Taxes footnote 5 that showed the breakdown of captured taxes for the current year which remained relatively unchanged from the previous year. She also drew attention to footnote 6, the debt service commitments for the streetscape improvement project, it will expire in 2025. At that time the Northville District Library captured taxes might also end.

**Motion by Boyd, seconded by Starring** to accept the DDA audit prepared by Plante & Moran. **Motion carries unanimously.**

#### **SUSTAINABILITY PRESENTATION**

Ward introduced the Sustainability Committee and thanked them for their hard work. In early 2020, the Sustainability Team was formed to initiate efforts that would help guide Northville toward becoming a more sustainable City. The team presented their PowerPoint presentation of the Sustainability Plan for the City of Northville. Their mission is to implement a comprehensive sustainability platform designed to protect and enhance the City's resources, prevent harm to the natural environment and the residents' health, while benefitting social and economic well-being of our City. The framework is built on three pillars; Environment (natural capital), Economic (financial and built capital), and Social (Human and social capital). They also presented their goals and objectives for FY 20/21. The Team will continue to make presentations to various interested City organizations while working on the goals outlined in the presentation.

Boyd asked how the DDA Committees could help facilitate these sustainability goals and objectives. Spillane answered that there are areas in Smart Growth for meaningful public spaces that could be addressed by the DDA. An example would be the Downs project site plan review. Given the DDA expertise it would be a benefit to the community to have a strong voice as the site plan for that area moves forward. Spillane also highlighted the future commercial development along Cady Street and creating user friendly parking while maintaining the walkability of that area. Gutman mentioned the 100 lights throughout the downtown that will be converted to more energy efficient lights. Casey expressed concern that future development is not handcuffed by the Sustainability Committee. Sullivan said that the Planning Commission is already in favor of sustainability initiatives because the incentives can be used in exchange for higher density or building height. Sullivan said in the near future the City will need to define what those specific sustainability measures will be for future



development. Casey mentioned the possible restrictions on building materials placed on a builder that may not comply with sustainability standards. Giesa replied that the goal of the Committee is to make recommendations and suggestions but not to create ordinances. That would be up to the City to implement based on what is presented and discussed. Long asked if there is a moratorium on the Downs Development. Sullivan said there is not a moratorium on development in that area. The master plan continues to be worked on with changes being made based on community input.

**Motion by Long, seconded by Buckhave** to approve the Sustainability Committee plan. **Motion carries unanimously.**

#### **DISCUSSION OF DOWNTOWN ROAD CLOSURES**

Riley updated the Board about the Governor's announcement to shut down indoor dining inside restaurants until December 8<sup>th</sup>. Pods and Stands have been ordered and will start being delivered soon for the Heat in the Street initiative. Riley believes shutting down the restaurants again will have a very negative impact on their bottom-line making Heat in the Street even more important. The DDA has reached out to several businesses looking for sponsorship to build more structures and will continue to do so till the \$300,000 goal is achieved.

Ward said at a DDA Special Meeting on September 8, 2020, the DDA Board approved the extension of the Special Event Application "Reopening Downtown" until March 1, 2021. This allows the streets to remain closed to vehicular traffic and for the retail and restaurants to be able to put up structures for the winter. The City Council approved the extension of the Special Event application at their meeting on the evening of September 8, 2020. With that being said, the City Council has always reserved the right to revisit the street closures on a regular basis to make sure it was in the best interest of the City. Ward said as the COVID stats continue change the DDA has had to revisit their Special Event Application.

The DDA, through discussion with Center Street businesses, discovered that Center Street Grille is the only business on N. Center Street that is planning to be outdoors during the fall and winter months. Tuscan Café is moving over to E. Main Street in the space recently vacated by My Little Paris; Simply Wine does not have an outdoor presence; and Rebecca's does not have plans for an outdoor structure. DDA staff reached out to the owners of Center Street Grille to discuss winter options before any structures were purchased. Several ideas have been explored including reopening Center Street to vehicular traffic. This would require Center Street Grille to move their outdoor dining onto the sidewalk or relocate to Old Church Square. This would be difficult given the long distance from the kitchen to a tent in Old Church Square. It would be very difficult to keep food warm. Center Street Grille and the Buckhaves (owners of Old Church Square) discussed the possibility of using Old Church Square, however Center Street Grille determined that it was not feasible. As an alternative, Center Street Grille suggested that the parking lane on Center Street near their business be

utilized in the winter with the water barricades used to separate them from the road. They are exploring a greenhouse style structure for outside dining. Another solution that has been suggested is opening up northbound traffic only allowing the southbound vehicular lane and parking spaces to remain closed. This would allow Center Street Grille to install an outdoor structure in the road and for the DDA's new Heat in the Street project to be installed on N. Center Street as well. The Stands and Pods could be installed adjacent to the west curb line of the street by Tre Bella V and Simply Wine.

Ward said the DDA staff reached out to the downtown businesses on Friday to let them know of this DDA meeting where the reopening of N. Center Street would be discussed and provided a zoom invitation for the meeting. We are encouraging business owners to weigh in during this portion of the agenda.

After discussions with all vested parties, the DDA decided to revisit the full Center Street road closure with the DDA Board to see if makes sense moving forward. There are many options to consider, Center Street could reopen partially with only one lane of traffic or only the parking spaces in front of Center Street Grille could be used for outdoor dining allowing two-way traffic to flow. A decision needs to be made as soon as possible so that Center Street Grille can move forward with their outdoor dining plans. Ward said there were some retailers along Center Street that would like to see Center Street reopened for the winter. The DDA would like to find a solution that will be good for all the businesses on Center Street.

Riley opened it up to participants for comments. Theresa from Dancing Eye Gallery would like Center Street to remain closed. The street closure has helped her business tremendously and she plans to have an outdoor structure to sell merchandise. Bobby Johnson from Colors of the Wood is very much in favor of the Center Street remaining closed. His customers have had only positive comments about the street closures. Johnson feels one-way traffic on Center would be confusing and could create safety issues. Phil Zakaria from Center Street Grille agreed that the Center Street closure has been a great thing for the entire downtown. Zakaria also feels one-way traffic could be dangerous and confusing. Zakaria and his partners have been discussing unique ideas to fill Center Street with family friendly activities. Center Street Grille plans to order several greenhouses to be used for outside dining. It is a huge financial commitment so they need to know if the street will remain closed. Zakaria also stressed that Center Street Grille wants to be a team player and will respect the decision made by the Board. Paul Gabriel from Browndog is in favor of Center Street remaining closed. Gabriel feels that with all the stands and Pods being created we will need more room on the streets. Jennifer Luikart from Mill Race Village is in favor of Center Street remaining closed. Luikart thought non-profits could help fill Center Street with booths. Luikart questioned whether there have been any traffic concerns since the streets have been closed. Sullivan responded the traffic on Wing Street up about 20% but traffic on other streets has been down. Landon Garrett from Center Street Grille wanted to thank everyone for all their hard work to help the restaurants stay viable. Center Street Grille is

committed to filling the street with outside dining, activities and entertainment. Susan Haifleigh lives on Wing Street is in favor of Center Street remaining closed. Haifleigh does not mind increased traffic on her street, she thinks helping the downtown businesses stay financially healthy is more important.

Riley asked the Board their opinion on keeping Center Street closed. Presley is in favor of Center Street staying closed. Turnbull wants Center Street fully closed. Boyd is in favor of Center Street remaining fully closed. Casey felt based on everyone's comments keeping Center Street closed is the right thing to do. McKindles thinks based on the momentum from the summer and the publicity we have received we should stay the course and keep Center Street closed. Buckhave is in favor of Center Street closed and filling the street with crafters. Buckhave is also grateful for the new stop sign that was put in at Dunlap and Wing and believes it should be permanent. Starring agrees Center Street should stay closed and it is too dangerous to partially open the road. Cozart is in favor of keeping the street closed especially since the businesses are making such huge financial investments in outdoor structures. Long is in favor of keeping Center Street closed based on the comments from the businesses. Riley believes Center Street should remain closed and more Stands and Pods need to be purchased to fill the streets. He encouraged everyone to contribute to the Heat in the Street initiative.

**Motion by Casey, seconded by Cozart to approve keeping Center Street fully closed. Motion carries.**

#### **COMMITTEE INFORMATION & UPDATES**

*a. Design Committee:*

Boyd had no updates.

*b. Marketing Committee:*

Riley said the committee met and spoke about winter activities. Buckhave talked about the Gnome Around Northville event. There will be all sorts of gnomes on display and they plan to have a window painting contest. The gnomes will be part of a scavenger hunt and the Town Square Christmas tree will be turned into a giant gnome.

*c. Parking Committee:*

Casey said the parking committee has been talking about all the different parking issues current and future. The Committee is discussing having a parking study commissioned. The revenue picture is bleak to fund any upcoming projects. Paid parking may be an option since currently there is no revenue stream.

*d. Organizational Committee:*

Boyd said there is a budget amendment needed for the Pod and Stand expenditures. An amendment to the DDA's budget is required in order to pay bills associated with the project since the DDA's original 2020-21 project did not

anticipate this project. Two entries have been made to the DDA's 2020-21 first quarter budget amendments: \$270,430 in revenue to account GL# 370-000-586.08 and an amendment of \$300,430 in expenditures to GL#370-861-977.00. The difference reflects the DDA's \$30,000 contribution to the project.

**Motion by Boyd, seconded by Casey** to approve an additional first quarter budget amendment to include the revenue and expenditures associated with Heat in the Street program. **Motion carries unanimously.**

- e. *Economic Development Committee:*  
Cozart said the committee did not meet.

#### **FUTURE MEETINGS/ IMPORTANT DATES**

- a. Economic Development Committee- TBD
- b. Marketing Committee Meeting – December 3, 2020
- c. Executive Committee Meeting – December 9, 2020
- d. Design Committee Meeting – December 14, 2020
- e. DDA Board Meeting – December 15, 2020
- f. Parking Committee Meeting - TBD

#### **BOARD AND STAFF COMMUNICATION**

The next DDA Board meeting is scheduled for December 15, 2020.

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

**Meeting adjourned at 9:16 am**

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

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of the DDA Board**  
**December 15, 2020**  
**Zoom Meeting**

The regular meeting of the DDA Board was called to order at 8:00 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long, Ryan McKindles (Southfield, Oakland County), Greg Presley, Shawn Riley, Mary Starring*

**Absent:** *Carolann Ayers*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Morowski-Brown/City Council, Laura Genitti/Genitti's Hole-in-the-Wall*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent Agenda:

- a. November 2020 Financial Statement
- b. November 2020 Invoice Report
- c. October 27, 2020 Meeting Minutes
- d. November 17, 2020 Meeting Minutes - REMOVE
- e. DDA Annual Report

Lori asked to remove the November 17<sup>th</sup> Board Meeting Minutes from the Agenda and Consent Agenda because they were not completed in time for this meeting. Presley wanted to add another agenda item to discuss organizing a Town Hall Meeting to discuss the downtown street closures.

Long questioned the distribution of money under the Marketing Committee budget to JAG Entertainment. Given the large amount of money spent on concerts the budget seems on target so Long is wondering if there have been cuts to the budget in other places. Ward said many of the events we normally contribute to did not happen so the DDA reallocated those funds to concerts. Ward continued the DDA has not done the monthly newsletter or the event postcards which also reduced costs. The DDA needs to find an additional revenue source to provide concerts this upcoming year. Long inquired whether businesses could bring in their own music on occasion to help offset the cost.

Riley felt that was a possibility if the volume was controlled and the music was appropriate for all age levels. Riley stressed that the music needs to be located in an area that is more central to all the outside dining. Ward said it is important to avoid dueling music in close proximity. Long asked if we have looked at other firms beside JAG to provide concerts more reasonably. Riley said part of the JAG costs were not only the musicians but a sound engineer on site with speakers and misc. equipment. Ward said the DDA will rebid the concert series this summer to see if there are better options.

Long questioned why we paid JAG \$750.00 for trash removal. Ward said the DDA has only had one seasonal employee for quite some time so we used JAG to empty garbage on the weekend while they were onsite for the concerts. It was more economical to have JAG do the trash removal than paying overtime for the DPW to come in on a weekend. Ward said the DDA has struggled to find additional staff because the job market has tight since the pandemic started. The DDA's one remaining seasonal employee has been working 7 days a week.

Boyd asked for additional clarity on the DDA Annual Report regarding questions that arose during the PA 57 Informational Meeting. Ward said she will be providing answers to those questions before the next Board meeting.

**Motion by McKindles, seconded by Turnbull** to approve the modified (removing the November 17<sup>th</sup> minutes) Agenda and Consent Agenda. **Motion carried unanimously.**

## **DDA GOALS & OBJECTIVES 2021-22**

Ward stated the new Goals and Objectives will start 7/1/2021 and end 6/30/2022. Boyd, Ayers and Ward drafted the goals and objectives and then circulated them to the Committee Chairs for their input. The new Sustainability Committee also provided feedback.

The Organizational Committee plans to schedule a strategic planning meeting with the DDA, City Council, HDC, Planning Commission and others to discuss and coordinate issues of common interest. The DDA will then provide a summary for the participants. The Organizational Committee will also be looking at options to strengthen the DDA's financial position and ability to facilitate projects that enhance the downtown. This will be done by evaluating the cost allocation arrangement with the City, possibly refinancing DDA bonds, and looking for other funding opportunities through grants and sponsorships.

The Design Committee will continue to oversee construction and maintenance of the downtown amenities. The Committee will add additional bike racks, repair the pavilion and fire pits, install the mural and implement design standards for the historic markers. They will also be helping to implement sustainable practices, where feasible, throughout the downtown. In conjunction with the DPW they will look for recycling opportunities monitor the health of the downtown trees, replace high sodium street lights with high efficiency induction lighting. DDA staff will also actively participate in the new

Sustainability Team. Sullivan mentioned if the new entrance signage is going up this year the DDA will need to prioritize the cross-street banners to advertise events in the downtown. Sullivan suggested coordinating with the DPW to make sure they both happen simultaneously.

The Parking Committee will continue to monitor parking occupancy in parking decks, lots and on-street in order to supply an adequate supply of parking. They will work with the police to explore new technologies to increase the number of parking counts. The Committee will participate in an update of the 2006 Parking Study and explore the upgrade of the surveillance program in parking lots and decks. The Committee will continue to maintain and repair parking lots and decks within the DDA boundaries as needed. They will work to implement a 20-year maintenance plan for the parking decks and surfaces while identifying funding sources. The DDA will work with the DPW to define responsibilities for the upkeep of the parking system and address the management of the lower-level residential parking deck at MainCentre Apartments. They will continue to provide adequate EV charging opportunities in the downtown. The Committee will determine a new source of funding or begin charging for the EV stations.

The Marketing Committee will continue to promote the downtown as a destination for shopping, services and entertainment. The Committee will continue to work with a Marketing Consultant to develop annual advertising, public relations and Social Media campaigns for the downtown. The DDA website will be updated this year. The Marketing Committee will continue to partner with other Northville organizations to cross promote events and community happenings while overseeing the rental of Town Square and other venues. The new branding campaign will be implemented on print material, electronic communication and other design elements.

The Economic Development Committee will work on attracting potential developers and investors, new businesses, and redevelopments to the Downtown area. The Committee will review potential tools and incentives to facilitate economic development encouraging commercial use on the ground floor while monitoring the economic impacts and benefits of these developments. They will continue to help market available property that currently exists in the downtown. The Committee will continue to play an active role in the Citywide task force to explore the Redevelopment Ready Program for Northville and the update of the City's Master Plan.

**Motion by Cozart, seconded by Casey to accept the DDA Goals and objectives for 2021-22. Motion carried unanimously.**

#### **PARKING PERMIT MORATORIUM**

Ward stated at the DDA's August and September Board meetings, the DDA discussed a recommendation of the Economic Development Committee (EDC) to request the Northville City Council to approve a 90 moratorium on the sale of parking credits. At the conclusion of the September 21<sup>st</sup> discussion, the DDA Board voted unanimously to request that City Council put into effect a 90-day moratorium on the sale of any parking credits issued for new square footage in the DDA District which does not include

existing space within the existing footprint of the building. The City Council reviewed the DDA's request on September 21<sup>st</sup> and approved the moratorium. A study committee was comprised of 8 individuals from the Planning Commission, EDC and Parking Committee and is chaired by John Casey. Other members include: Steve Kirk, Marc Russell, Carol Maise, Jeff Hamilton, Aaron Cozart, Jerry Mittman and Jim Long. The study committee has met 5 times, most recently on December 3<sup>rd</sup>. The moratorium is scheduled to expire on December 20<sup>th</sup>.

During the course of the 5 meetings, the study committee has expanded its discussions to address a variety of issues that are related to parking: parking credits, overnight parking permits, fees and fines, parking policies, shared parking, parking demand and capacity, zoning requirements, and funding for expansion and maintenance of the parking system. The study committee is recommending that the DDA and City Council commission a Parking Study for Northville. The most recent Parking Study was completed in 2006 by Carlisle Wortman. The study committee has not concluded its work and is requesting a 60-day extension of the moratorium to allow the study committee more time to develop a Scope of Work for the Parking Study and management and funding recommendations.

**Motion by Casey, seconded by Long** to approve the extension of the moratorium on the sale of parking credits for 60 days. **Motion carried unanimously.**

### **PROPOSED TOWN HALL MEETING**

Presley wants Ward to move forward with setting up a Town Hall meeting to discuss the vision for the downtown moving forward. The pandemic provided an opportunity to do something different in the downtown resulting in street closures on East Main and North Center Streets. Presley would like the individual DDA Board Committees to consider what their role might be moving forward to sustain the street closures long term. Presley suggested a meeting in January to bring all the vested parties together.

Ward said that the intention of the Town Hall is to also hear from the businesses and community members soliciting their thoughts and feelings about the road closures. The event application for the street closures and expanded dining is set to expire March 1<sup>st</sup>. Ward would like the DDA to hear from the community at large before making any decisions about next steps. Ward said the goal would be to have a Zoom Town Hall Meeting jointly hosted by the DDA Board and the City Council. The purpose of the Town Hall would be for fact finding and listening to the public. Ward said it is important to get the conversation started now so the downtown businesses can plan for the Spring and Summer months.

Ward also mentioned the Executive Committee discussed having a survey created by Carlisle Wortman for people who do not feel comfortable sharing their opinions in an open forum or for those who can't participate in the Zoom call. Ward feels it is important to gather information about the street closure initiative in a variety of ways. Johnson asked if there will be any data provided about the impact of permanent street closures in other communities. Boyd questioned whether we have talked to other communities that



have done permanent street closures? Sullivan suggested Ward reach out to Traverse City they are having the same discussions about keeping their streets closed permanently. Ward said that historically permanent street closures in downtowns (roads permanently removed to create a pedestrian mall) have not been very successful. Ward said it is unclear post COVID how behavior will change. Casey said we should remain positive about the street closures and determined to make it work in our community. Boyd believes we need to be cautious about any long-term financial commitments until we have more data. Sullivan suggested a separate survey for building owners and tenants since they may have a different perspective.

**Motion by Presley, seconded by Casey** to approve a Town Hall Meeting to take place on January 12, 2021 regarding the continuation of street closures. **Motion carried.**

#### **COMMITTEE INFORMATION & UPDATES**

a. *Design Committee:*

No additional comments.

b. *Marketing Committee:*

Buckhave said the Gnome Around Northville is going well. The scavenger hunt to find the 22 gnomes in the downtown will take place but there was not enough interest in the window painting to move forward. Ward said the DDA Social Media platform has continued to grow with a wider reach of participants.

c. *Parking Committee:*

No additional comments.

d. *Organizational Committee:*

No additional comments.

e. *Economic Development Committee:*

Cozart said the EDC met on 12/1/2020 to review Pooles phase one and phase two additions. The EDC will meet again before they present it to the Planning Commission to make sure the EDC has a clear understanding of the project.

#### **FUTURE MEETINGS/ IMPORTANT DATES**

- a. Economic Development Committee- TBD
- b. Marketing Committee Meeting – January 7, 2021
- c. Executive Committee Meeting – January 13, 2021
- d. Design Committee Meeting – January 11, 2021
- e. DDA Board Meeting – January 19, 2021
- f. Parking Committee Meeting – TBD
- g. Sustainability Committee meeting – TBD

## **BOARD AND STAFF COMMUNICATION**

Ward said the two Pods and two Stands are being delivered this week. The initial two Pods will be set up near Poole's and the two Stands will be in Town Square. Table 5 and Toria will be the first two restaurants to vend out of the Stands. The hours of operation for Heat in the Street will be Friday 4-9 pm, Saturday 12-9 pm, and Sunday 12-6 pm. Some of the restaurants are considering wood fire pits so the fire department has been checking the locations. Ward said that smoke is a concern so the DDA will continue to assess the situation.

Buckhave questioned what was happening with the junk removal at Copy-Boy Printers. Sullivan said the latest court order from about 45 days stated he had 90 days to clean the mess up. He did not comply so now the City has now hired someone to do the cleanup and if he doesn't pay the fee it will go on the tax roll. Sullivan said the building is also falling apart as well. He needs to take care of those issues as well or the City will once again intervene.

The next DDA Board meeting is scheduled for January 19, 2021.

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

**Meeting adjourned at 10:10 am**

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

**DOWNTOWN DEVELOPMENT AUTHORITY  
PA 57 Informational Meeting of the Northville DDA  
December 15, 2020  
Zoom Meeting**

The informational meeting of the DDA Board was called to order at 8:00 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long, Ryan McKindles (Southfield, Oakland County), Greg Presley, Shawn Riley, Mary Starring*

**Absent:** *Carolann Ayers*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Moroski-Browne/City Council, Laura Genitti/ Genitti's Hole-in-the-Wall*

**AUDIENCE COMMENTS**

None

**PA 57 REQUIREMENTS**

- **Informational Meeting**  
Ward said that DDA's are required under Michigan PA 57 regulations to hold two informational meetings per year with invitations sent to all the taxing jurisdictions in Northville. The DDA held the first meeting on September 15<sup>th</sup> and the second meeting is taking place on December 15, 2020.
- **Website Requirements**  
PA 57 requires DDA's to provide a list of relevant information on the DDA or City's website. Ward included an attachment regarding these requirements.
- **Reporting Requirements**  
Ward stated as part of the PA 57 requirements she has attached the DDA revenue and expenditure report.

## **FINANCIAL OVERVIEW**

### a. DDA Annual Report

Ward provided the annual report that was filed with the State for the 2019/2020 calendar year. The DDA was formed in 1978 and the current TIF plan was last amended in 2015 and is set to expire in 2040. The DDA's total revenue last year was \$885,641.00, \$729,072.00 of that came from tax increments. Other forms of revenue include a two-mill levy on property taxes, interest from investments, State reimbursement for PPT loss, grants, sponsorship and fees. Total expenditures last year were \$1,059,397.00. Two transfers were made to the City, one to the parking fund (\$341,353.00) for parking deck repairs and one to the General Fund (\$50,000) for street lighting in the downtown area. The total outstanding non-bonded indebtedness is \$785,000.00 and the interest on that debt is \$74,089.00.

Boyd questioned why the interest on revenue (\$17,316.00) was so high. Ward said she would ask Wiktorowski what the revenue balance was that the interest was paid on and what the percentage was. Boyd also questioned why it says non-bonded indebtedness, he believes the DDA debt is bonded. Ward did not know why it says non-bonded and will get back to the Board with the answer.

## **DDA GOALS AND OBJECTIVES FOR 2020/2021**

Ward drew attention to the chart of 2020 goals and objectives that highlights the status of those goals. Some of the goals were sidelined by the pandemic and committees decided to not take on new projects in order to prioritize the well-being of our business community during this unprecedented time. Committee chairs presented a brief summary of their ongoing 2020/2021 projects. These will be presented at the January 19, 2021 DDA meeting and the January 25, 2021 City Council Meeting.

## **BOARD AND STAFF COMMUNICATION**

None

The next PA 57 Informational Meeting DDA Board meeting is scheduled for June 15, 2021.

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

**Meeting adjourned at 8:30 am**

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



# ENERGY REDUCTION

## COALITION

A MICHIGAN NONPROFIT CORPORATION

1407 Allen Drive, Suite J

Troy, MI 48083

248-481-4194

[www.energyreductioncoalition.org](http://www.energyreductioncoalition.org)

Call **Robert Florka** directly at

(248) 703-1630

**Upgrading to LED Lighting has  
Never Been So Easy**

## LED LIGHTING CONVERSION PROGRAM

Energy Reduction Coalition's mission is to accelerate the adoption of energy-saving technologies. The ERC lighting conversion program removes the obstacles and risks that get in the way of making the switch to LED.

This unique partnership program requires **no investment from the lighting user**. ERC pays all the costs of conversion and **the program partners immediately get the first share of savings**. The savings reserved for the program partners grow every year.

ERC Program Partners have **no lighting maintenance costs**. ERC not only pays for the initial complete conversion, but also pays to replace lights as long as partners choose to stay in the program, both product and labor – regardless of warranty.

### Why partner with ERC?

- Immediate no-cost conversion to better looking, more energy efficient lighting
- No long-term commitment
- You do not book a long term liability
- You do not invest capital, borrow funds, or sign a lease
- You enjoy an immediate and guaranteed reduction in lighting costs, minimum 20% growing to 60% for qualified interior lighting, and 10% growing to 30% for qualified exterior lighting
- Your savings increase each year throughout the increasing benefit period
- All results are verified and adjusted by an annual measurement and verification reconciliation
- *Savings are based on actual use* and adjusted whenever that changes
- You avoid all risks associated with product failure, changes in energy pricing, changes in hours of usage, or technological obsolescence
- You can opt out of the program after 2 years, or buy out the lights at their depreciated value *at any time*
- ERC pays the cost of maintenance – *product + labor*

### A unique program offering win-win opportunities

This program is not a lease, performance contract, ESCO agreement, or purchase agreement – **the ERC Lighting Conversion Program does not require minimum payments**. By partnering with ERC, the user achieves immediate cost savings and improved lighting quality, while ERC furthers its mission to advance energy saving

technologies. The environment wins too, as more efficient, longer lasting lighting reduces carbon emissions and waste.

### Effortlessly achieve your goals

Through the ERC lighting conversion program, all of your facilities could be upgraded to high efficiency LED lighting. After the conversion, ERC is responsible for any future lighting maintenance costs, including replacement inventory and reimbursement of your labor or contractor costs.

### Cost savings drives the program

ERC funds this program by creating enough savings in the lighting system to share the benefits of reduced energy costs. The majority of the financial benefits go to the user, even though the **user invests nothing and makes no long term commitment**. ERC annually measures and verifies savings from the program, to ensure the value to the program partners.

### Bottom line

Through the ERC program, partners can fully convert to LED lighting in all facilities in a matter of 2-3 months, and see immediate operating savings, without making any investment of resources. Instead, those resources and the realized operational savings can be used for more mission-critical needs. You are guaranteed to always be better off having converted, regardless of energy prices, hours of use or product performance.

Traditional Approach  
Lease, Purchase, Performance Contract

ERC Program  
Mutually Beneficial Partnership

**Benefits**  
Reduced Electric Costs  
Improved Lighting  
Entire System  
Functional  
Reduced Maintenance

System Wide  
LED  
Upgrade

**Risks + Costs**  
Product Failure  
Technological Obsolescence  
System Design Flaws  
Needs Change  
Electric Rates Change  
Replacement and Maintenance Costs  
Lost Opportunity to Use Capital or  
Lending Elsewhere

**USER**

**USER**

**ERC**

Excess  
Benefits

Product  
Suppliers

Electrical  
Contractors

Product  
Suppliers

Electrical  
Contractors

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY December 2020:**

### **PUBLICITY:**

#### **Upcoming Press Releases:**

- DATE TBD Even in a pandemic, New shops are opening and others are expanding in Downtown Northville: Sugar Lu's, Sgt Peppers, La Shish, Tuscan Expansion, Spice merchants expansion. Include Van Dam's / My Michigan Connection retiring (while a couple long-time business owners are retiring, there has already been great interest in their storefronts) and Edwards retiring and selling business

#### **Press Coverage Received & Upcoming (Highlights/major press hits):**

- December 18 – [WDIV](#) – Segment on Heat in the Street Opening

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

### **PAID ADVERTISING:**

- Ad in December issue of The Ville

### **PAID SOCIAL MEDIA:**

- Heat in the Street GoFundMe

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville for 12-months (January-April 2021)

## **December 2020:**

### **FACEBOOK:**

#### **Facebook Page Update:**

Through December 22

Page Likes: 12,346 (424 more than last summary)

Followers: 12,874 (454 more since last summary)

Check-ins: 19,732 (263 more since last summary)

Demo:

- Women (80%)/ Men (20%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville, Novi, Livonia, Canton, Plymouth, Detroit, South Lyon, Farmington Hills, Westland & Ann Arbor

Monthly Total Reach: 143,559

Monthly Page Views & Previews: 5,334

Monthly Post Engagement: 47,299

#### **Boosted Post ~ Heat in the Street GoFundMe initiative (with link)**

Run date(s): December 6 (6:17 p.m.), ran 1 week

Reach: 7,510

Engagement: 1,198

Reactions: 155

Comments: 12

Shares: 16

Link Clicks: 59

#### **Organic Post ~ WDIV coverage of Heat in the Street stands/pods being installed (with link)**

Run date(s): December 19 (10:30 a.m.)

Reach: 5,112

Reactions: 326

- 221 likes (138 on post & 83 on share)
- 36 love (22 on post & 13 on share)
- Comments: 47 (29 on post & 18 on share)
- Shares: 23 (22 on post & 1 on share)

Post Clicks: 1,334 (491 link / 843 other such as page title or “see more”)

#### **Organic Post ~ Dining pods installed (with photos)**

Run date(s): December 18 (4:00 p.m.)

Reach: 10,141

Reactions: 543

- 400 likes (137 on post & 263 on share)
- 31 love (6 on post & 25 on share)
- 1 Wow (on share)
- 1 angry (on share)
- Comments: 71 (14 on post & 57 on share)
- Shares: 39 (36 on post & 3 on share)



Post Clicks: 1,826 (262 photo / 1,564 other such as page title or “see more”)

**Organic Post ~ Heat in the Street Sponsor Thank You (with logos)**

Run date(s): November 10 (3:23 p.m.)

Reach: 12,295

Reactions: 409

- 262 likes (125 on post & 127 on share)
- 46 love (27 on post & 19 on share)
- 2 HaHa (on share)
- 48 Wow (7 on post & 41 on share)
- Comments: 59 (21 on post & 38 on share)
- Shares: 52 (on share)

Post Clicks: 998 (171 photo, 827 other such as page title or “see more”)

**Organic Post ~ In case you missed yesterday’s sunset (with photo)**

Run date(s): December 4 (6:39 p.m.)

Reach: 92,214

Reactions: 5,568

- 3,794 likes (1,439 on post & 2,355 on share)
- 918 love (256 on post & 662 on share)
- 188 Wow (59 on post & 129 on share)
- 4 HaHa (2 on post & 2 on share)
- Comments: 480 (47 on post & 433 on share)
- Shares: 206 (on post)

Post Clicks: 2,904 (216 photo / 2,688 other such as page title or “see more”)

**INSTAGRAM:**

Followers: 3,373 (199 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (33%), 25-34 (29%), 45-54 (20%)

Insights from last 30 days:

Followers: 3,643

Reach: 5,225 (the number of unique accounts that have seen any of our posts)

Account Activity:

- Profile visits: 2,563
- Get Directions: 13
- Website taps: 102
- Call Button Taps: 1

Impressions: 298,822 (total number of times our posts have been seen)

Content Interactions: 7,744

Post Interactions: 7,638

- Likes: 6,735
- Comments: 139
- Saves: 118
- Shares: 646

- Story Interactions: 102
  - Replies: 28
  - Shares: 74

**Top Posts:**

**December 9 – Dancing Eye Gallery Greenhouse**

- Reach: 2,392
- Impressions: 2,699 (2,396 from home, 135 from profile, 113 from Hashtags & 55 other)
- Likes: 297
- Comments: 9
- Shares: 12
- Saved: 4
- Profile visits: 45

**TWITTER:**

Changed name to Downtown Northville instead of Visit Northville  
Followers: 926 (up 3 more since last summary)  
Twitter does not provide many analytics.

**Top Tweet:**

December 22 heat in the Street Food Stands and Pods  
Likes: 3  
Retweets: 1

**ADVERTISING:**

**The Ville:**

The DDA has renewed the contract with Ville – ads will be place in 12 issues of the magazine (May 2020-April 2021).

The ‘Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.