

**Meeting of the DDA Board of Directors  
City Hall – Meeting Room A  
215 West Main Street  
June 19, 2018 - 8:00 a.m.**

**AGENDA**

1. Call to Order – Shawn Riley
2. Audience Comments
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
  - a. May 2018 Financial Statement (Attachment 4.a)
  - b. May 2018 Invoice Report (Attachment 4.b)
  - c. May 15, 2018 Meeting Minutes (Attachment 4.c)
  - d. 4<sup>th</sup> Quarter Budget Amendments (Attachment 4.d)
  - e. Explanations for 4<sup>th</sup> Quarter Budget Amendments (Attachment 4.e)
5. City Bond Issue for Road Improvements – Pat Sullivan (Attachment 5)
6. Committee Information and Updates
  - a. Design Committee – Robert Miller (Attachment 6.a)
    - i. June 11, 2018 Meeting Notes (Attachment 6.a.i)
  - b. Marketing Committee – Shawn Riley (Attachment 6.b)
  - c. Parking Committee – John Casey
  - d. Organizational Committee – Carolann Ayers (Attachment 6.d)
  - e. Economic Development Committee – Aaron Cozart (Handout)
7. Future Meetings / Important Dates
  - a. Tour de Ville – June 23
  - b. Tapped in the Ville - June 23
  - c. Arts and Acts – June 22 and 23
  - d. Wednesday Night Concert Series - every Wednesday
  - e. Farmer’s Market – every Thursday
  - f. Tunes on Tuesday – starts June 19
  - g. Friday Night Concert Series – starts June 22
  - h. Fourth of July Day Parade – July 4
  - i. Design Committee – July 9
  - j. Executive Committee – July 11
  - k. Economic Development Committee – July 16
  - l. July DDA Board Meeting – July 17
8. Board and Staff Communications
9. Adjournment – Next Meeting July 17, 2018

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 05/31/2018

% Fiscal Year Completed: 91.78

MAY BENCHMARK 92%

GL NUMBER	DESCRIPTION	2017-18		YTD BALANCE 05/31/2018 NORM (ABNORM)	ACTIVITY FOR MONTH 05/31/18 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2017-18 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	658,692.00	646,845.00	646,844.71	0.00	0.29	100.00	
370-000-403.010	DDA OPERATING LEVY	57,854.00	57,111.00	56,822.82	2,193.35	288.18	99.50	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	30,000.00	36,178.00	36,177.84	0.00	0.16	100.00	
370-000-417.000	DLNQ PERSONAL PROPERTY TAXES COLLECTED	0.00	0.00	147.18	0.00	(147.18)	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(5,000.00)	(5,000.00)	1,153.05	0.00	(6,153.05)	(23.06)	
PROPERTY TAXES		741,546.00	735,134.00	741,145.60	2,193.35	(6,011.60)	100.82	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	6,250.00	6,250.00	1,000.00	0.00	5,250.00	16.00	
GRANTS & OTHER LOCAL SOURCES		6,250.00	6,250.00	1,000.00	0.00	5,250.00	16.00	
COMMUNITY CENTER REVENUES								
370-000-659.110	RENTS-SHORT TERM	150.00	150.00	150.00	150.00	0.00	100.00	
COMMUNITY CENTER REVENUES		150.00	150.00	150.00	150.00	0.00	100.00	
INTEREST								
370-000-664.000	INTEREST - INVESTMENT POOL	850.00	2,500.00	2,221.22	168.18	278.78	88.85	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	1,500.00	5,000.00	4,640.60	0.00	359.40	92.81	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	(3,700.00)	(6,034.77)	0.00	2,334.77	163.10	
370-000-664.400	INVESTMENT POOL BANK FEES	(850.00)	(600.00)	(428.23)	(21.76)	(171.77)	71.37	
370-000-664.500	INVESTMENT ADVISORY FEES	(800.00)	(750.00)	(602.25)	0.00	(147.75)	80.30	
370-000-664.600	BANK LOCKBOX FEES	0.00	(300.00)	(294.73)	0.00	(5.27)	98.24	
INTEREST		700.00	2,150.00	(498.16)	146.42	2,648.16	(23.17)	
MISCELLANEOUS REVENUES								
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
MISCELLANEOUS REVENUES		200.00	200.00	0.00	0.00	200.00	0.00	
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	0.00	77,648.00	0.00	0.00	77,648.00	0.00	
FUND BALANCE RESERVE		0.00	77,648.00	0.00	0.00	77,648.00	0.00	
Total Dept 000		748,846.00	821,532.00	741,797.44	2,489.77	79,734.56	90.29	
TOTAL REVENUES		748,846.00	821,532.00	741,797.44	2,489.77	79,734.56	90.29	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	5,000.00	7,315.00	2,506.99	128.01	4,808.01	34.27	
370-753-707.000	WAGES - REGULAR OVERTIME	1,350.00	570.00	282.83	0.00	287.17	49.62	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	0.00	0.00	500.00	0.00	
370-753-943.000	EQUIPMENT RENTAL - CITY	2,625.00	2,625.00	1,890.69	137.79	734.31	72.03	
370-753-967.000	FRINGE BENEFITS	5,250.00	7,750.00	2,961.93	144.10	4,788.07	38.22	
Total Dept 753 - DPW SERVICES		14,725.00	18,760.00	7,642.44	409.90	11,117.56	40.74	

PERIOD ENDING 05/31/2018  
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MAY BENCHMARK 92%

GL NUMBER	DESCRIPTION	2017-18	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	05/31/2018 (ABNORM)	MONTH 05/31/18 INCR (DECR)	BALANCE (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
Dept 861 - DESIGN COMMITTEE							
370-861-706.000	WAGES - REGULAR FULL TIME	23,645.00	23,645.00	20,657.46	1,732.38	2,987.54	87.37
370-861-707.000	WAGES - REGULAR OVERTIME	0.00	45.00	45.00	0.00	0.00	100.00
370-861-710.000	WAGES - PART TIME	23,700.00	16,000.00	10,938.68	0.00	5,061.32	68.37
370-861-726.000	SUPPLIES	575.00	575.00	61.54	0.00	513.46	10.70
370-861-740.050	DOWNTOWN MATERIALS	13,430.00	17,958.00	18,446.24	7,272.00	(488.24)	102.72
370-861-801.000	CONTRACTUAL SERVICES	37,250.00	40,913.00	16,337.41	562.88	24,575.59	39.93
370-861-801.160	RESTROOM PROGRAM	2,750.00	2,750.00	2,267.00	0.00	483.00	82.44
370-861-801.940	BRICK REPAIR & MAINTENANCE	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
370-861-803.590	SIGNAGE AND MARKERS PROJECTS	0.00	74,100.00	69,162.48	0.00	4,937.52	93.34
370-861-850.000	LANDSCAPE MAINTENANCE	32,000.00	31,750.00	13,276.87	7,081.37	18,473.13	41.82
370-861-920.010	ELECTRIC POWER	2,450.00	2,450.00	797.17	68.57	1,652.83	32.54
370-861-920.020	NATURAL GAS	3,850.00	3,850.00	4,385.70	0.00	(535.70)	113.91
370-861-920.030	WATER & SEWER SERVICE	7,300.00	7,300.00	5,738.45	0.00	1,561.55	78.61
370-861-967.000	FRINGE BENEFITS	11,890.00	11,010.00	9,626.47	742.48	1,383.53	87.43
370-861-976.010	STREET FURNISHINGS	3,550.00	4,050.00	8,474.00	0.00	(4,424.00)	209.23
Total Dept 861 - DESIGN COMMITTEE		165,390.00	239,396.00	180,214.47	17,459.68	59,181.53	75.28
Dept 862 - MARKETING							
370-862-706.000	WAGES - REGULAR FULL TIME	23,645.00	23,645.00	20,945.70	1,732.30	2,699.30	88.58
370-862-710.000	WAGES - PART TIME	8,700.00	16,200.00	11,154.88	1,394.24	5,045.12	68.86
370-862-726.000	SUPPLIES	150.00	150.00	104.01	0.00	45.99	69.34
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	26,600.00	26,600.00	23,721.84	4,000.00	2,878.16	89.18
370-862-785.000	BUSINESS RETENTION PROGRAM	2,700.00	2,357.00	2,857.00	0.00	(500.00)	121.21
370-862-801.000	CONTRACTUAL SERVICES	65,500.00	69,500.00	56,815.90	5,021.00	12,684.10	81.75
370-862-801.340	WEB SITE MAINTENANCE	973.00	973.00	705.00	0.00	268.00	72.46
370-862-950.050	O/T TO PARKS & RECREATION	3,000.00	3,000.00	2,400.00	0.00	600.00	80.00
370-862-967.000	FRINGE BENEFITS	10,110.00	10,675.00	9,576.35	850.07	1,098.65	89.71
Total Dept 862 - MARKETING		141,378.00	153,100.00	128,280.68	12,997.61	24,819.32	83.79
Dept 863 - PARKING							
370-863-706.000	WAGES - REGULAR FULL TIME	7,880.00	7,880.00	6,885.71	577.45	994.29	87.38
370-863-710.000	WAGES - PART TIME	8,700.00	0.00	0.00	0.00	0.00	0.00
370-863-726.000	SUPPLIES	50.00	50.00	61.65	0.00	(11.65)	123.30
370-863-786.000	DOWNTOWN PARKING PROGRAM	250.00	400.00	0.00	0.00	400.00	0.00
370-863-801.930	PARKING STRUCTURE MAINTENANCE	25,000.00	0.00	0.00	0.00	0.00	0.00
370-863-950.210	OPER TFR TO GENERAL FUND	135,650.00	50,000.00	50,000.00	0.00	0.00	100.00
370-863-950.260	OPER TFR TO PARKING FUND	0.00	110,650.00	85,650.00	0.00	25,000.00	77.41
370-863-967.000	FRINGE BENEFITS	3,820.00	3,145.00	2,863.78	247.49	281.22	91.06
Total Dept 863 - PARKING		181,350.00	172,125.00	145,461.14	824.94	26,663.86	84.51
Dept 864 - ORGANIZATIONAL							
370-864-706.000	WAGES - REGULAR FULL TIME	23,645.00	23,645.00	20,366.94	1,732.27	3,278.06	86.14
370-864-710.000	WAGES - PART TIME	8,700.00	0.00	0.00	0.00	0.00	0.00
370-864-726.000	SUPPLIES	1,150.00	1,150.00	509.73	59.52	640.27	44.32
370-864-730.000	POSTAGE	175.00	175.00	0.67	0.00	174.33	0.38
370-864-731.000	PUBLICATIONS	65.00	65.00	65.02	0.00	(0.02)	100.03
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	1,490.00	1,490.00	1,825.54	213.40	(335.54)	122.52

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		ORIGINAL BUDGET	2017-18 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-801.450	DDA BOUNDARY EXPANSION	0.00	0.00	212.80	0.00	(212.80)	100.00	
370-864-802.010	LEGAL SERVICES - GENERAL	2,500.00	3,500.00	3,269.66	56.00	230.34	93.42	
370-864-805.000	AUDITING SERVICES	4,690.00	4,690.00	4,687.00	0.00	3.00	99.94	
370-864-900.000	PRINTING & PUBLISHING	975.00	975.00	1,093.99	0.00	(118.99)	112.20	
370-864-910.000	LIABILITY & PROPERTY INS POOL	5,270.00	5,485.00	5,319.50	558.00	165.50	96.98	
370-864-920.000	UTILITIES	1,225.00	1,318.00	1,199.55	118.22	118.45	91.01	
370-864-958.000	MEMBERSHIP & DUES	640.00	1,408.00	1,408.00	0.00	0.00	100.00	
370-864-960.000	EDUCATION & TRAINING	1,750.00	1,500.00	611.07	7.79	888.93	40.74	
370-864-967.000	FRINGE BENEFITS	10,110.00	9,425.00	8,660.39	760.64	764.61	91.89	
370-864-967.020	OVERHEAD - ADMIN & RECORDS	10,970.00	10,970.00	10,970.00	0.00	0.00	100.00	
Total Dept 864 - ORGANIZATIONAL		73,355.00	65,796.00	60,199.86	3,505.84	5,596.14	91.49	
Dept 945 - DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	172,355.00	172,355.00	172,355.00	0.00	0.00	100.00	
Total Dept 945 - DEBT SERVICE		172,355.00	172,355.00	172,355.00	0.00	0.00	100.00	
Dept 999 - RESERVE ACCOUNTS								
370-999-999.000	UNALLOCATED RESERVE	293.00	0.00	0.00	0.00	0.00	0.00	
Total Dept 999 - RESERVE ACCOUNTS		293.00	0.00	0.00	0.00	0.00	0.00	
TOTAL EXPENDITURES		748,846.00	821,532.00	694,153.59	35,197.97	127,378.41	84.50	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		748,846.00	821,532.00	741,797.44	2,489.77	79,734.56	90.29	
TOTAL EXPENDITURES		748,846.00	821,532.00	694,153.59	35,197.97	127,378.41	84.50	
NET OF REVENUES & EXPENDITURES		0.00	0.00	47,643.85	(32,708.20)	(47,643.85)	100.00	
BEG. FUND BALANCE		408,245.53	408,245.53	408,245.53				
END FUND BALANCE		408,245.53	408,245.53	455,889.38				

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE  
 POST DATES 05/01/2018 - 05/31/2018  
 BOTH JOURNALIZED AND UNJOURNALIZED  
 BOTH OPEN AND PAID

GL Number	GL Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS PARTY	HOLIDAY DECOR, LED LIGHTS	6324	05/09/18	3,628.00	107077
370-861-740.050	DOWNTOWN MATERIALS	COMMERCIAL GROUNDS SER	2017 REMOVAL OF FALL PLANTS AND INS'	18-14-0224	05/23/18	3,644.00	107205
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE AND INTERNET	050618	05/09/18	299.00	500302
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	5/31 - 6/30 WIFI	051718	05/23/18	263.88	107169
370-861-803.590	SIGNAGE AND MARKERS PROJEC	PARMENTER'S CIDER MILL	REFUND FOR WAYFINDING SIGN	REISSUE 106984	05/09/18	262.04	107012
370-861-850.000	LANDSCAPE MAINTENANCE	FOUR STAR SALES LLC	FLOWERS	051818	05/23/18	1,481.37	107146
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	TREE REPLACMENT	18-14-0507	05/23/18	5,600.00	107205
370-861-920.010	ELECTRIC POWER	DTE ENERGY	ELECTRICAL CHARGES	052218	05/23/18	68.57	107176
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 4/9 - 5/9/18	050918	06/06/18	80.66	500304
Total For Dept 861 DESIGN COMMITTEE						15,327.52	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & PR	NORTHVILLE CHAMBER OF	SPONSORSHIPS	24681	05/09/18	4,000.00	107042
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	MAY/JUNE NEWSLETTER	019	05/09/18	500.00	107071
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	PRINTING FOR MAY/JUNE 2018 EVENT CA	55631	05/09/18	545.00	107020
370-862-801.000	CONTRACTUAL SERVICES	GRAPHIC VISIONS INC.	MAY/JUNE DIRECTORY PRINTING AND INS'	54637	05/09/18	571.00	107050
370-862-801.000	CONTRACTUAL SERVICES	HARBOR HOUSE PUBLISHER	AD IN CHAMBER DIRECTORY	18NV009	05/23/18	435.00	107147
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY RETAINER FOR PR	NORTHVILLE6-18	05/23/18	2,100.00	107156
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	PRINTING OF MAY/JUNE EVENT CARDS	55831	05/23/18	545.00	107157
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	THE VILLE AND SEEN ADS FOR JUNE	20	05/23/18	325.00	107203
Total For Dept 862 MARKETING						9,021.00	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	OFFICE DEPOT	28571763 OFFICE SUPPLIES	129903996001	05/23/18	59.52	107149
370-864-801.190	TECHNOLOGY SUPPORT & SERV	NORTHVILLE TOWNSHIP	APRIL IT SERVICES	1800002428	05/23/18	50.50	107173
370-864-801.190	TECHNOLOGY SUPPORT & SERV	NORTHVILLE TOWNSHIP	MARCH IT SERVICES	1800002427	05/23/18	78.00	107173
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	OFFICE WIFI	51618	05/23/18	84.90	107167
370-864-801.190	TECHNOLOGY SUPPORT & SERV	CDW GOVERNMENT, INC.	GFI EMAIL SECURITY/ARCHIVE 3 YEARS	MVW6546	06/06/18	2.00	107242
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE APRIL 2018	113191	05/23/18	56.00	107213
370-864-910.000	LIABILITY & PROPERTY INS	WEST BEND MUTUAL INSUR	ACCT 011054616000 SPEC EVENTS POLIC	05-11-18	05/23/18	558.00	107197
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE AND INTERNET	050618	05/09/18	43.22	500302
370-864-960.000	EDUCATION & TRAINING	AMELIA RITTER	MILEAGE FOR EVENT CARD DELIVERY	43018	05/23/18	7.79	107224
Total For Dept 864 ORGANIZATIONAL						939.93	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						25,288.45	

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of May 15, 2017**  
**Meeting Room A**

The regular meeting of the DDA Board was called to order at 8:06 a.m.

**ROLL CALL**

**Present:** *Mayor Ken Roth, Chairman Shawn Riley, Carolann Ayers, Robert Miller, Aaron Cozart, John Casey, Greg Presley, Margene Buckhave, Jeri Johnson*

**Absent:** *Jim Long, Mary Starring*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Amelia Ritter/DDA Marketing and Communications Coordinator, Fred Sheill/resident, Marilyn Price/resident*

**AUDIENCE COMMENTS**

New DDA Board member, Jeri Johnson, was introduced. Johnson has been a resident of Northville for 27 years and has also worked with Northville's Chamber of Commerce.

**APPROVAL OF AGENDA AND CONSENT AGENDA**

- a. April 2018 Financial Statement
- b. April 2018 Invoice Report
- c. April 20, 2018 Meeting Minutes

**Motion by Roth seconded by Ayers** to approve the Consent Agenda. **Motion carried unanimously.**

**NORTHVILLE UNPLUGGED!**

Ward introduced a new Wednesday night acoustic concert series from June 6 - August 29, with no concert on July 4, called Northville Unplugged! This event is meant to utilize Town Square and create more activity in the summer. These concerts will be managed by JAG Entertainment and will run from 7:00 - 9:00 pm. \$6,000 was put into the budget for this series and sponsorships will offset the cost of the series. The DDA will need to raise about \$3,000 in additional sponsorship coverage. The special event application for the concert series will go to City Council next Monday.

Ayers asked about the fact that money is coming out of the fund balance for this event. Ward confirmed and noted that the series straddles two fiscal years and they will be addressed in a 4<sup>th</sup> quarter budget amendment. She did not have an exact amount, but said that each show is averaging \$500. The DDA is seeking sponsorships of \$250 to cover roughly half of the event.

Sullivan asked about streets closures. Ward said that the series will first have a soft closure of Main Street and Hutton Street to gauge the response. A determination will be made after the first night of concerts.

The DDA is in the process of creating marketing materials for this event.

**Motion by Roth seconded by Buckhave** to approve the Northville Unplugged! concert series. **Motion carried unanimously.**

## **COMMITTEE INFORMATION AND UPDATES**

### **a. *Design Committee***

Miller picked half a dozen smaller projects and one larger project, Ford Field, to focus on for this year. For the next meeting the committee will discuss the mural project, the piano in Old Church Square, and a parking RFP next steps update. Ward noted that Carl Walker WGI will be putting together a scope of work and rehabilitation plan and then the DDA will negotiate the next phase, which will be construction drawings that will need to be issued.

The DDA appeared before City Council with a request for the purchase of street lights after accidents have caused the city to lose three lights over the span of a couple of months. These lights are on Cady Street and East Main, which are older high pressure sodium bulbs. Roth noted that the sample LED light on East Cady is too bright, Ward agreed.

The DDA got approval from City Council to dispose of some items in the Public Works yard in an effort to try and tidy up and organize the lot. There are a number of furnishings that will be disposed of or salvaged if they are not bid on by the public. Roth noted that someone will likely want some of the old wood from the Comerica Community Connection to create something new and have a piece of Northville nostalgia.

The Bike Focus Group is interested in placing the bike repair station over on 7 Mile Road. The group would also like to pursue placing one closer to Northville Square.

Presley asked to go back to the Ford Field project for further discussion, asking if the DDA had budget money to pursue design. The Rotary Club has an interest in spearheading this project, so money could come from that source. Presley also asked about grants and Ward and Miller said they are still working on that as they find out who is spearheading the update of the comprehensive Ford Field project. Parks and Recreation had a master plan design for Ford Field, but it was many years ago and the design may need to be updated.

Johnson asked if the Ford family would have interest in donating money for the project, or if another organization would be interested and in turn gain naming rights. Ayers and Ward mentioned that there are restrictions on the use of Ford Field based on previous deeds. Buckhave stated that she and her husband used to own the property along the curve at Ford Field and brought along the drawings that Presley made up for her in 1997. This plan is similar to what could be done with the plaza and a community connection.

**b. Marketing Mix Committee**

Riley noted that Jennifer Luikart from Mill Race Village was invited to join the Marketing Committee. Ward is also hoping that a representative from the Northville District Library will join, as well as someone from the Marquis Theatre.

The other big topic at the last couple of meetings is addressing how to include businesses that are outside of the DDA in DDA marketing materials in a way that is fair to the businesses within the boundaries that pay a 2-Mill Levy. Ward reached out to Miller Canfield to see what the DDA's options were and they said businesses outside of the boundary could be included with a possible member fee that would be comparable to what the other businesses pay or the DDA could just include them at no charge.

Presley asked about a possible move from The Tipping Point Theater and how the DDA can capitalize on an event showcasing the town's live theaters. Ward said that nothing is planned at the moment, but the Creative Many study that the DDA is working on getting done will focus heavily on making Downtown Northville an art, music, and entertainment district. Ward has a meeting with the director following this meeting, but she will be leaving at the end of the summer. The DDA still has budgeted funds for the study and still hopes to pursue it.

Riley brought up the opportunity for another concert in town, booking Scars on 45 to come in for a fundraising event at Genitti's or The Tipping Point. Opportunities like this are good to showcase Northville's entertainment as the DDA waits for Creative Many.

Johnson brought up an expansion of the DDA borders as a way to help with marketing efforts and bring more money into the DDA. (See e. *Economic Development Committee*) Casey said that as a restaurant owner, he would like to see more businesses be able to participate so the marketing budget could expand and more could be done for all downtown businesses to benefit from.

Roth asked if there would be a proposal of membership rates given to the board. Ward said there are a couple ways that this could be presented, one with a fee paid to be included on items like the walking map. Casey suggested one annual fee, instead of piece-mealing different fees and



constantly checking back in with businesses. Johnson agreed with Casey, based on how membership is done at the Chamber of Commerce.

**c. *Parking Committee***

There has not been a committee meeting in the last two months, and there is no new information to report from this committee.

**d. *Organizational Committee***

Ayers is working on the 2018-2019 budget, but it is currently in flux. She would like to take a closer look at the line item for the expansion of the DDA boundary, doing studies to see what can and cannot be done.

Ward announced that Ritter is stepping down as the Marketing and Communications Coordinator as she has accepted a full-time position with the Livingston County Convention and Visitors Bureau. The DDA is in the process of trying to replace that position and has posted it on MML, Indeed, and on social media. The seasonal groundskeeper position has also been posted, but there has not been as much interest as in previous years. The Beautification Commission is hoping to start planting on May 24, so the groundskeepers need to be ready to start maintenance. Parks and Recreation is also having a hard time filling this position. Sullivan suggested combining the positions and splitting them between the two entities, both for the groundskeepers and the Marketing and Communications Coordinator. Board members brainstormed other ideas for hiring younger groundskeepers (who could not work as late), combining positions, and different places to post the positions.

**e. *Economic Development Committee***

Cozart said that, regarding DDA boundary expansion, what needs to be done is a deep dive financial analysis to see how the change would affect the city and the DDA. He also noted that certain entities, like the library, could opt-out of being in the DDA so their portion of the tax bill would go back to them instead of being captured, increasing their revenue. This analysis would be a long and difficult process, but a necessary step in redrawing the boundary.

Sullivan mentioned an energy-efficient program that City Council is looking at. Councilmember Patrick Giesa is looking at starting more green initiatives around town and the city's financial consultant introduced the Energy Reduction Coalition, which is a non-profit that converts lighting to more energy efficient sources. They will come in and fund these conversions, calculating the current energy usage and future savings. The fund this program through the energy savings, starting at 60% and going down to 20% after a set amount of time. The city is pursuing this and would like to get some estimates of the potential savings. The parking deck consultants recommended that the city ensures that the likes meet Industrial Illumination Standards, being sure that it not only is saving energy but is still functioning at the level it needs to be at.

Dominic Romano from the MEDC came to their meeting and spoke about benefits and requirements and how to go about getting Redevelopment Ready certified. Cozart suggests the group being a self-evaluation as they prepare to apply so the City can be approved and maintain their status in the program.

Ayers pointed out that because MEDC is a governor-appointed organization, it might not have the same status in November after the election.

Sullivan said that he has gone through this organization before to get a grant for The Garage and he is willing to go through the process again if there are businesses downtown that will benefit from it. The Board is still seeking answers on the process of getting themselves prepared to apply for an MEDC grant, but thought some of the answers given at the economic development committee were vague.

Cozart said the group also talked about Brownfield Redevelopment. A Brownfield TIF would capture new tax revenue from a development and the money could be spent for cleanup and environmental activity. Northville does not have a Brownfield Authority right now, so the first step would be to establish one. Price mentioned that there were 8 people interested in seats on the DDA Board, so it's possible a group could be made from those people. At the next City Council meeting there will be a resolution of intent to establish a Brownfield Authority, followed by two public hearings. The board needs at least five people. The authority would be very project-driven. Developers would present all information and the authority would decide if it's eligible and how the cost would be covered. This committee would only meet as needed-scheduling meetings for projects, studies, and evaluations.

## **FUTURE MEETINGS/ IMPORTANT DATES**

### Future Meetings/Important Dates

- a. May 18 – Armed Forces Benefit Concert – May 18, 2018
- b. Northville Jazz Band – May 25, 2018
- c. Flower Sale – May 25-26, 2018
- d. Memorial Day Parade – May 28, 2018
- e. First Friday Experience – June 1, 2018
  - f. Party in the 'Ville – June 2, 2018
  - g. Marketing Meeting – June 7, 201
  - h. Design Committee Meeting – June 11, 2018
  - i. Executive Committee Meeting – June 13, 2018
  - j. Economic Development Meeting – June 18, 2018
  - k. DDA Board Meeting – June 19, 2018

**BOARD AND STAFF COMMUNICATIONS**

The next DDA Board meeting is June 19, 2018  
**Meeting adjourned at 9:26 am**

Respectfully submitted,

A handwritten signature in cursive script that reads "a. Ritter". The signature is written in black ink and is positioned above the typed name.

Amelia Ritter, Marketing and Communications Coordinator  
Northville DDA

Department: Downtown Development Authority		Account Number		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
Account #	Classification & Description	Original Amount	Budget Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
370-000-403	<b>Current Property Taxes</b> Formulas are on main budget document (NET) Subject to March Board of Review Changes	666,899	<b>658,692</b>	-	-	-	-	(20,054)	(11,847)	-	-	646,845	646,845
		(8,207)						8,207				-	
370-000-403.01	<b>DDA Operating Levy</b> 1.8158 mills Subject to March Board of Review Changes	57,677	<b>57,854</b>	-	-	-	-	(566)	(743)	(288)	(288)	56,823	56,823
		177						(177)				-	
370-000-403.04	<b>PPT Reimbursement - Small Taxpayer Loss</b> Local Community Stabilization Share	30,000	<b>30,000</b>	-	-	-	-	6,178	6,178	-	-	36,178	36,178
370-000-417	<b>Delinquent Personal Prop Taxes</b>	-	-	-	-	-	-	-	-	150	150	150	150
370-000-418	<b>Property Taxes - Other</b> Reserve - Tax Appeals	(5,000)	<b>(5,000)</b>	-	-	-	-	-	-	-	-	(5,000)	(5,000)
370-000-586.02	<b>Sponsorships</b> Skeletons Are Alive	6,250	<b>6,250</b>	-	-	-	-	-	-	(5,250)	(5,250)	1,000	1,000
370-000-659.11	<b>Rent Revenue</b> Rental of Town Square	150	<b>150</b>	-	-	-	-	-	-	-	-	150	150
370-000-664	<b>Investment Earnings - Short Term</b>	850	<b>850</b>	-	-	-	-	1,650	1,650	-	-	2,500	2,500
370-000-664.20	<b>Investment Earnings - Long Term</b>	1,500	<b>1,500</b>	-	-	-	-	3,500	3,500	-	-	5,000	5,000
370-000-664.30	<b>Unrealized Market Change</b>	-	-	933	933	-	-	(4,633)	(4,633)	(2,400)	(2,400)	(6,100)	(6,100)
370-000-664.40	<b>Investment Pool Bank Fees</b>	(850)	<b>(850)</b>	-	-	-	-	250	250	50	50	(550)	(550)
370-000-664.50	<b>Investment Advisory Fees</b>	(800)	<b>(800)</b>	-	-	-	-	50	50	50	50	(700)	(700)
370-000-664.60	<b>Bank Lockbox Fees</b>	-	-	-	-	-	-	(300)	(300)	5	5	(295)	(295)
370-000-666	<b>Misc Revenue</b> Fountain Cleaning	200	<b>200</b>	-	-	-	-	-	-	(200)	(200)	-	-
370-000-699.00	<b>Use of Fund Balance</b> Use of Fund Balance	(293)	<b>(293)</b>	76,424	76,424	-	-	1,917	1,917	(14,213)	(14,213)	63,835	63,835
<b>Total</b>		748,553	<b>748,553</b>	77,357	<b>77,357</b>	-	-	(3,978)	<b>(3,978)</b>	(22,096)	<b>(22,096)</b>	799,836	<b>799,836</b>
<b>Difference (should be zero)</b>		-	-	-	-	-	-	-	-	-	-	-	-
Total Expenditures		748,553	748,553	77,357	77,357	-	-	(3,978)	(3,978)	(22,096)	(22,096)	799,836	799,836
Total Revenues		748,846	748,846	933	933	-	-	(5,895)	(5,895)	(7,883)	(7,883)	736,001	736,001
Use of (Increase to) Fund Balance		(293)	(293)	76,424	76,424	-	-	1,917	1,917	(14,213)	(14,213)	63,835	63,835
Difference - should be zero		-	-	-	-	-	-	-	-	-	-	-	-



City of Northville  
Budget Amendment Worksheet  
FY2017-18 Budget

Department: Downtown Development Authority		Account Number		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
Activity: Design		Fund #	Activity #	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
Prepared By: Lori Ward		370	861										
Account #	Classification & Description	Original Amount	Budget Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
370-861-706	<b>Wages and Salaries - Full Time (1)</b> Director (30%)	23,645	23,645	-	-	-	-	-	-	-	-	23,645	23,645
370-861-707	<b>Wages and Salaries - Overtime</b> Vance - Nov 2017							45	45			45	45
370-861-710	<b>Wages and Salaries - Part Time</b> 3 Seasonals DDA part-time staff	15,000 8,700	23,700	-	-	-	-	1,000 (8,700)	(7,700)	-	-	16,000 -	16,000
370-861-726	<b>Supplies</b> Meeting supplies Reproduction Catering Printing tshirts Maintenance Equipment	50 100 125 100 200	575	-	-	-	-	-	-	-	-	50 100 125 100 200	575
370-861-740.05	<b>Downtown Materials</b> Downtown Greenery Holiday Bows LED Tree lights and installation/repair Raised Holiday Decorations in Town Square LED Lights for new Light Poles LED Lights for new street trees in grates Holiday Lighting & Decor - Town Square Halloween Decorations Halloween Lighting Misc. Maintenance Equipment No Smoking Signs Fall Décor Flags Banner Brackets	- 2,500 2,055 1,250 250 4,000 3,000 250 125	13,430	-	-	-	-	(155) 335 (12) 215 4,145	4,528	7,500	7,500	- 2,345 - 2,390 1,238 465 - 8,145 3,000 - - 250 - 125 7,500	25,458
370-861-801.00	<b>Contractual Services</b> WiFi Service - TDS (\$325/month) Expanded WiFi - Clear Rate Electrical Repairs Detroit Edison Electrical Work New Hire Physicals (\$81/hire) Irrigation Repairs Sprinkler Winterization Landscape/Planter Repair Sidewalk Repair & Replacement Umbrella Repairs Sound System in Town Square Brick Repair Heat Melt Repair Painting of Receptacles and Planters Painting of Light Posts Painting of Walkway painting fence fabrication	3,600 10,000 300 2,500 650 100 1,500 3,000	37,250	3,100	-	-	2,000	307	563	(16,000)	(16,000)	- 3,600 5,000 - 300 5,500 957 500 - - 500 - - 1,100 - 3,000 -	24,913

City of Northville  
Budget Amendment Worksheet  
FY2017-18 Budget

Department: Downtown Development Authority		Account Number											
Activity: Design		Fund #	Activity #										
Prepared By: Lori Ward		370	861										
Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
	landscape contracting/clean up											-	
	walkway repair											-	
	Misc											-	
	Repair Fencing											-	
	Security Cameras											-	
	WiFi Service Town Square - Comcast	2,100										2,100	
	Fountain Repair	1,500							500			2,000	
	Survey							256				256	
	Gas Pit Repair/Replacement											-	
	Main Street Road Repair											-	
	Pavillion Repair	12,000							(12,000)			-	
	Construction Sign											-	
<b>370-861-801.16</b>	<b>Public Restroom Program</b>		<b>2,750</b>		-		-		-		-		<b>2,750</b>
	Rent/Maintenance (\$3,975/quarter)											-	
	Porta Potty rental (\$430/mo)	2,750										2,750	
	Water (\$66/bi-monthly)	-	-									-	
	Special Event Use	-										-	
<b>370-861-801.90</b>	<b>Sidewalk Repairs</b>												
	Hutton Street Sidewalk Repairs											-	
<b>370-861-801.94</b>	<b>Brick Repair &amp; Maintenance</b>		<b>3,000</b>								<b>(3,000)</b>		-
	Town Square	1,500							(1,500)			-	
	Mary Alexander Court	1,500							(1,500)			-	
<b>370-861-802.20</b>	<b>Contracted Planning Services</b>		-		-		-		-		-		-
	contracted staff	-										-	
<b>370-861-803.200</b>	<b>Planning Studies</b>												
	Strategic Plan - DDA Portion											-	
	Strategic Plan - City Portion											-	
	Printing, organizing focus groups, etc											-	
	Design Graphics											-	
	Creative Many Studay											-	
<b>370-861-803.58</b>	<b>Comerica Community Connection</b>		-		-		-		-		-		-
	Other											-	
<b>370-861-803.59</b>	<b>Signage and Markers Projects</b>		-		<b>74,100</b>		-		-		<b>(4,939)</b>		<b>69,161</b>
	Downtown Wayfinding Project	-		73,500					(4,939)			68,561	
	Non Motorized Trail Project			600								600	
	Cross Street Banner Poles											-	
	Directory Signage											-	
<b>370-861-803.81</b>	<b>Alleyway Improvements</b>												
	Orin/Plaza											-	
	Rebeccas											-	
<b>370-861-803.93</b>	<b>Comerica Connection Exhibit</b>		-		-		-		-		-		-
	design											-	
	fabrication											-	

City of Northville  
 Budget Amendment Worksheet  
 FY2017-18 Budget

Department: Downtown Development Authority		Account Number		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
Activity: Design		Fund #	Activity #	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
Prepared By: Lori Ward		370	861										
Account #	Classification & Description	Original Amount	Budget Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>370-861-850</b>	<b>Landscape Maintenance &amp; Materials</b>		<b>32,000</b>		-		-		(250)		-		31,750
	Annuals & perennials	25,000										25,000	
	Landscape Replacement	1,000										1,000	
	Tree Maintenance and Replacement	1,000										1,000	
	Trim and Mulch weeding & watering	1,000										1,000	
	Landscaping on Hutton Dulap Curve, MAC Brick Repair	-										-	
	Fountain Chemicals and Parts	250						(250)				-	
	Parking Lot Landscaping	1,500										1,500	
	Beautification Commission Plantings	2,250										2,250	
	Misc.											-	
<b>370-861-920.01</b>	<b>Electrical Service</b>		<b>2,450</b>		-		-		-		(1,000)		1,450
	Electrical Service - Town Square	2,250								(1,000)		1,250	
	Walkway	200										200	
<b>370-861-920.02</b>	<b>Natural Gas Service</b>		<b>3,850</b>		-		-		-		750		4,600
	Heat Melt System & Fire Pits - Town Square	3,300								750		4,050	
	Walkway	550										550	
<b>370-861-920.030</b>	<b>Water and Sewer Service</b>		<b>7,300</b>		-		-		-		-		7,300
	Town Square, 120 W Main, Hutton Park	7,000										7,000	
	Walkway	300										300	
<b>370-861-950.46</b>	<b>O/T to Public Improvement Fund</b>												-
	Security Cameras												-
<b>370-861-967</b>	<b>Fringe Benefits (1)</b>		<b>11,890</b>		-		-		(880)		-		11,010
		11,890						(880)					
<b>370-861-976.01</b>	<b>Street Furnishings</b>		<b>3,550</b>		-		-		500		4,500		8,550
	Bike Racks	2,000						500				2,500	
	Newsrack											-	
	Signage - Directory	1,300										1,300	
	Light Fixtures	-								4,500		4,500	
	Umbrella	250										250	
	Furniture/Benches											-	
	Bollards											-	
<b>370-861-984</b>	<b>GIS Services</b>		-		-		-		-		-		-
<b>Total</b>		<b>165,390</b>	<b>165,390</b>	<b>77,200</b>	<b>77,200</b>	<b>-</b>	<b>-</b>	<b>(3,194)</b>	<b>(3,194)</b>	<b>(12,189)</b>	<b>(12,189)</b>	<b>227,207</b>	<b>227,207</b>
<b>Difference (should be zero)</b>													





City of Northville  
Budget Amendment Worksheet  
FY2017-18 Budget

Department: Downtown Development Authority		Account Number											
Activity: Marketing & Business Mix		Fund #	Activity #										
Prepared By: Lori Ward		370	862										
Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
	Accunet	409										409	
	Mail Chimp	360										360	
	Survey Monkey	204								(204)		-	
<b>370-862-950.05</b>	<b>O/T to Parks &amp; Recreation</b>		<b>3,000</b>								<b>(600)</b>		<b>2,400</b>
	Tunes on Tuesday	3,000								(600)		2,400	
	Friday Night Concerts												
<b>370-862-967</b>	<b>Fringe Benefits (1)</b>		<b>10,110</b>								<b>(500)</b>		<b>10,175</b>
	Per Finance Department	10,110						565	565	(500)		10,175	
<b>Total</b>		<b>141,378</b>	<b>141,378</b>	<b>157</b>	<b>157</b>	<b>-</b>	<b>-</b>	<b>11,565</b>	<b>11,565</b>	<b>(4,854)</b>	<b>(4,854)</b>	<b>148,246</b>	<b>148,246</b>
<b>Difference (should be zero)</b>													

City of Northville															
Budget Amendment Worksheet															
FY2017-18 Budget															
Department:		Downtown Development Authority		Account Number											
Activity:		Parking		Fund #    Activity #											
Prepared By:		Lori Ward		370    863											
		<b>Original Budget</b>		<b>1st Quarter</b>		<b>2nd Quarter</b>		<b>3rd Quarter</b>		<b>4th Quarter</b>		<b>Amended Budget</b>			
<b>Account #</b>		<b>Classification &amp; Description</b>		<b>Amount    Total</b>		<b>Amount    Total</b>		<b>Amount    Total</b>		<b>Amount    Total</b>		<b>Amount    Total</b>			
370-863-706	<b>Wages and Salaries - Full Time (1)</b>				7,880		-		-		20		7,900		
	Director - 10%			7,880						20		7,900			
370-863-710	<b>Wages and Salaries - Part Time</b>				8,700		-		-		(8,700)		-		
	Part time staff			8,700					(8,700)				-		
370-863-726	<b>Supplies</b>				50		-		-		15		65		
	Meeting Supplies			50						15		65			
370-863-786	<b>Downtown Parking Program</b>				250		-		-		150		(400)		
	Tickets - Complaints												-		
	Brochures and Maps			250					150		(400)		-		
	Occupancy Counts												-		
370-863-801.00	<b>Contractual Services</b>				-		-		-		-		-		
	Occupancy Counts			-									-		
370-863-801.93	<b>Parking Structure Maintenance</b>				25,000		-		-		(25,000)		-		
	Painting and Repair												-		
	MainCentre Parking Deck Repair			25,000					(25,000)				-		
	Cady Street Parking Deck Repair												-		
370-863-802.20	<b>Contracted Planning Services</b>				-		-		-		-		-		
	contracted staff			-									-		
370-863-950.21	<b>O/T to General Fund</b>				-	135,650		-	-		(85,650)		50,000		
	Parking Deck Maintenance (3% increase)			81,650					(81,650)				-		
	Snow Removal (to keep parking spaces open)			4,000					(4,000)				-		
	Street Lighting & Parking Lot Electrical			50,000								50,000			
370-863-950.26	<b>O/T to Parking Fund</b>				-		-		-		110,650		110,650		
	Parking Deck Maintenance (3% increase)				-		-		81,650				81,650		
	Snow Removal (to keep parking spaces open)								4,000				4,000		
	Incl. MainCentre Parking Deck Repair								25,000				25,000		
370-863-967.00	<b>Fringe Benefits (1)</b>				3,820		-		-		(675)	155	3,300		
	Per Finance Department			3,820					(675)		155		3,300		
370-863-977.16	<b>Parking Maintenance and Expansion</b>				-		-		-		-		-		
	Marquis Parking Lot Site Improvements												-		
<b>Total</b>				181,350	181,350	-	-	-	-	(9,225)	(9,225)	(210)	(210)	171,915	171,915
<b>Difference (should be zero)</b>					-		-		-		-		-		-

Budget Amendment Worksheet  
 FY2017-18 Budget

Department:	Downtown Development Authority	Account Number	
Activity:	Organizational	Fund #	Activity #
Prepared By:	Lori Ward	370	864

Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>370-864-706</b>	<b>Wages and Salaries - Full Time (1)</b>		<b>23,645</b>		-		-		-		-		<b>23,645</b>
	Director - 30%	23,645											23,645
<b>370-864-710.</b>	<b>Wages - Temp/Part Time Reg</b>		<b>8,700</b>		-		-		(8,700)		-		-
	Intern												-
	part time staff	8,700						(8,700)					-
<b>370-864-726</b>	<b>Supplies</b>		<b>1,150</b>		-		-		-		(350)		<b>800</b>
	Office . Supplies	250											250
	Computer Software	250								(250)			-
	Computer Supplies	500								(100)			400
	Meetings Catering	150											150
	Computers												-
<b>370-864-730</b>	<b>Postage</b>		<b>175</b>		-		-		-		-		<b>175</b>
	Postage machine & stamps	175											175
<b>370-864-731</b>	<b>Publications</b>		<b>65</b>		-		-		-		-		<b>65</b>
	Northville Record	65											65
	Crains												-
<b>370-864-801.00</b>	<b>Contractual Services</b>		-		-		-		-		-		-
		-											-
<b>370-864-801.19</b>	<b>Technology Services</b>		<b>1,490</b>		-		-		<b>400</b>		<b>145</b>		<b>2,035</b>
	Computer Repair Service	270								(270)			-
	Comcast DSL (\$95/mo)												-
	Email Archival Service	15											15
	IT support from Township	1,000						400		(800)			600
	Annual Support - Servers (\$17/mo)	205								35			240
	Comcast Town Square									1,180			1,180
<b>370-864-801.45</b>	<b>DDA Plan Update and Amendment</b>		-		-		-		-		-		-
	Amended and restated plan	-											-
	Legal & Consulting fees	-											-
	Printing, Publishing, Notice Fees												-
	Misc												-
<b>370-864-802.01</b>	<b>Legal Services</b>		<b>2,500</b>		-		-		<b>1,000</b>		<b>500</b>		<b>4,000</b>
	General Legal Fees	1,000											1,000
	Monaghan - Zoo Authority												-
	Real Estate Legal Fees	1,500						1,000		500			3,000
	Steve Schwartz, labor												-
	Labor Attorney												-
<b>370-864-802.20</b>	<b>Contracted Planning Services</b>		-		-		-		-		-		-
	contracted staff	-											-

Budget Amendment Worksheet  
 FY2017-18 Budget

Department:	Downtown Development Authority	Account Number	
Activity:	Organizational	Fund #	Activity #
Prepared By:	Lori Ward	370	864

Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>370-864-802.30</b>	<b>Contracted Marketing Services</b>		-		-		-		-		-		-
	contracted staff	-										-	
<b>370-864-805</b>	<b>Auditing Services</b>		<b>4,690</b>		-		-		-		(3)		<b>4,687</b>
	Plante & Moran - Per Finance Department	4,690								(3)		4,687	
<b>370-864-900</b>	<b>Printing &amp; Publishing</b>		<b>975</b>		-		-		-		120		<b>1,095</b>
	Notecards/Envelopes/Labels	250								220		470	
	DDA Annual Report in Newspaper	425								(225)		200	
	Slide and Photo Processing	100								(100)		-	
	MML Ad									100		100	
	Color Copying Charges	200								125		325	
<b>370-864-910</b>	<b>Insurance - MMRMA</b>		<b>5,270</b>		-		-		215		215	(165)	<b>5,320</b>
	Per Schedule	4,120											4,335
	Distribution rec'd to offset premiums												-
	Special Event Insurance	1,150									(165)		985
<b>370-864-917</b>	<b>Workers comp Insurance</b>		-		-		-		-		-		-
	contracted staff WC Premium	-											-
<b>370-864-920</b>	<b>Utilities</b>		<b>1,225</b>		-		-		93		-		<b>1,318</b>
	\$75 mo reimbursement via payroll	900											900
	AT&T phone & fax lines (\$35.13/mo x 2 )												-
	Clear Rate phone & internet (\$27/mo)	325							93				418
<b>370-864-956</b>	<b>Contingencies</b>		-		-		-		-		-		-
	Wage Adjustments - Per Finance Department	-											-
<b>370-864-958</b>	<b>Memberships &amp; Dues</b>		<b>640</b>		-		-		768		-		<b>1,408</b>
	APA								243				243
	MDA	400							175				575
	Chamber of Commerce	240											240
	NTHP - National Main Street Center								350				350
<b>370-864-960</b>	<b>Education &amp; Training</b>		<b>1,750</b>		-		-		(250)		(850)		<b>650</b>
	Travel - mileage and parking	500											500
	Meals	150									(150)		-
	Conference Fees	350									(350)		-
	Hotel Expenses	500									(350)		150
	Other	250							(250)				-
<b>370-864-967</b>	<b>Fringe Benefits (1)</b>		<b>10,110</b>		-		-		(685)		575		<b>10,000</b>
	Per Finance Department	10,110							(685)		575		10,000
<b>370-864-967.02</b>	<b>Overhead</b>		<b>10,970</b>		-		-		-		-		<b>10,970</b>
	services by Finance Dept, DPW Dir, Manager (5% increase)	10,970											10,970

Budget Amendment Worksheet  
 FY2017-18 Budget

Department: Downtown Development Authority		Account Number											
Activity: Organizational		Fund #	Activity #										
Prepared By: Lori Ward		370	864										
Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>Total</b>		73,355	<b>73,355</b>	-	-	-	-	(7,159)	<b>(7,159)</b>	(28)	<b>(28)</b>	66,168	<b>66,168</b>
<b>Difference (should be zero)</b>			-		-		-		-		-		-

Budget Amendment Worksheet  
 FY2017-18 Budget

Department:	Downtown Development Authority	Account Number	
Activity:	Organizational	Fund #	Activity #
Prepared By:	Lori Ward	370	864

Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
370-864-706	Wages and Salaries - Full Time (1)	-	-	-	-	-	-	-	-	-	-	-	-
370-864-710.	Wages - Temp/Part Time Reg Intern part time staff	-	-	-	-	-	-	-	-	-	-	-	-
370-864-726	Supplies Office . Supplies Computer Software Computer Supplies Meetings Catering Computers	-	-	-	-	-	-	-	-	-	-	-	-
370-864-730	Postage Postage machine & stamps	-	-	-	-	-	-	-	-	-	-	-	-
370-864-731	Publications Northville Record Crains	-	-	-	-	-	-	-	-	-	-	-	-
370-864-801.00	Contractual Services	-	-	-	-	-	-	-	-	-	-	-	-
370-864-801.19	Technology Services Computer Repair Service Comcast DSL (\$95/mo) Email Archival Service IT support from Township Annual Support - Servers (\$17/mo) Comcast Town Square	-	-	-	-	-	-	-	-	-	-	-	-
370-864-801.45	DDA Plan Update and Amendment Amended and restated plan Legal & Consulting fees Printing, Publishing, Notice Fees Misc	-	-	-	-	-	-	-	-	-	-	-	-
370-864-802.01	Legal Services General Legal Fees Monaghan - Zoo Authority Real Estate Legal Fees Steve Schwartz, labor Labor Attorney	-	-	-	-	-	-	-	-	-	-	-	-
370-864-802.20	Contracted Planning Services contracted staff	-	-	-	-	-	-	-	-	-	-	-	-

Budget Amendment Worksheet  
 FY2017-18 Budget

Department:	Downtown Development Authority	Account Number	
Activity:	Organizational	Fund #	Activity #
Prepared By:	Lori Ward	370	864

Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
370-864-802.30	<b>Contracted Marketing Services</b> contracted staff	-	-	-	-	-	-	-	-	-	-	-	-
370-864-805	<b>Auditing Services</b> Plante & Moran - Per Finance Department	-	-	-	-	-	-	-	-	-	-	-	-
370-864-900	<b>Printing &amp; Publishing</b> Notecards/Envelopes/Labels DDA Annual Report in Newspaper Slide and Photo Processing Bid Notices Color Copying Charges	-	-	-	-	-	-	-	-	-	-	-	-
370-864-910	<b>Insurance - MMRMA</b> Per Schedule Distribution rec'd to offset premiums Special Event Insurance	-	-	-	-	-	-	-	-	-	-	-	-
370-864-917	<b>Workers comp Insurance</b> contracted staff WC Premium	-	-	-	-	-	-	-	-	-	-	-	-
370-864-920	<b>Utilities</b> \$75 mo reimbursement via payroll AT&T phone & fax lines (\$35.13/mo x 2 ) Clear Rate phone & internet (\$27/mo)	-	-	-	-	-	-	-	-	-	-	-	-
370-864-956	<b>Contingencies</b> Wage Adjustments - Per Finance Department	-	-	-	-	-	-	-	-	-	-	-	-
370-864-958	<b>Memberships &amp; Dues</b> APA MDA Chamber of Commerce NTHP - National Main Street Center	-	-	-	-	-	-	-	-	-	-	-	-
370-864-960	<b>Education &amp; Training</b> Travel - mileage and parking Meals Conference Fees Hotel Expenses Other	-	-	-	-	-	-	-	-	-	-	-	-
370-864-967	<b>Fringe Benefits (1)</b> Per Finance Department	-	-	-	-	-	-	-	-	-	-	-	-
370-864-967.02	<b>Overhead</b> services by Finance Dept, DPW Dir, Manager (5% increase)	-	-	-	-	-	-	-	-	-	-	-	-



Budget Amendment Worksheet  
 FY2017-18 Budget

Department: Downtown Development Authority		Account Number											
Activity: Organizational		Fund #	Activity #										
Prepared By: Lori Ward		370	864										
Account #	Classification & Description	Original Budget		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Amended Budget	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
		-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>		-	-	-	-	-	-	-	-	-	-	-	-
<b>Difference (should be zero)</b>		-	-	-	-	-	-	-	-	-	-	-	-

City of Northville															
Budget Amendment Worksheet															
FY2017-18 Budget															
Department:	Downtown Development Authority			Account Number											
Activity:	Debt			Fund #	Activity #										
Prepared By:	Lori Ward			370	945										
				<b>Original Budget</b>		<b>1st Quarter</b>		<b>2nd Quarter</b>		<b>3rd Quarter</b>		<b>4th Quarter</b>		<b>Amended Budget</b>	
<b>Account #</b>	<b>Classification &amp; Description</b>			<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>
<b>370-945-950.49</b>	<b>O/T to DDA Debt Service Fund</b>				<b>172,355</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>172,355</b>
	2013 DDA Refunding Bond Debt Service														
	Principal			135,000										135,000	
	Interest			37,355										37,355	
<b>Total</b>				<b>172,355</b>	<b>172,355</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>172,355</b>	<b>172,355</b>
<b>Difference (should be zero)</b>					<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>-</b>

Northville DDA  
 FY 2017-18 DDA Budget  
 4th Quarter Budget Explanations

Line Item #	Classification	Description of Amendment	Amount +/-
<b>Revenue</b>			
370-000-403.01	DDA Operating Levy	Actual Capture	(\$288)
370-000-417.00	Delinquent Personal Property Taxes	Actual Amount	\$150
370-000-586.02	Sponsorships	Actual Earnings	(\$5,250)
370-000-664.30	Unrealized Market Change	Actual Figures	(\$2,400)
370-000-664.40	Investment Pool Bank Fees	Actual Fees	\$50
370-000-664.50	Investment Advisory Fees	Actual Fees	\$50
370-000-664.60	Bank Lockbox Fees	Actual Fees	\$5
370-000-666.00	Misc Revenue	Actual Earnings	(\$200)
370-000-699.00	Use of Fund Balance	Actual Expenses	(\$20,747)
<b>DPW</b>			
370-753-706.00	Wages and Salaries – Full Time	New charges do not begin until July 2018	(\$2,315)
370-753-967.00	Fringe Benefits	New charges do not begin until July 2018	(\$2,500)
<b>Design</b>			
370-861-801.00	Contractual Services	Electrical Repairs less than anticipated	(\$5,000)
370-861-801.00	Contractual Services	Irrigation Repairs higher than anticipated	\$1,000
370-861-801.00	Contractual Servicers	Planter Repair	\$500
370-861-801.00	Contractual Servicers	Heat Repair less than anticipated	(\$1,000)
370-861-801.00	Contractual Servicers	Fountain Repair – new motor	\$500
370-861-801.00	Contractual Services	Pavilion Repair – deferred until 2018-19	(\$12,000)
370-861-801.94	Brick Repair and Maintenance	Deferred until 2018-19	(\$3,000)
370-861-803.59	Signage Program	Actual costs less than budgeted	(\$4,939)
370-861-920.01	Electrical Services	Actual costs	(\$1,000)
370-861-920.02	Natural Gas Services	Actual costs	\$750
370-861-976.01	Street Furnishings	Cost of new light fixtures that were damaged	\$4,500

<b>Marketing Mix</b>			
370-862-710.00	Wages and Salaries - Part Time	Position unfilled	\$4,550
370-862-784.00	Downtown Programs and Promotion	Actual sponsorship costs for Party in the Ville	(\$1,500)
370-862-784.00	Downtown Programs and Promotion	Prorated share of Northville Unplugged!	\$2,000
370-862-785.00	Business Retention Program	Downtown director costs	\$500
370-862-801.34	Web Site	Cancelled survey monkey	(\$204)
370-862-950.05	O/T Parks and Recreation	Actual sponsorship package	(\$600)
370-862-967.00	Fringe Benefits	Actual costs	(\$500)
<b>Parking</b>			
370-863-706.00	Wages and Salaries – Full Time	Actual costs	\$20
370-863-726.00	Supplies	Meeting Supplies	\$15
370-863-786.00	Downtown Parking Program	Brochure printing deferred to 2018-19	(\$400)
370-863-967.00	Fringe Benefits	Actual Expenses per Finance	\$155
<b>Organization</b>			
370-864-726.00	Supplies	Savings on computer equipment	(\$350)
370-864-801.19	Technology Services	Monthly Comcast	\$346
370-864-802.01	Legal Services	Easement with Bank of America	\$500
370-864-805.00	Auditing Services	Actual Costs	(\$3)
370-864-900.00	Printing and Publishing	MML ad for employment classified	\$120
370-864-910.00	Insurance	New event – Northville Unplugged!	(\$600)
370-864-960.00	Education and Training	Attended less conferences	(\$850)
370-864-967	Fringe Benefits (1)	Actual Expenses per Finance	\$575

**RESOLUTION REGARDING  
CITY STREET BOND DEBT MILLAGE**

Northville Downtown Development Authority  
County of Wayne, Michigan

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Minutes of a regular meeting of the Board of the Northville Downtown Development Authority, County of Wayne, Michigan, held on the 19th day of June, 2018, at 8:00 a.m., prevailing Eastern Time.

PRESENT: Members: \_\_\_\_\_  
\_\_\_\_\_

ABSENT: Members: \_\_\_\_\_

The following preamble and resolution were offered by Member \_\_\_\_\_ and supported by Member \_\_\_\_\_:

WHEREAS, the City of Northville, County of Wayne, State of Michigan (the “City”), has previously established the Northville Downtown Development Authority (the “Authority”) pursuant to the provisions of the Downtown Development Authority Act, Act 197, Public Acts of Michigan, 1975, as amended (“Act 197”); and

WHEREAS, the Authority and the City have previously approved a Development and Tax Increment Financing Plan, as amended (the “Plan”), which provides for the capture of all available millages levied by taxing units in the Authority Development Area; and

WHEREAS, the City has submitted a ballot proposal to the City electors for a street bond issue at the November 6, 2018 election, and if approved by the voters, the City will issue its unlimited tax general obligation bonds in an amount not to exceed \$3,050,000 (the “Bonds”) and levy a special debt millage annually to pay the debt service on the Bonds; and

WHEREAS, the Authority desires to use the portion of tax increment revenues captured annually from the debt millage for the Bonds to pay for street improvements in the Authority’s Development Area.

NOW, THEREFORE, BE IT RESOLVED THAT:

1. The Authority agrees to use the portion of tax increment revenues captured from the debt millage for the Bonds solely to pay for street improvements in the Authority’s Development Area for the duration of the Bonds.

2. All resolutions and parts of resolutions insofar as they conflict with the provisions of this resolution by and the same hereby are rescinded.

AYES: Members: \_\_\_\_\_  
\_\_\_\_\_

NAYS: Members: \_\_\_\_\_

RESOLUTION DECLARED ADOPTED.

\_\_\_\_\_  
Secretary

I hereby certify that the attached is a true and complete copy of a resolution adopted by the Board of the Northville Downtown Development Authority, County of Wayne, State of Michigan, at a regular meeting held on the 19th day of June, 2018 and that public notice of said meeting was given pursuant to and in full compliance with Act No 267, Public Acts of Michigan, 1976 and that minutes of the meeting were kept and will be or have been made available as required by said Act.

\_\_\_\_\_  
Secretary

31586135.1\065487-00055



## June Design Committee Update

### EV Charging Station

The EV charging stations are activated! Directional signs have been installed on Center and Main Streets. DPW has been requested to stripe the two spaces green and stencil an EV plug in the middle of the space, similar to a handicapped parking space stencil. Additional signage is being considered in an effort to make the charging stations more visible. Frequently the spaces are occupied by non-EV cars who have not noticed the existing signage. The Northville Police will be issuing Warnings for the next few weeks as drivers become familiar with the restrictions on the parking spaces.

The DDA and Up2Go, the DDA's energy partner for the project, displayed a Tesla car and information about the City's new charging stations at the recent Party in the Ville event on June 2<sup>nd</sup>. The project was well received. A ribbon cutting ceremony will be scheduled for later this month. A reception will be held after the ribbon cutting at Up2Go.

### Parking RFP

DDA staff touched base with Mark Sampson, project manager for Carl Walker/GWI at the beginning of June to receive a project update. Sampson indicated that they were working on the reports and the cost estimates. Sampson anticipates that the report would be completed by the end of June, beginning of July.

After the DDA/City has the opportunity to review the report, the DDA will request a proposal from Sampson to provide services to develop bid specifications for the project, assist in the bidding process and provide construction inspection services.



### Redevelopment Ready Status

Dominic Romano, the City of Northville's MEDC team member attended the Economic Development Committee's meeting on May 14<sup>th</sup> and discussed MEDC programs.



### Ford Field Project

The Design Committee of the DDA met on June 11<sup>th</sup> and discussed the Ford Field Project. There appears to be renewed interest in making upgrades and connections to Ford Field. Northville Rotary Club has expressed interest in contributing resources to replace the play structure at Ford Field. The DDA has expressed interest in developing a link from downtown to Ford Field and the Northville Parks and Recreation Commission has agreed to add the project to its Five

Year Master Plan currently underway with Rowe Engineering.

It has been acknowledged that an updated design for the park would be necessary for any outside funding or grants. A long discussion took place regarding the declining amount of events at Ford Field and the Committee questioned whether the DDA should be spending resources on the park if it was not going to be utilized for special events. The Committee recommended that the group of interested individuals/organizations need to establish a vision for this space – is it an event location, open space or recreational venue? The Committee is looking for guidance on who should be leading this effort.

**Bike Repair Station** DDA staff has met several times to is collaborating with Eagle Scout candidate Jackson Cooney to install a bike repair station downtown. The station will include Allen wrenches, screw drivers, tire levers and every other tool you would need to fix a bike. It also includes a tire pump and a rack to hold the bike off the ground while it is being worked on. All the tools are connected to the metal housing with steel cables to prevent them from being taken. The Bike Focus Group is pursuing the installation of the bike repair station at 7 Mile and Sheldon Road. DDA staff met with Mark Gasche, Parks and Recreation Director to discuss the project at this proposed location. Gasche agreed to work with the Eagle Scout to coordinate the placement.



## Downtown Murals

Applications for the DIA's Inside/Outside (loan) Program, which we've done in prior years are due in September. Design Committee member Chuck Murdoch has volunteered to fill out the application. On-line search showed no other museum in the state has such a program, as an alternative.

Murdoch will also investigate the cost of installing a mural on the side of Lucy & The Wolf building. He will reach out to the Village Workshop to learn more about their installation.

## Banners

Some of the banner hardware has been repaired, thanks to a volunteer. Banners are being made to various sizes, which not all the hardware types can accommodate. We need to pick a common set of hardware for ease of installation. Also, we need to standardize the size of the banners. DDA staff will work with the Chamber of Commerce on this project.





The Design Committee is exploring the idea of recommending that the DDA purchase 2 sets of cross street banners to be located at Cady/Center, and Griswold and Main. The approximate costs are \$7500 material (not installation) for each location. DDA staff was asked to investigate an approximate cost for the 40' banners and the cost of installation from DPW. In addition, DDA staff will need to determine if out typical users will be willing to pay such a cost for an event. The hope is that these cross street banners will alleviate the need for event signs that are mounted on the Welcome signs.

### American Flags and Poles

The existing flags a getting very tired looking. DPW has advised DDA staff that we need to purchase approximately 175 new flags and 17 new poles. DDA staff has begun to explore the replacement of the flags, which will cost approximately \$35 apiece, and will be made of polyester. Several flag manufacturers recommend polyester over nylon or cotton for commercial flags. In Northville, the flags get caught on the spikes at the top of the streetlights. A Suggestion was made at the Design Committee to buy only 100 flags and space them out – fewer good flags may be better than many poor looking flags. DDA staff is working with the Flag Shop out of Livonia to see if flags can be obtained prior to the 4<sup>th</sup> of July.



### Piano in Old Church Square

Design Committee member Suzie Cozart is working with Girl Scout Tessa McCarthy on this project. A location near the pine tree in Old Church Square was identified for installation. In talking with Old Church Square owner, the pine tree may be removed soon, and this should be taken into consideration. Cozart will work with McCarthy to address the following: moving the piano, painting the piano, covering the piano, and storing the piano in the winter months. McCarthy has been invited to the next Design Committee meeting in July.

## Northville DDA – Design Committee

**MEETING MINUTES**

June 11, 2018

Prior to the meeting: Brief discussion about the Commissions/Boards training session held by the City on June 7. All sub-committees must follow Open Meetings Act and be prepared for Freedom of Information Act requests. Lori will make sure all sub-committee meetings receive proper public notice. Chuck volunteered to take/prepare minutes.

**Meeting Called to Order:** At 3:12pm

**Meeting Attendance:** Lori Ward, Robert Miller, Alan Somershoe, Fred Sheill, Carol Maise, Chuck Murdoch

**Bike Racks and Bike Repair Station:**

- Responsibility for the bike repair station has been removed from this committee, as the Eagle Scout will be locating it outside the DDA boundary, at the Hines Park Trailhead on the south side of Seven Mile Rd. Mark Gasche, Parks & Rec, will assist.
- Twenty single hoop bike racks and three multi-loop racks will be recommended for purchase at a future DDA Board meeting. Total purchase expense (not including installation) is estimated to be about \$3800, in the 2018/19 budget year.
- It was agreed to recommend to the DDA Board, that the damaged existing bike rack be replaced. Also, existing bike racks which are pushed up against a wall (therefore unusable) in front of City Hall should be relocated.
- Also, based on a question, Lori explained that the newspaper racks near Poole's have been removed. Also, the old newspaper racks near 120 E Main have been removed and will be replaced with a new, smaller version.

**Street Light Banner Hardware:**

- Some of the banner hardware has been repaired, thanks to a volunteer.
- We've realized that banners are being made to various sizes, which not all the hardware types can accommodate. We need to pick a common set of hardware for ease of installation. Also, we need to standardize the size of the banners – Chamber will recommend a size.
- Lori will order additional banner arms to replace those that are missing or too damaged to use.

**Cross Street Banners:**

- We still need to confirm minimum banner height requirements for crossing a street. One suggestion is to find out the height of the lowest street light in town (or standards for street lights).
- Top priority locations are: Cady/Center, and Griswold/~~and~~ Main. Additional banners may be at: Main/Wing, and Center/Dunlap. Approximate costs are \$7500 material (not installation) for each location.
- Lori will investigate an approximate cost for a single banner and a set of four banners. We need to determine if out typical users will be willing to pay such a cost for an event. Are four banners too much? What would we be willing to spend on banners for a major event (like Heritage Festival)?
- Also, the DPW is starting to charge labor and materials for all work performed downtown, like installing banners for us. This may affect our ability to do these programs.
- Will these banners alleviate the need for messaging on our five "Welcome" signs entering town? Can the welcome signs be improved as a result of the banners?

- Lori will continue to investigate. We will not make any recommendations to the DDA Board at this time.

#### **American Flags and Poles:**

- The existing flags are getting very tired looking. We need approximately 200 new flags and 17 new poles. Going rate for a polyester flag is about \$35 apiece. This purchase would require a competitive bid, which will slow the process.
- It's doubtful we could have new flags in hand by July 4<sup>th</sup>. Robert suggested contacting Rocket Enterprise – they are full service, including installation – they made be able to do everything prior to July 4<sup>th</sup>.
- Suggestion was made to buy only 100 flags and space them out – fewer good flags may be better than many poor looking flags.
- Lori will keep investigating alternatives.

#### **Piano in Old Church Square (Suzie):**

- Suzie provided a project update by e-mail. We weren't sure about a few things, so Robert will contact Suzie. How do the games contracted with Village Workshop fit into the project?
- We would prefer the piano be painted professionally. Keep going with artist competition idea.
- Perhaps Tessa can attend our next meeting to discuss.

#### **Downtown Murals (Chuck):**

- Chuck provided a quick summary. DIA Inside/Outside (loan) Program, which we've done in prior years is over for 2018. Applications for 2019 are due in September. Chuck will fill out the application. On-line search showed no other museum in the state has such a program, as an alternative.
- Discussion about murals for the side of the build -- either Long building on East Main or the side other Lucy & The Wolf. Chuck will continue to investigate.

#### **Ford Field:**

- This project is an all-encompassing rethinking of what Ford Field should be, and what physical changes to improve it. All we have now is a ten-year old concept drawing.
- Long discussion about the fact that no major events have been held in Ford Field this year, or planned for the rest of the year. Therefore, should DDA be spending resources on it? No reason to connect the City to it, if nothing happens there. Need to establish a vision for this space – is it an event location, or not? Need to get the conversation going. Does it start with DDA Board, City/Township Managers, Parks&Rec?
- Process should include talking with Parks&Red/City Council to rethink approved renting process for Ford Field, including current fee that goes to Mill Race.

#### **New Business:**

- There was some discussion about the ordinance regarding sidewalk merchandising. A reminder may need to be sent to retailers.

Meeting Adjourned: 5:05pm

Next Meeting: July 9, 2018 @ 3:00pm

Submitted: C. Murdock 06/12/2018

# **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY May 2018:**

## **PUBLICITY:**

### **Press materials that have been prepared & sent out in May 2018:**

- Wednesday Night Concert Series
- Yoga in the Square

### **Upcoming press materials:**

- July/August calendar
- Electric Vehicle Charging Stations Ribbon Cutting
- 160 Main Opening

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

- May 11 – Fox2 in-studio with The Moon & Me (Mother's Day tie-in to new owner announcement)
- Listings of events in major daily publications

## **SOCIAL MEDIA:**

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

## **PAID ADVERTISING:**

- Ad in Parks & Rec Summer Brochure
- Ad in May 2018 issue of The Ville

## **PAID SOCIAL MEDIA:**

- Seasonal Groundskeeper Positions (May 8-15)

## **UPCOMING PAID ADVERTISING:**

### **PRINT:**

- Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. June 2018 (1/4 page ad)
  2. July 2018 (1/2 page ads start for 12 months)
  3. August 2018
  4. September 2018
  5. October 2018

6. November 2018
  7. December 2018
  8. January 2019
  9. February 2019
  10. March 2019
  11. April 2019
  12. May 2019
  13. June 2019
- Quarter-page Ads in The Ville
    1. June 2018
    2. July 2018
    3. August 2018
    4. September 2018
    5. October 2018
    6. November 2018
    7. December 2018
    8. January 2019
    9. February 2019
    10. March 2019
    11. April 2019
  - Ad in Tipping Point Theatre Season Programs
  - 1/2 page Ad in Fall 2018 brochure



## Organizational Committee Update

### DDA Staffing

All three seasonal employees have been identified for summer employment, including a crew chief that will be responsible for scheduling shifts and setting work tasks. This year the DDA will schedule a groundskeeper on Friday and Saturday nights/Sunday mornings in order to be available to assist with summer concerts and to remove trash on busy weekends. Additional assistance has been requested from Commercial Grounds Services to tackle some of the larger lots including Northville Square parking lot and the E. Cady Street surface lots. Both of these parking lots require a large amount of attention including removal of dead plant material, weeding and mulching. With services will be paid for by the money saved from the late start by the Seasonals.

The DDA is still seeking a qualified candidate for Marketing and Communications Coordinator to replace Ameila Ritter who resigned one month ago. The position is scheduled for 30 hours a week. The position is posted on the DDA, City. MML, and MDA websites, and Indeed.

### Fourth Quarter Budget Amendments

Fourth Quarter Budget Amendments were presented earlier in the agenda.