



**Meeting of the DDA Board of Directors
May 23, 2023 - 8:00 a.m.**

AGENDA

1. Call to Order – Shawn Riley
2. Audience Comments (3-minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. April 2023 Revenue and Expenditure Report (Attachment 4.a)
 - b. April 2023 Invoice Report (Attachment 4.b)
 - c. April 25, 2023 DDA Meeting Minutes (Attachment 4.c)
5. Ritter GIS Proposal (Attachment 5)
6. TIF and Development Plan Update (Attachment 6)
7. Pedestrian Plan Update
 - a. OHM Proposal (Attachment 7.a)
8. DDA staffing (Attachment 8)
 - a. Job Description (Attachment 8.a)
9. Information and Updates
 - a. Design Committee – DDA Staff
 - b. Marketing Committee – Shawn Riley
 - i. Marketing Update (Attachment 9.b.i)
 - c. Organizational Committee – DJ Boyd
 - d. Economic Development Committee – Aaron Cozart
 - e. Parking Committee – Lori Ward
 - i. June Meeting
10. Future Meetings / Important Dates (Attachment 10)
11. Board and Staff Communications
12. Adjournment – Next Meeting – **June 27, 2023**

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 04/30/2023

% Fiscal Year Completed: 83.29

APRIL BENCHMARK 83%

GL NUMBER	DESCRIPTION	2022-23		YTD BALANCE 04/30/2023 NORM (ABNORM)	ACTIVITY FOR MONTH 04/30/23 INCR (DECR)	AVAILABLE		% BGDG USED
		ORIGINAL BUDGET	2022-23 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
248-000-404.000	CURRENT PROPERTY TAXES	814,558.00	815,346.00	815,346.26	0.00	(0.26)	100.00	
248-000-418.000	PROPERTY TAXES - OTHER	(1,000.00)	(1,000.00)	(3.01)	0.00	(996.99)	0.30	
248-000-451.000	DDA OPERATING LEVY	67,216.00	65,544.00	66,727.60	1,183.42	(1,183.60)	101.81	
PROPERTY TAXES		880,774.00	879,890.00	882,070.85	1,183.42	(2,180.85)	100.25	
LICENSES, FEES, & PERMITS								
248-000-490.090	NEWSPAPER RACK REGISTRATION FEES	180.00	180.00	180.00	0.00	0.00	100.00	
248-000-490.100	OUTDOOR DINING/RETAIL PERMIT FEES	15,000.00	13,846.00	12,669.63	1,944.00	1,176.37	91.50	
LICENSES, FEES, & PERMITS		15,180.00	14,026.00	12,849.63	1,944.00	1,176.37	91.61	
STATE REVENUES								
248-000-573.000	LCSA - PERS PROP TAX REIMBURSEMENT	36,000.00	24,431.00	24,430.86	0.00	0.14	100.00	
STATE REVENUES		36,000.00	24,431.00	24,430.86	0.00	0.14	100.00	
MISCELLANEOUS REVENUES								
248-000-626.000	MISCELLANEOUS REVENUE	1,610.00	561.00	561.00	0.00	0.00	100.00	
248-000-626.110	EV CHARGING STATION REVENUE	0.00	1,515.00	299.45	299.45	1,215.55	19.77	
MISCELLANEOUS REVENUES		1,610.00	2,076.00	860.45	299.45	1,215.55	41.45	
INTEREST								
248-000-665.000	INTEREST - INVESTMENT POOL	0.00	8,000.00	5,806.90	0.00	2,193.10	72.59	
248-000-665.190	INTEREST - MI CLASS 1 DISTRIBUTED	30.00	3,000.00	3,093.56	362.42	(93.56)	103.12	
248-000-665.200	LONG TERM INVESTMENT EARNINGS	6,650.00	6,750.00	5,935.84	508.83	814.16	87.94	
248-000-665.400	INVESTMENT POOL BANK FEES	(100.00)	(500.00)	(346.77)	0.00	(153.23)	69.35	
248-000-665.500	INVESTMENT MANAGEMENT FEES	(750.00)	(700.00)	(523.89)	(56.33)	(176.11)	74.84	
248-000-665.600	BANK LOCKBOX FEES	(200.00)	(550.00)	(396.88)	0.00	(153.12)	72.16	
248-000-665.700	CUSTODIAL FEES	(140.00)	(140.00)	(106.69)	(8.74)	(33.31)	76.21	
248-000-669.000	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	(6,000.00)	(2,825.09)	546.12	(3,174.91)	47.08	
INTEREST		5,490.00	9,860.00	10,636.98	1,352.30	(776.98)	107.88	
RENTAL INCOME								
248-000-667.020	RENT - SHORT TERM	700.00	700.00	570.00	50.00	130.00	81.43	
RENTAL INCOME		700.00	700.00	570.00	50.00	130.00	81.43	
GRANTS & OTHER LOCAL SOURCES								
248-000-677.000	SPONSORSHIPS	38,000.00	38,682.00	64,957.80	9,750.00	(26,275.80)	167.93	
GRANTS & OTHER LOCAL SOURCES		38,000.00	38,682.00	64,957.80	9,750.00	(26,275.80)	167.93	
Unclassified								
248-000-626.010	DEVELOPER REIMBURSEMENT	0.00	20,000.00	0.00	0.00	20,000.00	0.00	
Unclassified		0.00	20,000.00	0.00	0.00	20,000.00	0.00	
Total Dept 000		977,754.00	989,665.00	996,376.57	14,579.17	(6,711.57)	100.68	

PERIOD ENDING 04/30/2023
% Fiscal Year Completed: 83.29
APRIL BENCHMARK 83%

GL NUMBER	DESCRIPTION	2022-23	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	04/30/2023 NORM (ABNORM)	MONTH 04/30/23 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
TOTAL REVENUES		977,754.00	989,665.00	996,376.57	14,579.17	(6,711.57)	100.68
Expenditures							
Dept 573 - DPW SERVICES							
248-573-706.000	WAGES - REGULAR FULL TIME	11,500.00	8,000.00	4,110.49	341.01	3,889.51	51.38
248-573-707.000	WAGES - REGULAR OVERTIME	500.00	500.00	47.25	0.00	452.75	9.45
248-573-725.000	FRINGE BENEFITS	11,000.00	8,295.00	4,078.05	353.69	4,216.95	49.16
248-573-801.020	AUTOMOTIVE SERVICE	525.00	525.00	120.71	0.00	404.29	22.99
248-573-943.000	EQUIPMENT RENTAL - CITY	11,135.00	11,135.00	7,227.10	53.10	3,907.90	64.90
Total Dept 573 - DPW SERVICES		34,660.00	28,455.00	15,583.60	747.80	12,871.40	54.77
Dept 741 - DESIGN COMMITTEE							
248-741-706.000	WAGES - REGULAR FULL TIME	22,605.00	22,605.00	18,547.62	1,641.21	4,057.38	82.05
248-741-709.000	WAGES - PART TIME	64,880.00	64,880.00	45,602.18	1,372.50	19,277.82	70.29
248-741-725.000	FRINGE BENEFITS	13,540.00	14,705.00	11,292.71	762.35	3,412.29	76.80
248-741-726.000	SUPPLIES	500.00	300.00	334.11	90.48	(34.11)	111.37
248-741-775.200	DOWNTOWN MATERIALS	27,145.00	27,145.00	16,693.92	6,808.00	10,451.08	61.50
248-741-775.210	SOCIAL DISTRICT EXPENDITURES	800.00	1,330.00	1,446.30	0.00	(116.30)	108.74
248-741-775.900	FUEL & OIL	400.00	1,000.00	555.80	2.00	444.20	55.58
248-741-801.000	CONTRACTUAL SERVICES	31,470.00	24,970.00	22,068.17	5,681.66	2,901.83	88.38
248-741-801.160	RESTROOM PROGRAM	4,000.00	4,000.00	1,710.00	0.00	2,290.00	42.75
248-741-920.010	ELECTRIC POWER	1,420.00	5,000.00	3,874.90	289.01	1,125.10	77.50
248-741-920.020	NATURAL GAS	8,410.00	18,600.00	14,935.69	0.00	3,664.31	80.30
248-741-920.030	WATER & SEWER SERVICE	9,300.00	9,300.00	5,775.32	0.00	3,524.68	62.10
248-741-938.120	LANDSCAPE MAINTENANCE	35,310.00	35,310.00	12,792.90	6,371.00	22,517.10	36.23
248-741-938.160	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	1,706.00	0.00	294.00	85.30
248-741-955.210	SIGNAGE & MARKERS PROJECT	500.00	500.00	0.00	0.00	500.00	0.00
248-741-962.500	VEHICLE INSURANCE	420.00	455.00	452.00	0.00	3.00	99.34
248-741-976.010	STREET FURNISHINGS	37,500.00	31,330.00	30,849.56	0.00	480.44	98.47
248-741-995.405	O/T TO PUBLIC IMPROVEMENT FUND	0.00	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 741 - DESIGN COMMITTEE		260,200.00	264,930.00	188,637.18	23,018.21	76,292.82	71.20
Dept 742 - MARKETING COMMITTEE							
248-742-706.000	WAGES - REGULAR FULL TIME	18,085.00	18,085.00	14,850.74	1,312.96	3,234.26	82.12
248-742-709.000	WAGES - PART TIME	30,865.00	30,865.00	25,755.20	2,104.81	5,109.80	83.44
248-742-725.000	FRINGE BENEFITS	8,625.00	9,270.00	7,632.68	669.05	1,637.32	82.34
248-742-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
248-742-801.000	CONTRACTUAL SERVICES	55,865.00	54,365.00	39,136.50	9,416.00	15,228.50	71.99
248-742-801.340	WEB SITE MAINTENANCE	1,355.00	1,320.00	1,192.96	52.25	127.04	90.38
248-742-955.160	DOWNTOWN PROGRAMMING & PROMOTION	50,100.00	49,900.00	53,543.63	3,013.84	(3,643.63)	107.30
248-742-955.190	BUSINESS RETENTION PROGRAM	750.00	1,365.00	1,365.00	0.00	0.00	100.00
Total Dept 742 - MARKETING COMMITTEE		165,695.00	165,220.00	143,476.71	16,568.91	21,743.29	86.84
Dept 743 - PARKING COMMITTEE							
248-743-706.000	WAGES - REGULAR FULL TIME	9,045.00	9,045.00	7,425.58	656.49	1,619.42	82.10
248-743-725.000	FRINGE BENEFITS	3,445.00	3,445.00	2,824.89	253.41	620.11	82.00
248-743-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
248-743-955.200	DOWNTOWN PARKING PROGRAM	500.00	0.00	0.00	0.00	0.00	0.00

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		ORIGINAL BUDGET	2022-23 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
248-743-995.101	O/T TO GENERAL FUND	50,000.00	50,000.00	50,000.00	12,500.00	0.00		100.00
248-743-995.230	O/T TO PARKING FUND	123,660.00	123,660.00	98,660.00	24,665.00	25,000.00		79.78
Total Dept 743 - PARKING COMMITTEE		186,700.00	186,200.00	158,910.47	38,074.90	27,289.53		85.34
Dept 744 - ORGANIZATIONAL COMMITTEE								
248-744-706.000	WAGES - REGULAR FULL TIME	13,565.00	13,565.00	11,170.10	984.73	2,394.90		82.35
248-744-709.000	WAGES - PART TIME	20,120.00	20,120.00	17,939.31	1,567.41	2,180.69		89.16
248-744-725.000	FRINGE BENEFITS	5,745.00	6,720.00	5,762.05	514.45	957.95		85.74
248-744-726.000	SUPPLIES	2,750.00	750.00	1,787.14	0.00	(1,037.14)		238.29
248-744-730.000	POSTAGE	50.00	50.00	31.80	0.00	18.20		63.60
248-744-731.000	PUBLICATIONS	65.00	0.00	0.00	0.00	0.00		0.00
248-744-801.190	TECHNOLOGY SUPPORT & SERVICES	2,530.00	3,845.00	4,378.26	794.00	(533.26)		113.87
248-744-801.450	DDA PLAN UPDATE & AMENDMENT	0.00	20,000.00	0.00	0.00	20,000.00		0.00
248-744-802.010	LEGAL SERVICES - GENERAL	11,000.00	11,000.00	4,903.07	968.00	6,096.93		44.57
248-744-805.000	AUDITING SERVICES	5,250.00	5,250.00	5,248.00	0.00	2.00		99.96
248-744-900.000	PRINTING & PUBLISHING	1,215.00	1,215.00	1,474.44	162.96	(259.44)		121.35
248-744-920.000	UTILITIES	1,300.00	1,300.00	1,112.67	140.94	187.33		85.59
248-744-958.000	MEMBERSHIP & DUES	1,395.00	1,395.00	1,330.80	330.80	64.20		95.40
248-744-960.000	EDUCATION & TRAINING	850.00	850.00	135.00	135.00	715.00		15.88
248-744-962.000	LIABILITY & PROPERTY INSURANCE PREMIUM	6,450.00	4,290.00	4,290.00	0.00	0.00		100.00
248-744-962.010	INSURANCE - SPECIAL EVENTS POLICY	0.00	2,500.00	2,356.00	0.00	144.00		94.24
248-744-965.000	OVERHEAD - ADMIN & RECORDS	13,220.00	13,220.00	13,220.00	3,305.00	0.00		100.00
Total Dept 744 - ORGANIZATIONAL COMMITTEE		85,505.00	106,070.00	75,138.64	8,903.29	30,931.36		70.84
Dept 745 - ECONOMIC DEVELOPMENT COMMITTEE								
248-745-706.000	WAGES - REGULAR FULL TIME	27,125.00	27,125.00	22,260.18	1,969.41	4,864.82		82.07
248-745-725.000	FRINGE BENEFITS	10,340.00	10,335.00	8,467.55	760.16	1,867.45		81.93
248-745-726.000	SUPPLIES	100.00	100.00	0.00	0.00	100.00		0.00
248-745-801.000	CONTRACTUAL SERVICES	0.00	23,850.00	24,951.03	1,120.00	(1,101.03)		104.62
248-745-955.190	BUSINESS RETENTION PROGRAM	500.00	7,500.00	0.00	0.00	7,500.00		0.00
Total Dept 745 - ECONOMIC DEVELOPMENT COMMITTEE		38,065.00	68,910.00	55,678.76	3,849.57	13,231.24		80.80
Dept 906 - DEBT SERVICE								
248-906-995.303	O/T TO DEBT SERVICE FUND	169,880.00	169,880.00	169,880.00	0.00	0.00		100.00
Total Dept 906 - DEBT SERVICE		169,880.00	169,880.00	169,880.00	0.00	0.00		100.00
Dept 999 - RESERVE ACCOUNTS								
248-999-999.000	UNALLOCATED RESERVE	37,049.00	0.00	0.00	0.00	0.00		0.00
Total Dept 999 - RESERVE ACCOUNTS		37,049.00	0.00	0.00	0.00	0.00		0.00
TOTAL EXPENDITURES		977,754.00	989,665.00	807,305.36	91,162.68	182,359.64		81.57

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 04/30/2023
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APRIL BENCHMARK 83%

GL NUMBER	DESCRIPTION	2022-23		YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2022-23 AMENDED BUDGET	04/30/2023 NORM	(ABNORM)	MONTH 04/30/23 INCR	(DECR)	NORM BALANCE	(ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY										
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:										
TOTAL REVENUES		977,754.00	989,665.00	996,376.57		14,579.17		(6,711.57)		100.68
TOTAL EXPENDITURES		977,754.00	989,665.00	807,305.36		91,162.68		182,359.64		81.57
NET OF REVENUES & EXPENDITURES		0.00	0.00	189,071.21		(76,583.51)		(189,071.21)		100.00

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE
 POST DATES 04/01/2023 - 04/30/2023
 BOTH JOURNALIZED AND UNJOURNALIZED
 BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 741 DESIGN COMMITTEE							
248-741-726.000	SUPPLIES	OFFICE DEPOT	28571763 TONER	303168539001	04/19/23	90.48	120646
248-741-775.200	DOWNTOWN MATERIALS	BEGONIA BROTHERS	HOLIDAY LIGHTING AND DECOR	14393	04/05/23	2,542.00	120555
248-741-775.200	DOWNTOWN MATERIALS	BEGONIA BROTHERS	TOWN SQUARE LIGHTING	14394	04/19/23	3,240.00	120672
248-741-775.200	DOWNTOWN MATERIALS	BEGONIA BROTHERS	LED TREE LIGHTS ON MAIN ST.	14395	04/19/23	1,026.00	120672
248-741-801.000	CONTRACTUAL SERVICES	CAMTRONICS COMMUNICATI	PD SECURITY CAMERA SOFTWARE	34821	05/01/23	78.16	120598
248-741-801.000	CONTRACTUAL SERVICES	JOHN'S SANITATION	MONTHLY RESTROOM PROGRAM	110447	04/05/23	195.00	120562
248-741-801.000	CONTRACTUAL SERVICES	AFP SOUND SYSTEMS	REPLACE FAULTY SOUND EQUIPMENT	3281	04/05/23	435.00	120591
248-741-801.000	CONTRACTUAL SERVICES	MILLER-BOLDT, INC	BOILER REPAIR	S1698-05	04/05/23	4,122.88	120608
248-741-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	040823	04/05/23	299.00	500514
248-741-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	040823	05/03/23	299.00	500517
248-741-801.000	CONTRACTUAL SERVICES	COMMUNITY FINANCIAL CR	1793788-02 COMCAST, ZOOM, CC, PRIME	APRIL 2023	05/17/23	252.62	120883
248-741-920.010	8186976 - 150 E MAIN - J	DTE ENERGY	ELECTRIC CHARGES 3/16/23 - 4/17/23	3/16/23 - 4/17/23	05/03/23	289.01	120764
248-741-938.120	LANDSCAPE MAINTENANCE	BEGONIA BROTHERS	HOLIDAY PLANTERS	14392	04/05/23	6,371.00	120555
Total For Dept 741 DESIGN COMMITTEE						19,240.15	
Dept 742 MARKETING COMMITTEE							
248-742-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY PR RETAINER	NORTHVILLE 4-2023	04/05/23	2,000.00	120534
248-742-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN FEES	067	04/05/23	770.00	120577
248-742-801.000	CONTRACTUAL SERVICES	SEEN MEDIA GROUP LLC	AD SPACE IN SEEN FEB. 2023	2023-58550	04/05/23	500.00	120615
248-742-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	APR/MAY EVENT CARDS	69188	04/19/23	371.00	120652
248-742-801.000	CONTRACTUAL SERVICES	AARONSON MANAGEMENT, I	APR/MAY SIGNS - MAYBURY & DOWNTOWN	1-35862	04/19/23	315.00	120671
248-742-801.000	CONTRACTUAL SERVICES	JOURNEYMAN PUBLISHING	AD SPACE IN THE VILLE: 5/2023 - 10/	2863	04/19/23	4,860.00	120714
248-742-801.000	CONTRACTUAL SERVICES	SEEN MEDIA GROUP LLC	SEEN AD - MAY ISSUE	052023	04/19/23	600.00	120727
248-742-801.340	WEB SITE MAINTENANCE	COMMUNITY FINANCIAL CR	1793788-02 COMCAST, ZOOM, CC, PRIME	APRIL 2023	05/17/23	52.25	120883
248-742-955.160	DOWNTOWN PROGRAMMING & PRC	JERI JOHNSON	REIMBURSEMENT - ENGRAVING TROPHY CH	030923	04/05/23	13.84	120528
248-742-955.160	DOWNTOWN PROGRAMMING & PRC	GIOVANNA REYES LLC	XL PHOTO FRAME PROP - DOWNTOWN	REISSUE 120373	04/05/23	3,000.00	120612
Total For Dept 742 MARKETING COMMITTEE						12,482.09	
Dept 744 ORGANIZATIONAL COMMITTEE							
248-744-801.190	TECHNOLOGY SUPPORT & SERV	NORTHVILLE TOWNSHIP	APR-JUN IT SERVICES	2300003695	04/05/23	674.00	120548
248-744-801.190	TECHNOLOGY SUPPORT & SERV	CDW GOVERNMENT, INC.	PROOFPOINT EMAIL SECURITY	JF62768	05/03/23	120.00	120739
248-744-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE FEB 23 (13	132472	04/19/23	968.00	120704
248-744-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	040823	04/05/23	32.97	500514
248-744-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	040823	05/03/23	32.97	500517
248-744-958.000	MEMBERSHIP & DUES	NATIONAL MAIN STREET C	MAIN STREET MEMBERSHIP	04172023	04/19/23	295.00	120650
248-744-958.000	MEMBERSHIP & DUES	COMMUNITY FINANCIAL CR	1793788-02 COMCAST, ZOOM, CC, PRIME	APRIL 2023	05/17/23	35.80	120883
248-744-960.000	EDUCATION & TRAINING	NORTHVILLE CHAMBER OF	STATE OF COMMUNITY LUNCHEON	2749	04/05/23	135.00	120556
Total For Dept 744 ORGANIZATIONAL COMMITTEE						2,293.74	
Dept 745 ECONOMIC DEVELOPMENT COMMITTEE							
248-745-801.000	CONTRACTUAL SERVICES	GRISSIM-METZ ASSOCIATE	PEDESTRIAN PLAN SERVICES	2132023	04/05/23	1,120.00	120560
Total For Dept 745 ECONOMIC DEVELOPMENT COMMITTEE						1,120.00	
Total For Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY						35,135.98	

DOWNTOWN DEVELOPMENT AUTHORITY
Meeting of the DDA Board of Directors
April 28, 2023

The April meeting of the DDA Board was called to order at 8:01 am.

ROLL CALL

Present: *DJ Boyd, Margene Buckhave, David Cole, Aaron Cozart, Steven Huprich, Mike Jaafar, Jim Long, Ryan McKindles, Greg Presley, Shawn Riley*

Absent: *Mayor Brian Turnbull*

Also Present: *Lori Ward/DDA Executive Director, Jeri Johnson/DDA Marketing & Communications Director, Jessica Howlin/DDA Marketing & Administrative Assistant, George Lahanas/City Manager, John Iacoangeli/Beckett & Raeder, Barbara Morowski-Browne/City Council, Marilyn Price/City Council, Dave Gutman, Jim Nield, Fred Shiell, Susan Haifleigh, Mary Elwart-Keys*

AUDIENCE COMMENTS

None.

APPROVAL OF AGENDA AND CONSENT AGENDA

Riley noted on the minutes from last month, that Steven Huprich left the meeting early and was not present to vote. **Motion by Cole, seconded by Buckhave**, to approve the agenda and consent agenda. **Motion carried.**

TIF AND DEVELOPMENT PLAN

Ward introduced John Iacoangeli from Beckett & Raeder to walk through the TIF and Development Plan and recommendations. Iacoangeli said there is a draft of the TIF and Development Plan in the board packet. It is being amended and restated to include quadrant 4 in the DDA boundaries. This includes the upcoming Downs development. The EDC at their last meeting prioritized proposed projects stated in the plan and Ward met with the Citizens District Council (CDC) yesterday evening.

Iacoangeli said there are two pages of projects and probable cost estimates included in the plan. The table on page 36 of the packet outlines the TIF financing and shows anticipated captured values in each of the four districts that comprise the DDA. District 1 is the core downtown and contributes approximately 50% of capture. District 2 is south quad; district 3 is Mill Race and those two combined contribute about 4%. District 4 is the Downs development and will contribute about 38% in revenue once the build out is complete. Overall, over the 25-year period, the estimated DDA revenues could be close to \$38 million. DDA tax revenues in the initial years of the Downs project will be diverted to a PA 210, and after roughly 14 years the DDA will capture all tax revenues on the project.

Iacoangeli stated that when a DDA expands boundaries, City Council will hold a public hearing on the boundary expansion. There is then a 60-day waiting period when the DDA informs all taxing authorities of the expansion. The taxing authorities, which includes Wayne County, Huron Clinton Metroparks Authority, Wayne County Parks and Schoolcraft College, will have the option of opting out of the expansion. These taxing jurisdictions cannot opt out of the current DDA boundaries, only the proposed expansion. Iacoangeli said next steps include the DDA passing a resolution asking City Council to establish a public hearing. City Council then is the body that adopts the plan. DDA is asking Council to consider two resolutions – one is the plan and the other is the boundary expansion. There will be two public hearings; and Council cannot approve the development plan until after the boundary plan is approved. The final plan and boundary expansion will not be completed until the beginning of August.

Ward said the CDC met last night regarding the updated development plan and boundary expansion. Six of the nine CDC members attended the meeting; Margene and Bob Buckhave, Eleni Lionas, Mauricio Perez, Michele Fecht and Andrew Daily. The group discussed extending the plan from 2040 to 2049, which allows for future bonding capabilities. Projects were also discussed, including dumpster enclosures and treatment, a historic marker program and addressing future downtown parking needs. Ward said the final piece that was discussed was the boundary expansion. The CDC approved recommending the expansion of the Beal Street area to clean up the south border, adding the River Park, and are also recommending amending the boundary to include Foundry Flask and Tipping Point Theatre.

Presley asked how Foundry Flask and Tipping Point are being added to the boundary expansion consideration. Ward said the CDC recommended this area as it could add a lot of value to DDA revenues. Lahanas said growth is important in a downtown area and one item to consider is if the DDA is going to expand and collect more revenue, some funds may need to come back to the City to help pay for, not only infrastructure, but also public safety. Huprich asked why Foundry Flask has not been in the DDA before. Ward said there was an interest in the area to keep revenues in the City.

Boyd said the DDA should not consider moving boundaries more than quad 4 for the Downs. McKindles asked if there's been any outreach to the taxing jurisdictions and can they only opt out of the expansion. Iacoangeli said the taxing jurisdictions can only opt out of the new boundary, not the existing DDA boundaries. Ward said the expansion really only includes a small portion to clean up the boundaries and the Riverwalk will not change any revenues. Lahanas said the base is not currently high but the new developments will create significant revenue.

An audience comment was made from Susan Haifleigh wanting to clarify that the map in the board packet shows the car wash and Tipping Point already in the DDA. Ward and Iacoangeli clarified that the map is incorrect, the properties facing Cady are not in the DDA and the ones facing Main Street are in the DDA. Jaafar said he likes the idea of getting the pulse of the community and does not feel comfortable voting with the limited information available. Boyd said he only wants to consider the expansion to areas included in the board packet, not the additions recommended by the CDC.

Presley requested to abstain from voting as he is part of the design team for the Downs project. **Motion carries.**

Motion by McKindles, seconded by Huprich, to adopt the resolution of the board of the DDA approving the expansion of the DDA boundaries. **Roll call vote: Yes: Boyd, Buckhave, Cozart, Huprich, McKindles, Riley, Cole. No: Jaafar, Long. Absent: Turnbull. Abstain: Presley. Motion carried.**

Motion by McKindles, seconded by Boyd to adopt the resolution of the board of the DDA approving the Amended and Restated Development Plan and Tax Increment Financing Plan. **Roll call vote: Yes: Boyd, Buckhave, Cozart, Huprich, McKindles, Riley, Cole. No: Jaafar, Long. Absent: Turnbull. Abstain: Presley. Motion carried.**

REPAIR OF CADY STREET PARKING DECK ELEVATOR

Ward said last fall, the elevator in the Cady Street parking deck stopped working. Otis Elevators came out to service the issue and determined that the elevator is currently temporarily operational but the lower level hoistway sill needs to be replaced. The repair cost is \$10,167.10. The DDA budgets \$25,000 annually for capital projects such as this one, with unused funds being returned to fund balance at the end of the year. Long asked whether additional quotes were obtained. Ward said DPW obtained additional quotes.

Motion by Boyd, seconded by Huprich, to authorize use of DDA funds to contract with Otis to repair the Cady Street parking deck elevator as is presented. **Motion carried.**

PEDESTRIAN PLAN UPDATES

Lahanas said that the City has engaged OHM to assist in recommending bollards that are crash rated and easily removable. Estimates were received for both a drop in bollard and a key bollard that utilizes pneumatics to drop it in. The drop in bollard is a very heavy 6-ft pole that goes into the ground and is not affected by weather. The pneumatic bollards with key provide quick access and will require regular maintenance. Lahanas said there will be 32 total, or 8 at each intersection, and be a combination of drop-in and pneumatic bollards. Pricing is expected within the next month. The preliminary estimate was between \$200,000 - \$250,000. The goal is to have the bollards installed by the end of summer.

Long asked if the intersection at Main/Center will still have the curved design as shown in the Grissim Metz plan. Lahanas said the bollards will not be curved, so the streets will be able to close and open independently of one another. Riley asked if the bollards are sufficient to close streets. Lahanas said the bollards will not be sufficient to alert that the streets are closed and there will likely be some signage indicating the closures. Ward said OHM is working on finding an aesthetically appealing option to replace the street closure signs.

Ward said that since the closures are now seasonal, the DDA needs to work with GMA to address electrical engineering issues and incorporate some of F & V's recommendations into the design. A good working plan will be essential to use for grant submissions and other funding sources, and staff recommends the board move forward with obtaining a proposal from

GMA. GMA would be able to start designing structures and the DDA would have until May 1, 2024 to have structures designed, manufactured and installed.

Long asked what happens to structures now that closures are seasonal. Ward said the structures will only be there when streets are closed, and permitted to the parking spaces only. Long said whatever GMA plans will not be implemented until next year and the DDA is acting prematurely to ask for something now. Long said that the closure on Center Street is causing hardships for his business at 180 East Main Street. McKindles asked what happened at City Council on April 3rd and how much funding is at risk. Lahanas said Council took action to decertify the streets for a seasonal closing and opening of the streets. The actual closures create a risk of losing \$7,200 in road funding, but if the streets are downgraded to local instead of regional this could cost an additional \$52,000.

Boyd said he is uncomfortable having GMA work through the proposal process without knowing where the funding is going to come from. The bollard project will impair DDA reserves and Boyd does not want to use fund balance for more than the bollard project. Lahanas said the issue is that this is the last season businesses are able to use the current structures and the DDA/City needs to offer guidance for what is approved going forward. Ward said the next planning phase is to determine a plan for the structures. Huprich said he is uncomfortable voting today on this topic before the traffic study is completed. Cozart said GMA definitely would have some work to pivot their designs from a permanent to a seasonal closure.

Haifleigh said coordination is happening on the mobility and traffic studies. The big caveat will be what will be recommended by the professionals when streets are open and how does that affect where merchants are currently using space. Using paint to make lane widths slightly smaller and calming traffic would be incremental. Haifleigh encourages the DDA to have GMA tweak the current plan as now is the time to start planning. Ward said the DDA is really requesting GMA modify the current design plans to go from permanent to seasonal closure. Boyd requested that the Organizational Committee meet to review the budget and find ways to cover costs of the next phase. Cozart said the EDC and Organizational Committee can work parallel with finding funding and working with GMA on scope of work.

Ward referenced attachment 7.b in the board packet, which is a letter that was sent out to the merchants from the DDA and City. The letter references the update from permanent to seasonal street closures and various conditions that merchants need to meet in order for outdoor permits to be issued. The DDA/City is requesting merchants remove debris, dead vegetation, power washing and decluttering/removal of unnecessary material.

COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee:* Ward stated that Attachment 8.a in the board packet outlines projects the DDA has been working on in addition to the Downs and street closures. These include updating and increasing signage in The Twist social district, signage at the DDA door, tree replacements and building inventory downtown.
- b. *Marketing Committee:* Riley said the committee is continuing to meet and the newest ad and event cards are included in the board packet.
- c. *Parking Committee:* No report.

- d. *Organizational Committee*: Boyd will be scheduling a meeting with the committee to discuss funding for upcoming projects.
- e. *Economic Development Committee*: Cozart said the committee has been meeting and is currently discussing the boundary expansion.

BOARD COMMUNICATION

Ward said the next River Restoration Task Force meeting is this Thursday, April 27th at 6:30 pm. The meeting will be on Zoom. Gutman said that the task force is reviewing the conceptual plan for the river park and will be taking input from the public on the planning documents. Boyd said the next board meeting is May 23rd, not May 25th, as is indicated on the agenda.

Motion by McKindles, seconded by Cozart to adjourn the DDA Board meeting. Motion carried. Meeting adjourned at 9:52 am.

Respectfully submitted,
Jessica Howlin, Marketing & Administrative Assistant
Northville DDA



PROJECT SUMMARY

Lori Ward
City of Northville
Downtown Development Authority Director
215 W. Main St.
Northville, MI 48167

April 10, 2023

PROPOSAL: GIS Professional Services for Downtown Development Authority

Thank you for allowing us the opportunity to present this proposal for professional services to enhance GIS capabilities for the City of Northville, Downtown Development Authority. We are very excited to provide a custom, full-scale solution as we partner with and retain in-depth experience with ESRI technology.

What We're Proposing

The proposed scope of work was identified from remote web meetings where multiple initiatives were discussed to enhance the city's current GIS capabilities. The focus is to develop the necessary data for the DDA boundary/businesses, and deploy multiple web-based maps and interactive applications to support operations.

What's included

Our approach is to leverage our ongoing partnership and utilize existing licensing through the city's GIS.

Please contact us with any questions you may have, or if you require additional information.

Sincerely,

Doug M Ritter, GISP
 Executive Officer
Doug@RitterGIS.com
 248.914.6035



ArcGIS System Ready
 Specialty



esri Partner Network
 Silver

Cityworks[®]
 Gold Level Partner Network

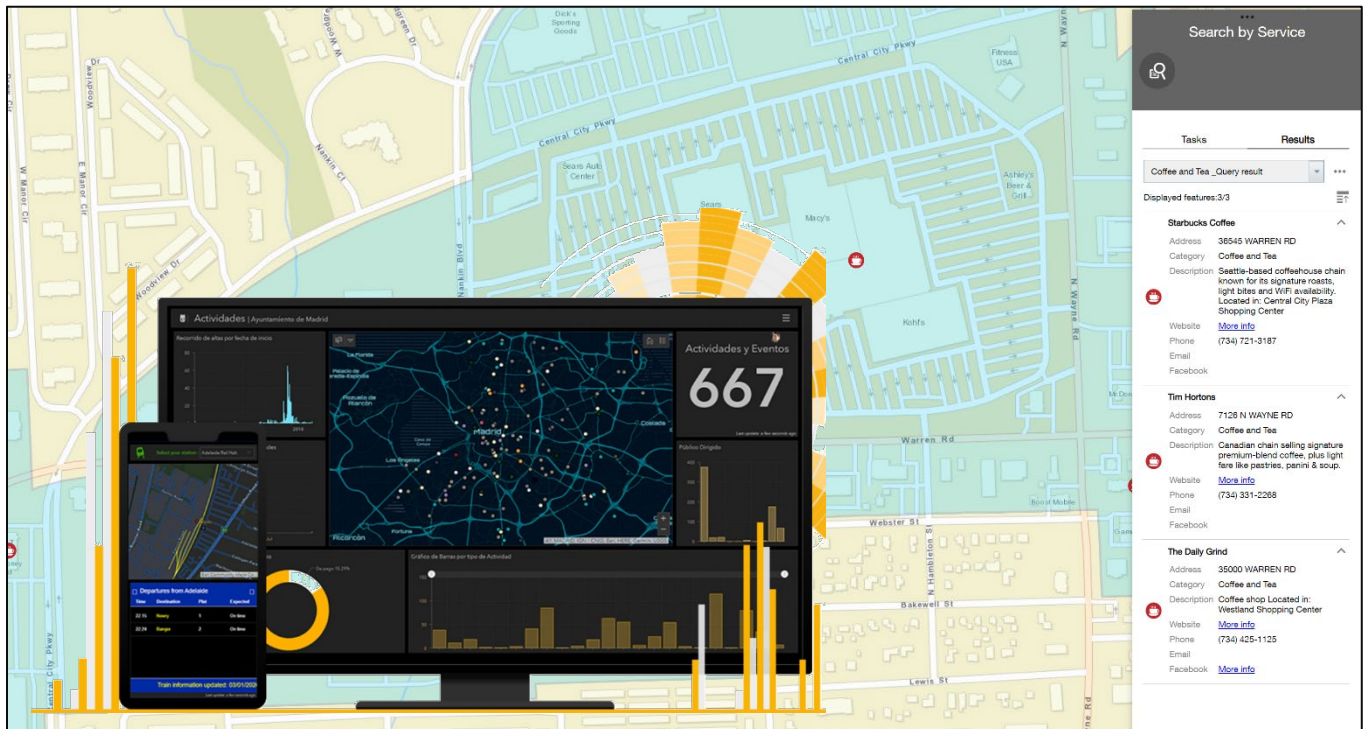
Scope of Work

The map and data development tasks have been identified to include the following:

- Define Schema for Database Repository Standardization.
- Develop GIS layers for DDA.
 - DDA Business List (point/polygon).
 - DDA Boundary Review and incorporate new layer when complete.
- ArcGIS Online Group and member setup.
- Feature and map service development.
- Interactive application development.
 - Filter and statistics.
- Statistical Overview Dashboard.
- Dashboard/Editor for annual canvassing.
- Printable Map Template.

Development

Our team will partner with the DDA key personnel to complete the data and application development. All services and applications will be set up on the Northville City ArcGIS Online shared platform.





Budget and Timeframe

The proposed scope of work shall be complete within 60 days from contract execution date.

Ritter GIS staff shall complete an estimated 70-80 hours at the rate schedule below. Total amount NOT-TO-EXCEED: \$7,500. Additional services may be added with written approval from both parties.

2023 Rate Schedule:

Resource	Rate
GIS Manager/Developer	\$160
GIS Specialist, GISP	\$125
GIS Analyst	\$105
GIS Technician II	\$85
GIS Technician I	\$65

The effective date of this Agreement is _____, 2023. IN WITNESS WHEREOF, the parties hereto have executed this contract to be effective on the date first written above.

CITY OF NORTHVILLE DDA, MI

WITNESS

NAME: _____

NAME: _____

DATE: _____

DATE: _____

RITTER GIS, INC, WAYNE COUNTY, MI

WITNESS

NAME: DOUG RITTER, CEO

NAME: _____

DATE: APRIL 10, 2023

DATE: _____

**CITY OF NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY
2023 PROCEEDINGS TO AMEND AND RESTATE
DEVELOPMENT AND TAX INCREMENT FINANCING PLAN**

- Completed** Establish Development Area Citizens Council
- Completed** Initial Draft of Development Plan (only) submitted for review by the EDC Committee
- Completed** DDA EDC Committee to review Initial Draft
- Completed** Boundary Survey
- Completed** Full Draft of Development Plan and Tax Increment Financing Plan for review the DDA.
- This assumes the boundary description for the expanded district is completed and the affected parcels are identified.*
- Completed** Publish Notice of Citizens Council Meeting
- At least 5 days before any Citizens Council meeting, publish notice of the meeting in a newspaper of general circulation.
- Completed** Meeting of Citizens Council (Meet prior to DDA Meeting)
- The Development Area Citizens Council should also meet and consult with the DDA before the DDA Board considers a resolution approving the Amended and Restated Plan.
- Completed** DDA Approves Amended and Restated Plan by Resolution
- Once the DDA has completed the Amended and Restated Plan, it should adopt a resolution approving the Amended and Restated Plan, requesting the City Council to call a public hearing regarding the Amended and Restated Plan and notifying the taxing jurisdictions and provide an opportunity for a meeting regarding the Amended and Restated Plan.
- Completed** City Council sets Public Hearing
- The City Council should adopt a resolution calling for a Public Hearing on Adoption of an Ordinance Approving an Amended and Restated Development and Tax Increment Financing Plan.

Completed

Publication of Notice of Public Hearing

The notice of public hearing must be published twice in a newspaper of general circulation in the City. The notice shall state the time and place of the hearing, a description of the proposed Development Area in relation to highways, streets, streams or otherwise; a statement that maps, plats, and a description of the Amended and Restated Plan, including the method of relocating families and individuals who may be displaced from the area, are available for public inspection at a place designated in the notice, and that all aspects of the Amended and Restated Plan will be open for discussion at the public hearing. The first publication of the notice must be not less than 20 days prior to the date set for the hearing. When counting days, do not include the date on which the notice is published as a day.

Completed

Posting of POSTERS Notice of Public Hearing

Notice of the public hearing must also be posted in at least 20 conspicuous and public places in the Downtown District not less than 20 days prior to the date set for the hearing. The posting occurs throughout the entire district, even if the Development Area is only a portion of the district.

Completed

Mailing of Notices of Public Hearing

Notice of the public hearing must be mailed to property taxpayers of record in the Downtown District not less than 20 days prior to the date of the public hearing. The mailing is to all property taxpayers of record within the entire district, even if the Development Area is only a portion of the district. The notice of public hearing must be **sent by certified mail** not less than 20 days prior to the date of the public hearing to the governing body of **each taxing jurisdiction** whose taxes would be subject to capture.

Completed

Second Publication of Notice of Public Hearing

June 19

Public Hearing on Ordinance Approving Amended and Restated Plan

A public hearing on the adoption of the ordinance approving the Amended and Restated Plan is held. The City Council shall make and preserve a record of the public hearing, including all data presented at the hearing. The first hearing of the Amended and Restated Plan takes place at this meeting.

By July 10

Recommendation from Development Area Citizens Council

The Development Area Citizens Council is required to notify the City Council of its findings and recommendations concerning the proposed Amended and Restated Plan within 20 days after the hearing.

August 18

Adoption of Ordinance to Expand the Boundary and Adoption of Plan

The second hearing of the Amended and Restated Plan takes place at this meeting. The City Council shall then adopt, in accordance with regular municipal procedures for adopting ordinances, the ordinance approving the Amended and Restated Development and Tax Increment Financing Plan. The Ordinance must be published following its adoption.

The 60-day period ends August 18, 2023. The City Council can take action to approve the expansion and adopt the amended and restated plan.



ARCHITECTS. ENGINEERS. PLANNERS.

April 28, 2023

City of Northville
215 West Main Street
Northville, MI 48167

Attn: Mike Domine, Director of Public Works

RE: Downtown Road Closure Bollards
Proposal for Professional Engineering Services

Dear Mr. Domine:

OHM Advisors (OHM) is pleased to submit this proposal for design and construction engineering services to install removable bollards for the street closures of two blocks of Downtown Northville. This scope of services has been prepared at the request of the City of Northville (City).

Our letter proposal for professional services contains several sections that outline our strategy to accomplish the project objectives. These sections include our Project Understanding, Scope of Services, Clarifications and Assumptions, and Project Fee and Schedule for the project.

PROJECT UNDERSTANDING

The City of Northville has requested OHM Advisors assistance in the design and construction of removable bollards in Downtown Northville. The City has decided to close E Main Street from Center Street to Hutton Street, and N Center Street from Main Street to E Dunlap Street. The closures are anticipated to be seasonal, so the bollards must be able to be removable for the duration of the winter. Emergency vehicles must also be able to access the streets at any time, including during seasonal road closures.

OHM has provided the City with several bollard options that could meet the City's requirements. It is assumed that the City will purchase the bollards, and that a Contractor will be solicited to install the bollards and foundations required to support the bollards.

On April 21, 2023, OHM participated in a site walk of both Center and Main Streets with City staff. The 2023 closures are already in place using Type III Barricades just outside the crosswalks. At the meeting, it was determined that a combination of retractable bollards, seasonally removable bollards, and security planters would be used for the road closures to maintain the highest possible security while maintaining emergency access at the intersection of Center and Main. Aesthetically, black epoxy coating is desired over a stainless-steel finish. It was also determined that the bollards should be placed in a location that would discourage parking at the closure locations, and that the desired timeline is as soon as possible. Possible utility conflicts were noted in the field with City storm, water main, and AT&T services.

SCOPE OF SERVICES

This project will consist of preparing contract documents for installation of the bollards, assistance with bidding the documents, and construction engineering during bollard installation. OHM proposes the following scope of services based on our understanding of the project:



Task 1: Concept Planning

Under this task, OHM will coordinate with bollard manufacturers and prepare a concept layout plan for City approval. Specific work efforts include:

- Kickoff meeting with the City to review the limits of the project and confirm the scope of work for the design phase. It is assumed this kickoff meeting will be on-site.
- Confirm product details with the bollard manufacturer(s) and assist the City with ordering the bollard products directly from the manufacturer. It is assumed that up to two (2) different bollard products would be investigated and that a mix of both products will be used. OHM will coordinate with manufacturer sales representatives to answer City questions regarding the products and obtain manufacturer details, quotes and lead times.
- Investigate security planter options for intersection sidewalks. It is assumed that up to two (2) different planter products would be investigated. OHM will coordinate with manufacturer sales representatives to answer City questions regarding the products and obtain manufacturer details, quotes and lead times.
- Prepare a technical memo, layout map of bollard and planter locations, and a revised engineer's opinion of probable construction cost for City approval. Concept map will be prepared using an aerial map and GIS data.

Task 2: Design & Contract Documents

Under this task, OHM will provide prepare contract documents for installation of the bollards and construction of bollard foundations. Specific work efforts include:

- Topographic survey of the intersection locations to locate utilities, curb, sidewalk, curb ramps, and crosswalks.
- Submit a design Miss Dig request in an effort to locate additional utilities in the area. Coordinate with franchised utilities and City DPW as necessary if utility relocations are required.
- Preparation of design plans for contractor solicitation. The plans will include a cover sheet, legend, notes and manufacturer-provided foundation details, and a plan view layout.
- Prepare a contract book for solicitation of contractor pricing. The book will include necessary specifications, construction drawings, and bid form. Specifications will follow EJCDC format.
- Prepare final engineer's opinion of probable construction costs.

Task 3: Bidding Assistance

Under this task, OHM will provide bidding assistance to the City as follows:

- Assist the City with advertising the project. Provide the City with construction documents for bid on MITN/BidNet.
- Respond to bidding questions and provide the City with Addenda to post on MITN/BidNet if required.
- Review bids for consistency with contract documents and verify qualifications of the low bidder. Provide a Recommendation of Award to the City.



- Prepare executed contract documents and obtain bonds and insurance from the Contractor prior to execution of an Agreement between the Contractor and the City.

Task 4: Contract Administration and Construction Engineering

Under this task, OHM will provide contract/construction administration and construction engineering services during the installation of the bollards. Specific effort associated with this task involves the following:

- Coordinate and facilitate a preconstruction meeting with the Contractor and the City.
- Provide a construction layout of the bollard locations.
- Review necessary submittals for the concrete foundations.
- Provide targeted spot inspection services during construction for critical operations, prepare daily inspection reports, approve of Contractor quantities, and address field issues as they arise in coordination with the Contractor and the City.
- Perform soil density and compaction testing/reporting on open excavation areas within pavement influence, backfill materials, aggregate base materials, concrete foundations, and HMA pavement. Perform sampling and testing of fresh plastic concrete, and compressive strength testing of field-molded test cylinders. Perform HMA mix verification testing (extraction and gradation). To complete this work, OHM has a continuing services agreement contract with G2 Consulting Geotechnical Group.
- Respond to Requests for Information from the Contractor, if necessary, during work.
- Coordinate with the City Director of Public Works throughout the project.
- Prepare Recommendations of Payment.
- Perform a project walkthrough with the Contractor and City staff for punch list purposes. Perform a follow up inspection to ensure all items have been completed.

CLARIFICATIONS AND ASSUMPTIONS

The following assumptions are part of our proposal, in addition to any assumptions noted within our scope of work section:

- It is assumed that bollard manufacturers will provide foundation details for installation to be incorporated into OHM drawings.
- Any necessary permit fees will be paid and/or waived by the City.
- Our assumption for effort related to construction inspection need is for a duration of 3 weeks, with a total of 7 crew days spent by OHM. If Contractor delays require additional inspection effort beyond this assumption, this would be outside of our current scope of services.
- OHM will utilize our geotechnical design partner, G2, for geotechnical and material testing. G2 will perform their services, as needed, for utility trench density testing, aggregate base density testing, concrete and HMA testing. The Contractor is to schedule and coordinate the geotechnical services through OHM; OHM will review reports for specification compliance. Geotechnical services during design are not included in the scope.



FEE

OHM proposes to provide the above outlined professional services on an hourly, not-to-exceed fee of **\$52,500**.

- Task 1 Concept Planning – \$8,000
- Task 2 Contract Documents – \$17,000
- Task 3 Bidding Assistance – \$3,500
- Task 4 CA/CE – \$24,000

OHM Advisors would be pleased to perform additional services (attend additional meetings, etc.) not specifically outlined in the above scope on a time-and-materials basis in accordance with OHM Advisors hourly rate schedule. No additional work outside of the above-listed scope will be performed without a written agreement from the City of Northville.

SCHEDULE

Assuming we receive authorization to proceed by May 2, 2023, the following milestone dates for completion of the project are anticipated:

- Kickoff Meeting – Held April 21, 2023
- Concept Memo, Layout Plan, & EOPCC – May 12, 2023
- Topographic Survey – May 26, 2023
- City Purchase of Bollards – May 29, 2023
- Finalize Contract Documents – June 23, 2023
- Bid Advertisement – July 7, 2023
- Bid Opening – August 3, 2023
- Bid Award by City Council – August 21, 2023
- Receipt of Bollards (assumes 12 week lead time) – August 21, 2023
- Start Construction – September 4, 2023
- Final Completion – September 25, 2023

This schedule is subject to change based on the bollard manufacturer lead times and assumes that OHM will receive City comments on the conceptual layout within two (2) weeks.

Claire Martin will serve as Project Manager on behalf of OHM for the duration of the project with assistance from a team of civil engineers/designers, consistent with recent project efforts for the City.

Should you find this proposal acceptable, please return a signed copy to us as authorization to proceed. We thank you for this opportunity to provide professional engineering services. Should there be any questions, please do not hesitate to contact us.

Sincerely,
OHM Advisors

George Tsakoff, PE
Principal

Attachment: OHM Terms & Conditions

cc: Claire Martin, OHM



To: DDA Board of Directors

From: Lori Ward, Northville DDA Director

Subject: DDA Staffing Plan

Date: May 23, 2023

For the past few years, the DDA has operated under the staffing of one-full time Director and two part-time staff. The part-time positions have been filled with personnel with skill sets in Marketing, Special Events and Administration. In March, the Marketing Coordinator announced her retirement effective June 1, 2023. Recently, the administrative staff accepted a job closer to home. Her last day was May 2, 2023. The close proximity of the two departures provided an opportunity to evaluate the possibility of combining the two jobs into one full-time position that would provide support on all areas of the operation of the DDA. The DDA Director Ward met with the City Manager and discussed the possibility of creating a full-time position. The City Manager was supportive and encouraged staff to explore the opportunity and impact.

Currently the part-time Marketing Coordinator works 21 hours a week at a hourly rate of \$28.09 for a total amount of \$30,670. Prior to leaving, the administrative assistant was earning \$20.76 an hour and worked 20 hours a week for a total of \$21,585. If the position were to be combined, the salary would be \$52,255. Ward met with Finance Director, Sandi Wiktorowski to discuss the costs of providing benefits for the full-time position. Wiktorowski provided information on the cost of benefits which would be approximately \$27,000. The DDA already pays Workers Compensation and Social Security on the positions which is roughly \$4,000. The new full-time benefits would have a net impact of approximately \$23,000.

Ward met with DDA Chair Riley and Vice Chair Boyd to discuss the next steps in staffing. The three discussed where the funds might come from. Ward identified three-line items in the budget that were either not utilized or underutilized that can be carried over during 4th quarter budget amendments for use in fiscal year 2023-24 and would, adequately fund the new full-time position. Ward received feedback from several Board members in support of the creation of a full-time position. The job description is included as Attachment A to this communication. The job has been posted on the Michigan Municipal League job board, the Michigan Downtown Association job board, on the City of Northville and DDA website and posted on social media. The DDA has listed the initial cut off date of June 2nd to receive applications. Staff will keep the DDA Board apprised of the progress made in filling the position.

DDA seasonal staff member Bill Conlin has been promoted to Superintendent and will oversee the seasonal staff for the summer. Bill has been working with the DDA for over a year and worked through the winter on a limited basis to provide oversight during the winter months. In addition to Bill, the DDA 5 other part time seasonal employees that work between 15 – 32 hours a week providing services that include weeding, watering, pruning, and general maintenance. The DDA provides assistance for the Social District trash removal on Friday nights, Saturdays, Saturday nights and Sundays. The weekend and evening shifts were added after the Social District was established. The trash that was produced by downtown patrons increased during Covid due to increased carry out foot, social district disposable cups and an overall increase in patrons using the downtown.

City of Northville Downtown Development Authority

Scope of Services: Assistant Director

The Assistant Director is responsible for professional planning, marketing, administration and organizational support to the Executive Director and the DDA Board of Directors. The position functions with considerable independence on a day-to-day basis in performing activities and is held accountable for results.

Responsibilities include:

- attendance and support for DDA related committees
- promote and encourage economic development of the downtown
- special projects as assigned by the DDA Board of Directors or DDA Executive Director
- preparation of special reports
- maintenance of DDA's website using SiteBuilder software
- planning and implementation of DDA special events
- coordination and oversight of all marketing related activities including DDA Newsletter, ad campaigns, bi-monthly event cards, walking maps and directories
- preparation and submission of weekly invoices to Finance Department
- preparation of DDA Board packets and development of meeting minutes

In addition, the position will interact with downtown merchants, property owners, public officials, and the general public in order to implement DDA goals and objectives.

Work Schedule:

This position will work a five-day work week with the requirement to work occasional extra hours and days as necessary to represent the DDA at events and meetings.

Essential knowledge, skills, abilities, and minimum qualifications:

The requirements listed herein are representative of the knowledge, skills and abilities and minimum qualifications necessary of the Assistant Director to perform the responsibilities of the position. Applications will be evaluated on their ability to meet these qualifications.

- Bachelor's Degree in Business, Marketing, Urban Planning, Economic Development, Communications or related field.
- Minimum of three (3) years of experience in the same or related field.

- Skill in the use of Microsoft Office software for word processing, spreadsheets, database, and Power Point for report and presentation purposes and in the use of web page software.
- Skill in communicating both orally and in writing with the ability to provide concise and articulate reports and presentations to a variety of audiences.
- Skill in building and maintaining effective working relationships with members of the public, public officials, various professionals, other City departments, and the general public along with the ability to work cooperatively for larger goals and the common good of the DDA.
- Entrepreneurial, self-starting, energetic, and have the ability to prioritize tasks and assignments. Must be capable of functioning effectively in an independent environment.
- Ability to effectively meet all deadlines.

Salary and Benefits:

- Full time non-union position: 40 hours per week
- Salary range \$45,000 - \$55,000. Salary commensurate with experience
- Benefits as provided under the City of Northville Personnel Policy Manual

Selection:

The DDA is accepting applications through June 2, 2023.

The successful candidate will be required to take and pass a pre-employment physical including drug test and background check. Interested applicants should submit a City of Northville Employment Application and resume with references via email to lward@ci.northville.mi.us or mail to Lori Ward, Executive Director, 215 W. Main Street, Northville, Michigan 48167. The City of Northville is an ADA/EOE employer.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY April 2023:

PUBLICITY:

Upcoming Press Releases:

- Summer Concert Series

Upcoming Press Releases:

- TBD Great White Buffalo Brewing Company opening
- TBD ibalance Wellness Spa grand re-opening
- TBD Seasonal Reopening of Streets

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 April issue of The Ville
- Full Page Ad in SEEN Magazine in February issue (special deal) highlighting shopping & dining.

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville (1/4-page ads)
 - April 2023 Shop & Dine (this is the last ad for our 12-month contract)
 - After our last ad placement in April issue, we will place 1/2 page ads for 6-month contract.
- Full Page ad in May issue of SEEN Magazine
- Ad in Maybury Park Map (overall Downtown Northville ad)
- 1/2 page ads in Northville today. We will place 2 ads:
 - Q2: runs June 5 (ad will feature Summer Concerts)
 - Q3: runs September 18 (ad will feature Skeletons)

SOCIAL MEDIA:

- Boosted post for Summer Concerts (May)



Future Meetings/Important Dates:

May 24, 2023 – Brownfield Redevelopment Authority Meeting

May 26 – 27, 2023 – Chamber of Commerce Flower Sale

May 27 – Orin's Block Party

May 29, 2023 – City Hall closed for Memorial Day

May 29, 2023 – Memorial Day Parade

June 1, 2023 – Marketing Committee

June 2, 2023 – Friday and Saturday Concert Series starts

June 5, 2023 – City Council Meeting

June 6, 2023 – Planning Commission Meeting

June 8, 2023 – Open House -Parks, Pathways and Traffic Calming

June 19, 2023 – City Council Meeting – Public Hearing for TIF Plan and DDA Boundaries

June 20, 2023 – Planning Commission Meeting

June 27, 2023 – DDA Board meeting