



## **Meeting of the DDA Board of Directors October 20, 2020 - 8:00 a.m.**

The meeting will be held via video conference in compliance with Executive Order 2020-75, issued by Michigan Governor Whitmer, temporary authorization of remote participation in public meetings and hearings. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting.

A personal zoom invitation will be sent to each DDA Board member in advance of the DDA Board meeting and again the morning of the meeting. The public link for the DDA meeting on October 20, 2020 at 8:00 am is <https://us02web.zoom.us/j/82095978954> and the Webinar ID – [820 9597 8954](https://us02web.zoom.us/j/82095978954) or telephone: [1-301-715-8592](https://us02web.zoom.us/j/82095978954)

### **AGENDA**

1. Call to Order – Shawn Riley
2. Audience Comments (3-minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
  - a. September 2020 Financial Statement (Attachment 4.a)
  - b. September 2020 Invoice Report (Attachment 4.b)
  - c. July 28, 2020 Meeting Minutes (Attachment 4.c)
  - d. August 18, 2020 Meeting Minutes (Attachment 4.d)
  - e. September 15, 2020 Informational Meeting Minutes (Attachment 4.e)
  - f. September 15, 2020 Meeting Minutes (Attachment 4.f)
  - g. 1<sup>st</sup> Quarter Budget Amendments (Attachment 4.g)
  - h. Budget Amendment Explanations (Attachment 4.h)
5. Social District Update
  - a. Status (Attachment 5.a)
  - b. Winter Plans (Attachment 5.b)
  - c. Winter Outdoor Idea (Attachment 5.c)
6. Committee Information and Updates
  - a. Design Committee – DJ Boyd (Attachment 6.a)
  - b. Marketing Committee – Shawn Riley (Attachment 6.b)
  - c. Parking Committee – John Casey
  - d. Organizational Committee – DJ Boyd
  - e. Economic Development Committee – Aaron Cozart

7. Future Meetings / Important Dates
  - a. Economic Development Committee – TBD
  - b. Marketing Committee Meeting – November 5, 2020
  - c. Design Committee Meeting – TBD
  - d. Executive Committee Meeting – November 11, 2020
  - e. DDA Board Meeting – November 17, 2020
  - f. Parking Committee – TBD
8. Board and Staff Communications
9. Adjournment – Next Meeting – November 17, 2020

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 09/30/2020

% Fiscal Year Completed: 25.21

SEPTEMBER BENCHMARK 25%

GL NUMBER	DESCRIPTION	2020-21		YTD BALANCE 09/30/2020 NORM (ABNORM)	ACTIVITY FOR MONTH 09/30/20 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	737,956.00	707,139.00	638,503.62	0.00	68,635.38	90.29	
370-000-403.010	DDA OPERATING LEVY	61,418.00	61,418.00	57,195.22	1,889.44	4,222.78	93.12	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	34,000.00	34,092.00	0.00	0.00	34,092.00	0.00	
370-000-418.000	PROPERTY TAXES - OTHER	(1,500.00)	(1,000.00)	0.00	0.00	(1,000.00)	0.00	
PROPERTY TAXES		831,874.00	801,649.00	695,698.84	1,889.44	105,950.16	86.78	
GRANTS								
370-000-528.000	OTHER FEDERAL GRANTS	0.00	18,866.00	0.00	0.00	18,866.00	0.00	
GRANTS		0.00	18,866.00	0.00	0.00	18,866.00	0.00	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	39,500.00	25,000.00	10,625.00	6,025.00	14,375.00	42.50	
GRANTS & OTHER LOCAL SOURCES		39,500.00	25,000.00	10,625.00	6,025.00	14,375.00	42.50	
MISCELLANEOUS REVENUES								
370-000-659.110	RENTS-SHORT TERM	500.00	0.00	0.00	0.00	0.00	0.00	
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
370-000-667.000	INSURANCE PROCEEDS	0.00	4,422.00	4,422.30	0.00	(0.30)	100.01	
MISCELLANEOUS REVENUES		700.00	4,622.00	4,422.30	0.00	199.70	95.68	
INTEREST								
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	5,000.00	15.00	15.42	0.00	(0.42)	102.80	
370-000-664.190	INTEREST - MI CLASS 1 DIST	750.00	100.00	15.13	0.00	84.87	15.13	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	6,000.00	1,086.04	0.00	4,913.96	18.10	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	300.00	301.40	0.00	(1.40)	100.47	
370-000-664.400	INVESTMENT POOL BANK FEES	(400.00)	(400.00)	(12.86)	0.00	(387.14)	3.22	
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(750.00)	(83.73)	(40.34)	(666.27)	11.16	
370-000-664.600	BANK LOCKBOX FEES	(550.00)	(550.00)	(44.06)	0.00	(505.94)	8.01	
370-000-664.700	CUSTODIAL FEES	(130.00)	(130.00)	(16.99)	0.00	(113.01)	13.07	
INTEREST		8,920.00	4,585.00	1,260.35	(40.34)	3,324.65	27.49	
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	0.00	42,008.00	0.00	0.00	42,008.00	0.00	
FUND BALANCE RESERVE		0.00	42,008.00	0.00	0.00	42,008.00	0.00	
Total Dept 000		880,994.00	896,730.00	712,006.49	7,874.10	184,723.51	79.40	
TOTAL REVENUES		880,994.00	896,730.00	712,006.49	7,874.10	184,723.51	79.40	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	13,740.00	13,740.00	203.91	141.30	13,536.09	1.48	
370-753-707.000	WAGES - REGULAR OVERTIME	1,220.00	1,220.00	0.00	0.00	1,220.00	0.00	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	382.56	0.00	117.44	76.51	
370-753-943.000	EQUIPMENT RENTAL - CITY	10,600.00	10,600.00	781.17	0.00	9,818.83	7.37	

PERIOD ENDING 09/30/2020  
% Fiscal Year Completed: 25.21  
SEPTEMBER BENCHMARK 25%

GL NUMBER	DESCRIPTION	2020-21	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	09/30/2020 (ABNORM)	MONTH 09/30/20 INCR (DECR)	BALANCE (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-753-967.000	FRINGE BENEFITS	14,595.00	14,595.00	205.76	144.49	14,389.24	1.41
Total Dept 753 - DPW SERVICES		40,655.00	40,655.00	1,573.40	285.79	39,081.60	3.87
Dept 861 - DESIGN COMMITTEE							
370-861-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	3,214.74	1,213.11	13,630.26	19.08
370-861-710.000	WAGES - PART TIME	31,185.00	31,185.00	11,903.47	3,676.87	19,281.53	38.17
370-861-726.000	SUPPLIES	575.00	575.00	42.89	0.00	532.11	7.46
370-861-740.050	DOWNTOWN MATERIALS	19,700.00	37,300.00	1,453.48	200.00	35,846.52	3.90
370-861-751.000	FUEL & OIL	500.00	500.00	42.56	38.53	457.44	8.51
370-861-801.000	CONTRACTUAL SERVICES	49,580.00	51,230.00	2,430.12	568.78	48,799.88	4.74
370-861-801.160	RESTROOM PROGRAM	2,750.00	2,750.00	1,197.50	479.00	1,552.50	43.55
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	28,810.00	28,810.00	224.82	224.82	28,585.18	0.78
370-861-913.000	VEHICLE INSURANCE	370.00	385.00	289.50	0.00	95.50	75.19
370-861-920.010	ELECTRIC POWER	3,360.00	4,360.00	211.69	74.53	4,148.31	4.86
370-861-920.020	NATURAL GAS	4,090.00	4,090.00	193.21	81.86	3,896.79	4.72
370-861-920.030	WATER & SEWER SERVICE	8,440.00	8,440.00	1,078.13	0.00	7,361.87	12.77
370-861-967.000	FRINGE BENEFITS	10,490.00	10,490.00	2,391.08	897.06	8,098.92	22.79
370-861-976.010	STREET FURNISHINGS	15,640.00	17,825.00	2,315.47	0.00	15,509.53	12.99
Total Dept 861 - DESIGN COMMITTEE		194,335.00	216,785.00	26,988.66	7,454.56	189,796.34	12.45
Dept 862 - MARKETING							
370-862-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	3,214.78	1,213.15	13,630.22	19.08
370-862-710.000	WAGES - PART TIME	19,325.00	19,325.00	2,980.10	1,448.10	16,344.90	15.42
370-862-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	58,500.00	54,500.00	18,777.00	10,940.00	35,723.00	34.45
370-862-785.000	BUSINESS RETENTION PROGRAM	2,660.00	2,660.00	0.00	0.00	2,660.00	0.00
370-862-801.000	CONTRACTUAL SERVICES	59,000.00	65,450.00	26,364.80	5,179.00	39,085.20	40.28
370-862-801.340	WEB SITE MAINTENANCE	900.00	900.00	524.97	34.99	375.03	58.33
370-862-967.000	FRINGE BENEFITS	8,500.00	8,500.00	1,607.65	631.20	6,892.35	18.91
Total Dept 862 - MARKETING		165,880.00	168,330.00	53,469.30	19,446.44	114,860.70	31.76
Dept 863 - PARKING							
370-863-706.000	WAGES - REGULAR FULL TIME	8,425.00	8,425.00	1,607.40	606.57	6,817.60	19.08
370-863-710.000	WAGES - PART TIME	1,935.00	1,935.00	298.03	144.82	1,636.97	15.40
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	500.00	500.00	0.00	0.00	500.00	0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	12,500.00	0.00	37,500.00	25.00
370-863-950.260	OPER TFR TO PARKING FUND	118,220.00	118,220.00	29,555.00	0.00	88,665.00	25.00
370-863-967.000	FRINGE BENEFITS	3,655.00	3,655.00	711.75	270.87	2,943.25	19.47
Total Dept 863 - PARKING		182,785.00	182,785.00	44,672.18	1,022.26	138,112.82	24.44
Dept 864 - ORGANIZATIONAL							
370-864-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	4,018.43	1,516.38	17,036.57	19.09
370-864-710.000	WAGES - PART TIME	9,665.00	9,665.00	1,490.07	724.04	8,174.93	15.42
370-864-726.000	SUPPLIES	850.00	850.00	56.84	0.00	793.16	6.69
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00	0.00



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		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-731.000	PUBLICATIONS	65.00	65.00	130.04	0.00	(65.04)	200.06	
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,100.00	2,765.00	2,350.15	453.40	414.85	85.00	
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	3,500.00	489.50	489.50	3,010.50	13.99	
370-864-805.000	AUDITING SERVICES	4,965.00	4,965.00	0.00	0.00	4,965.00	0.00	
370-864-900.000	PRINTING & PUBLISHING	1,315.00	1,315.00	40.85	0.00	1,274.15	3.11	
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,460.00	6,175.00	2,314.50	0.00	3,860.50	37.48	
370-864-920.000	UTILITIES	1,420.00	1,420.00	323.91	107.97	1,096.09	22.81	
370-864-956.000	CONTINGENCIES	2,980.00	2,980.00	0.00	0.00	2,980.00	0.00	
370-864-958.000	MEMBERSHIP & DUES	745.00	845.00	575.00	0.00	270.00	68.05	
370-864-960.000	EDUCATION & TRAINING	1,250.00	1,250.00	75.00	30.00	1,175.00	6.00	
370-864-967.000	FRINGE BENEFITS	9,505.00	9,505.00	1,876.75	722.42	7,628.25	19.74	
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,710.00	12,710.00	6,355.00	3,177.50	6,355.00	50.00	
Total Dept 864 - ORGANIZATIONAL		78,685.00	79,165.00	20,096.04	7,221.21	59,068.96	25.39	
Dept 865 - ECONOMIC DEVELOPMENT								
370-865-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	4,018.43	1,516.39	17,036.57	19.09	
370-865-710.000	WAGES - PART TIME	3,865.00	3,865.00	596.02	289.61	3,268.98	15.42	
370-865-726.000	SUPPLIES	200.00	200.00	0.00	0.00	200.00	0.00	
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00	500.00	0.00	0.00	500.00	0.00	
370-865-967.000	FRINGE BENEFITS	9,055.00	9,055.00	1,767.58	671.42	7,287.42	19.52	
Total Dept 865 - ECONOMIC DEVELOPMENT		34,675.00	34,675.00	6,382.03	2,477.42	28,292.97	18.41	
Dept 945 - DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,335.00	174,335.00	0.00	0.00	174,335.00	0.00	
Total Dept 945 - DEBT SERVICE		174,335.00	174,335.00	0.00	0.00	174,335.00	0.00	
Dept 999 - RESERVE ACCOUNTS								
370-999-999.000	UNALLOCATED RESERVE	9,644.00	0.00	0.00	0.00	0.00	0.00	
Total Dept 999 - RESERVE ACCOUNTS		9,644.00	0.00	0.00	0.00	0.00	0.00	
TOTAL EXPENDITURES		880,994.00	896,730.00	153,181.61	37,907.68	743,548.39	17.08	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		880,994.00	896,730.00	712,006.49	7,874.10	184,723.51	79.40	
TOTAL EXPENDITURES		880,994.00	896,730.00	153,181.61	37,907.68	743,548.39	17.08	
NET OF REVENUES & EXPENDITURES		0.00	0.00	558,824.88	(30,033.58)	(558,824.88)	100.00	

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE  
 POST DATES 09/01/2020 - 09/30/2020  
 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	CARRIER & GABLE, INC.	BRACKETS FOR SOCIAL DISTRICT SIGNS	IN19548	09/09/20	200.00	113906
370-861-801.000	CONTRACTUAL SERVICES	NORTHVILLE STITCHING P	UMBRELLA REPAIR	77431	09/09/20	10.00	113917
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE AND INTERNET	090520	09/09/20	299.00	500412
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	MONTHLY WIFI FOR TOWN SQUARE	09172020	09/23/20	259.78	114014
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA POTTIE RENTAL FOR 8/12-9/8	A-59934	09/23/20	479.00	114041
370-861-850.000	LANDSCAPE MAINTENANCE	HOME DEPOT CREDIT SERV	6035 3225 3883 9337 DDA SUPPLIES	091320	09/23/20	224.82	114042
370-861-920.010	ELECTRIC POWER	DTE ENERGY	ELECTRICAL CHARGES 8/18/20 - 9/16/2	091620	09/23/20	74.53	114023
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE FOR 8/13 -9/15	093020	10/07/20	95.86	500414
Total For Dept 861 DESIGN COMMITTEE						1,642.99	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	MUSIC FOR 8/21 & 8/22	2208	09/09/20	1,740.00	113925
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	MUSIC FOR 8/14 & 8/15	2207	09/09/20	1,920.00	113925
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	MUSIC FOR 8/28 & 8/29	2209	09/09/20	960.00	113925
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	MUSIC FOR 8/7 & 8/8	2205	09/09/20	2,450.00	113925
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	MUSIC 9/11 & 9/12	2211	09/23/20	1,920.00	114055
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	MUSIC 9/4 & 9/5	2210	09/23/20	1,950.00	114055
370-862-801.000	CONTRACTUAL SERVICES	BIZZELL DESIGN	NEW BRANDING & SIGNS	3242020-D	09/09/20	700.00	113929
370-862-801.000	CONTRACTUAL SERVICES	BIZZELL DESIGN	NEW LOGO GRAPHICS	8172020-A	09/09/20	1,750.00	113929
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PR FEES FOR OCTOBER	NORTHVILLE 10-20:	09/23/20	2,000.00	113999
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	SOCIAL DISTRICT EVENT CARDS	63051	09/23/20	254.00	114000
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN	048	09/23/20	475.00	114056
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MAILCHIMP	11265509	09/09/20	34.99	113918
Total For Dept 862 MARKETING						16,153.99	
Dept 864 ORGANIZATIONAL							
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	MONTHLY WIFI FOR OFFICE	01720	09/23/20	88.40	114013
370-864-801.190	TECHNOLOGY SUPPORT & SERV	CARLISLE-WORTMAN ASSOC	AUG 2020 ELECTRONIC MEETINGS	2158114	09/23/20	365.00	114040
370-864-802.010	LEGAL SERVICES - GENERAL	PLUNKETT COONEY	LEGAL FEES - GENERAL JULY 2020 (20.	10767377	09/09/20	297.50	113900
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE JULY 2020	121341	09/09/20	192.00	113936
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE AND INTERNET	090520	09/09/20	32.97	500412
370-864-960.000	EDUCATION & TRAINING	LORI WARD	REIMBURSE FOR RETAIL CONFERENCE	14046031	09/23/20	30.00	114045
Total For Dept 864 ORGANIZATIONAL						1,005.87	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						18,802.85	

**DOWNTOWN DEVELOPMENT AUTHORITY  
Regular Meeting of July 28, 2020  
Zoom Meeting**

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

**ROLL CALL**

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

**Absent:**

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Barbara Moroski-Browne/City Council, Dave Gutman/Resident, Alan Somershoe/Resident*

**AUDIENCE COMMENTS**

No comments

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent Agenda:

- a. June 16, 2020 DDA Board Meeting Minutes
- b. June 4, 2020 Amended DDA Board Meeting Minutes

**Motion by Turnbull, seconded by Casey** to approve the Agenda and Consent Agenda. **Motion carried unanimously.**

**PUBLIC ACT 124 OF 2020 – SOCIAL DISTRICT LAW**

Ward reported that the Governor signed a law on July 1<sup>st</sup> that allows communities to form Social Districts. The DDA has had previous discussions about creating a Social District in downtown Northville. Taking those discussions into consideration the DDA's recommendation was that the City of Northville move forward with establishing a Social District using only signage and on duty police officers for security. The recommendation was forwarded to City Council last week and after additional discussion the City Council approved the establishment of a Social District and asked staff to create an application and return to City Council with the detailed application. The staff then prepared an application to the MLCC for a Social District, a City Council resolution of support, maps of both the Social District boundaries and the Commons Area boundaries, a Management Plan and a Maintenance Plan. Ward reported that the management plan includes the borders for both the Social District and the Commons Area as outlined on

the map included in the packet. Presley questioned what the difference is between the Social District and the Commons Area. Ward replied based on the legislation there seems to be no difference. Sullivan suggested making the Social District and the Commons Area the exact same to avoid confusion. Ward said in order to have a Commons Area without street closures you need two qualified licensees on the same side of the street. With street closures you would not have that requirement. Ward said we can always go back to the MLCC and ask for an amended Social District/Commons Area if we decide to change the boundaries in the future. The Board decided to utilize the same boundaries for both the Commons Area and the Social District to avoid confusion.

Nine restaurants qualify to be part of the Social District: Table 5, Browndog Creamery, LeGeorge, Lucy & the Wolf, Genittis, Pooles Tavern, 160 Main, Center Street Grill, and Simply Wine. The City has sufficient insurance and the DDA has purchased additional event insurance for the duration of the street closures. The restaurants will also be required to secure their own liability insurance as required by the City. Ward said the Board will need to decide on the hours of operation for the Social District. The DDA recommended 4 days, Thursday through Sunday 4 – 10 pm. Presley questioned why limit it to 4 days? Ward responded that staffing and managing the Social District for 7 days was a concern. Casey agreed that 7 days would be better given the short time period left to take advantage of the Social District. Buckhave also agreed that 7 days would be less confusing and keeping the time consistent every day would be helpful. Sullivan questioned whether we have a curfew in place for Town Square. Ward said there is no curfew in Town Square but no alcohol would be served after 10 pm. Johnson expressed concern about staffing the Social District 7 days a week when we currently have only one Seasonal Employee. The trash will increase exponentially with a Social District. Casey did not feel the garbage would be an issue on weekdays.

Presley wondered if we continue to close the streets in the future is there a possibility that the Farmers Market could move downtown. Turnbull said a Subcommittee has been formed to look at new locations for the Farmers Market and the downtown would be considered.

Casey wanted to extend the times from 4 – 10 pm to 12 – 10 pm for the Social District. Turnbull agreed with Casey, to ask the State for a broader time span and then decrease it if need be at the local level via City Council. Ward said she will confirm with the MLCC that if once the hours for the Social District are established the local municipality would be able to amend the hours if need be. Ward confirmed that the DDA should request Monday through Sunday 12:00 – 10:00 pm as the Social District hours of operation from the MLCC.

Ward said that the DDA would be providing traditional print and social media promoting the new Social District. The DDA will continue to provide live music on Friday and Saturday evenings from 5 – 9 pm. Ward mentioned the funding for the Social District will be shared by the City and the DDA. Most of the expense will be from purchasing signs and maintenance of the area. Boyd suggested doing some branding around the Social District that is welcoming and friendly. Ward said she reached out to Buzz Bizzell about doing creative work for the Social District. Ward said a logo is needed for the cups,

signs and other print materials. Casey expressed concern that the logo for the cups will need to be done quickly so the cups can be ordered.

Ward said that Seasonal groundskeepers will be responsible for keeping the Social District Area clean. Permit holders will be responsible for their individual areas and for contributing to the upkeep of the Commons area. The DDA has purchased additional tables, chairs and garbage receptacles. Ward said 4 porta potties have been installed. “No Biking” signs have been installed and additional bike racks have been placed at entrances.

Ward said in order for a municipality to apply for the social district designation, the municipality must:

- Pass a resolution designating the Social District and commons area
- Adopt a local management and a maintenance plan and forward them with the application to the MLCC.
- Provide a map that clearly shows the boundaries of the Social District and Commons Area
- Provide a form of support for the individual qualified licensees seeking a Social District permit.

Ward stressed that the DDA and City would need to continually monitor the Social District to ensure it is a safe and healthy place given the COVID restrictions. The DDA staff is recommending the Board approve the Social District along with the management and maintenance plans as amended during the discussion today to present to City Council on August 3<sup>rd</sup>. Riley and Turnbull thanked the staff for all their hard work to make the Social District a reality.

**Motion by Ayers, seconded by Buckhave** to approve the amended Social District along with the management and maintenance plans. **Motion carried unanimously.**

### **CITY ENTRANCEWAY SIGNS AND BRANDING PROJECT**

Ward said the Design Committee has been meeting for about a year to discuss the new branding project for the City and DDA. The Committee has been meeting with Bizzell and developed a family of signage that includes two styles of entranceway signs, building signage, entering the city of Northville signs and banners. In addition, the Design Committee has worked on developing a branding package to replace the existing DDA and City logos with a single graphic package for the community. The Design Committee voted unanimously to approve the final graphics packet from Bizzell. The City budgeted \$75,000 for the new branding and sign project and Bizzell's completed cost is \$79,376 which includes several internally illuminated signs and 11 Entering the City of Northville signs that were added to the scope of work.

The color palate is rust, green, burgundy and dark brown. The DDA and City logos are similar in style but distinguished by the “Timeless with a Twist” tagline. The DDA could also go with a slightly different color palette. Boyd said the Design Committee was completely satisfied with the Bizzell design package. Sullivan commented that he would

like to get away from the traditional burgundy color that has been used in the past and go with the rust instead. Turnbull said he would prefer the City and DDA to go with the same color palette for their logos. Turnbull suggested putting an N in the center of the logo design. Ward said Bizzell also created some banners that can be used throughout the year for different seasons and events.

Presley questioned why there was not an entryway sign at Randolph and Eight Mile. Ward said that area is not very visible for a sign location. Ward also drew attention to the fact that there is no sign at 7 Mile and Sheldon. Ward stated that it is not that the Design Committee does not want a sign in that location but because the Downs project has still not been decided. The Committee did not want to pay to have a sign installed to then have to be dismantled and moved. Turnbull expressed his opinion that the 7 Mile and Sheldon location is the most visible sign location in the Northville Community and he would like to see a sign there even if it would need to be moved at some future date. Presley said he prefers the Type B sign over the Type A sign because he is not a fan of the brick base. Ayers also felt the Type A sign looked bottom heavy with the bricks. Ward said the brick that would be used would match the Ford Plant brick. The Type A signs also would be back lit so higher visibility at night. Buckhave questioned the cost difference between the two signs. Ward said there is a \$10,000 cost difference. Ward said it is great to have DDA input but the City Council will have the final say on the signs and branding. Ward said there will also be new building signage for City Hall/Police Department and the Fire Department. Casey asked if we could put the less expensive sign (\$3100) at the Seven Mile and Sheldon location temporarily until the Northville Downs Development moves forward. Buckhave suggested doing the less expensive at the Randolph and Eight Mile location as well. Long likes the masonry signs better because they appear more solid and permanent. Ward said the Design Committee also like the masonry signs better plus the back lighting is more visible. Boyd reiterated the Design Committee has worked long and hard on these choices.

Ward said they are also working with Bizzell on the mural. Bizzell has reduced his design cost by \$3,000 for a new price of \$3,500 and \$5,800 for the design and fabrication totaling \$9,300. The budget last year for the mural was \$6,000. Ward said we would need additional money from the fund balance to move forward with the installation. The Design Committee is recommending that the DDA move forward with the mural installation. Presley questioned what the wording at the bottom of the mural says. Ward said she did not know but would ask Bizzell. Turnbull asked if the building owner gave permission for the mural and Ward replied that it has been discussed and agreed to in the past but need have an agreement in place before installation. Sullivan asked about the image and if it was a surrey racer. Ward said the mural would last about 8-10 years. Long suggested a coating be placed over the image so it might last longer. Presley wondered if we could get an actual image from the Downs to use as the mural. Riley said given the Design Committee has approved the mural we should move forward with the existing image. Ward mentioned the DDA would like to update their website but have been waiting for the new branding package from Bizzell.

**Motion by Presley, seconded by Starring** to approve the City entranceway signs and branding project. **Motion carried unanimously.**

## COMMITTEE INFORMATION AND UPDATE

a. *Design Committee:*

Ward said that besides the update on the Bizzell Design project there is a list of other projects the committee has been working on concurrently in the Board packet.

b. *Marketing Committee:*

Riley said that the Marketing Committee has not met since our last DDA Board meeting.

c. *Parking Committee:*

Casey said the Committee will be discussing the sale of public parking credits for private use. Casey said the Parking Committee supports the existing project at Dunlap and Center Street but would like to talk more as a group about how to handle the sale of parking credits moving forward. Casey said the downtown businesses in Royal Oak are suffering because the City approved more downtown living space that required overnight parking. Casey is concerned this could happen in Northville if more developers convert existing building into condos or apartments. Riley said he felt we need a moratorium on selling parking credits till we figure out next steps. Riley said the sale of parking credits that could be used for overnight residents could vastly reduce the amount of parking unless we have long term plans to add additional spaces. Ward said the Economic Development Committee wants to support downtown living because it provides a great customer base for the existing businesses. The EDC recommended that there be a collaborative partnership with the Planning Commission to look at the parking issues. Sullivan questioned if the EDC has made a recommendation for parking on the existing new development at Center and Dunlap. Ward said they are in favor of this development moving forward with the sale of 14 parking credits but would like to have a moratorium on selling future parking credits till the parking problems can be addressed. Cozart agreed with Ward's statement on what the EDC would like to see happen. Sullivan asked if this was a moratorium on the sale of all parking credits or just the residential overnight permits. Ward suggested this be a formal topic of discussion at our August meeting. Long said that parking credits have worked for 40 plus years so the DDA needs to be thoughtful when discussing next steps. Presley suggested the Parking Committee meet before the next meeting to draft a recommendation. Ward cautioned that the Parking Committee felt this was above their pay grade and would like to hire an engineer to help make a recommendation. Presley suggested the Parking Committee work with members of the EDC and form a joint group to look at the parking problems. Sullivan suggested doing daily parking counts again to see if we have spaces available on a regular basis.

d. *Organizational Committee:*

Ayers said the Organizational Committee has not met since the last Board meeting.

e. *Economic Development Committee:*

Cozart said that the EDC committee spent a large amount of their meeting discussing parking credits for the new development and future projects.

**FUTURE MEETINGS/ IMPORTANT DATES**

- a. Sustainability Committee Meeting – July 30, 2020
- b. City Council Meeting – August 3, 2020
- c. Planning Commission Meeting – August 4, 2020
- d. Marketing Committee Meeting – August 6, 2020
- e. Executive Committee Meeting – August 12, 2020
- f. City Council Meeting – August 17, 2020
- g. Planning Commission Meeting – August 18, 2020
- h. DDA Board Meeting – August 18, 2020

**BOARD AND STAFF COMMUNICATION**

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

**Motion by Boyd, seconded by McKindles** to adjourn the DDA Bord meeting. **Motion carried unanimously.**

**Meeting adjourned at 9:50 am**

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



**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of August 18, 2020**  
**Zoom Meeting**

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

**ROLL CALL**

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

**Absent:**

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Fred Sheill/Resident, Jeremy Goodman/Resident, Brian Maiorana/160 Main*

**AUDIENCE COMMENTS**

Brian Maiorana from 160 Main said he was starting to think about the Fall/Winter months and wants to maintain the same momentum this summer has provided. Maiorana is exploring a winter terrace for additional outside seating and wants to know the next steps in the approval process in order to have the terrace in time for the colder months. Ward said the Executive Committee discussed how to move forward into the colder months to help restaurants and retailers maintain their gains from the summer. The MLCC extended outdoor seating permit expires the end of October. Ward said their will be a Zoom meeting with all the restaurant owners to discuss next steps on August 19<sup>th</sup>. Ward said there have been lots of good ideas being discussed amongst business owners. Ward said because this is so time sensitive, we may need to bring some of these ideas to the DDA Board before the next scheduled meeting. Maiorana agreed that in order to get things ordered and constructed for Fall, businesses would need to be given the go ahead soon.

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent Agenda:

- a. July 2020 DDA Financial Statement
- b. July 2020 Invoice Report
- c. July 14, 2020 Meeting Minutes

Long questioned the Downtown Reopening section on the second page of the July 14<sup>th</sup> minutes. Long does not recall any discussion about putting "Walk your Bikes" signs up in the downtown at the Board meeting. Long said we have always been a town that encouraged pedestrians to ride their bikes into downtown. Northville's goal was to

become a bicycle friendly town. Long feels that only a small minority of biker's cause problems. Long feels the signs project an unfriendly attitude to people riding into town. Sullivan said the discussion should stay focused on whether this was actually said at the July 14<sup>th</sup> Board Meeting by Ward and save the discussion of its merit for later in the meeting. Ward replied that she did say what was stated in the July 14<sup>th</sup> minutes.

**Motion by Casey, seconded by Turnbull** to approve the Agenda and Consent Agenda. Jim Long abstains. **Motion carries.**

### **SOCIAL DISTRICT UPDATE**

Ward said downtown Northville received their Social District approval from the State. None of the restaurants have received their permits to date but should be receiving them shortly. Seven restaurants have applied; Center Street Grill, Simply Wine, Lucy & the Wolf, Browndog Creamery, Table 5, 160 Main, and Pooles Tavern. The Twist logo has been sent to all the restaurants so they can begin ordering their cups. Each restaurant needs their own cup with both their logo and the Social District logo. There will be double-sided signs throughout town designating the Social District boundaries, some will be free standing and some will be on the light poles. As soon as the restaurants get their approvals from the MLCC the DDA will be ready to move forward with the program.

Ward said the staffing the Social District continues to be a priority. Living and Learning is now helping with cleaning and disinfecting tables/chairs, sweeping and weeding in downtown. This is part of their job skills training program and there will be no charge to the DDA. We have also hired another staff person to help part time to do weeding. The City has now lowered the age requirement to 16.

Boyd expressed concern that the signage says "alcoholic beverages allowed in the Social District" may send the message that people can bring their own alcohol into town. Ward said there will definitely be a learning curve as we move forward with the new Social District and we will need to educate the restaurants and the public. Ward said that you cannot take your "to go" drink from one restaurant to another restaurant, you can only drink it in the commons area. Ward also mentioned that alcohol can not be brought into retail stores which has been a policy in Downtown Northville before the new legislation. Sullivan said that the new state legislation has also said no alcohol allowed inside shops.

### **DISCUSSION ON PARKING CREDITS AND OVERNIGHT PARKING PERMITS**

Casey opened a discussion about overnight parking permits. Casey said he understands that Raffi has already bought the building on the corner of Center and Dunlap with the understanding that he would be able to purchase parking credits and some of those would be for overnight use. Moving forward, Casey said he is concerned if more residential units are built in the downtown this could cause a huge parking problem like they have in Royal Oak. This would put a strain on businesses because customers would not have places to park. Casey said he would like to put a moratorium on selling parking credits until the DDA can get a better handle on how the City's

parking is handled. Ward said the discussion that took place suggested the City, Planning Commission, and Parking Committee work together to come up with a plan that addresses these concerns. Casey is concerned that the City is selling public parking to private enterprises. Ayers said the idea of selling parking credits was not that businesses were buying parking spaces but businesses were putting money into a fund to increase City parking at some point in the future. Ayers stated currently we are not using that money to increase parking in the community and agree with Casey that this might become a problem. Presley feels that the EDC and Parking Committees should work together to find a solution and avoid putting a moratorium on parking credits. Cozart agrees that the EDC should work with the Parking Committee to find a solution but also feels a moratorium would be helpful to have the necessary time to do some problem solving. Johnson questioned whether the new development at Center and Dunlap would be affected by the moratorium. Casey said no because that deal has already been made. Ward questioned what groups should be involved in tackling the parking credit issues. Sullivan feels it should be a group effort between the Planning Commission, EDC, and Parking Committee to provide a multi-disciplinary approach. Sullivan said that part of the master plan was to have more residential units in the downtown. He also cautioned to make sure the decision is based on parking data from periodic counting of the parked cars. Sullivan agrees that overnight parking can be a problem but also feels there are other types of businesses that create even a bigger drain on customer parking. Sullivan believes we should put a moratorium on the parking credits to buy some time. Ward said the police still do an evening count once a week but the daily counts were done by the DPW and those have not been happening for quite some time. Given that the DDA only has one seasonal staff person it would not be possible to do the daily counts. Turnbull said without the data the committee will not be able to make an informed decision. Boyd suggested if we are putting a moratorium on parking credits, we need a firm end date so the process moves quickly and does not stall indefinitely. Presley questioned whether we had a budget to hire some consulting help? Ward said we would need to look closely at the budget to decide we have funds available or if we would need to use our fund balance. The DDA could possibly partner financially with the City. Ward agrees that a consulting firm would be helpful since the parking committee already felt these decisions were above their level of expertise.

Long suggested not putting a moratorium on parking credits. Instead just put the moratorium on overnight permits. If a new business moves into town, they would then be able to purchase the necessary parking credits to open. Starring agreed if a new business were to take over an existing business but needed to purchase more credits they would be stalled. Riley said he doesn't see how this addresses the real parking problem which is too few spaces. Sullivan said that there have been more parking spaces added with the funds from the parking credits over the years. Sullivan agrees there will need to be a study to see just what parking problems exist and if the City needs additional spaces. Long believes the parking credit system has helped grow the downtown community in a positive way. Boyd and Casey agreed with Long that the moratorium should be narrowly defined to just be on overnight parking permits. Sullivan cautioned that many types of office businesses cause more parking issues than overnight parking causes.

Ward restated that the Board is looking for a joint committee to be formed from the EDC, Parking Committee and the Planning Commission. Sullivan suggested that each existing committee suggest a couple volunteers to sit on the new committee and then take it to City Council. The new committee can then figure out if they need the expertise of a contract company. Long brought up if an existing business has a change of use it might require more parking spaces and if we put a moratorium on parking credits, we will prevent a new tenant from leasing. Ward said that's why it is important that the DDA limit the moratorium to only a few months. Ward suggested holding off on a moratorium and let the committee decide if they need one in place. Casey feels the moratorium is important to motivate a change in the parking credits and permit issues. Boyd agreed the moratorium would provide the urgency that is needed to come up with a solution.

**Motion by Long, seconded by Casey** to place a moratorium on overnight parking permits for 90 days. **Motion carried unanimously.**

#### **COMMITTEE INFORMATION AND UPDATE**

*a. Design Committee:*

Ward said the DDA is getting all the vector files from Bizzell and the construction drawings for the new branding and signage.

*b. Marketing Committee:*

Riley said the Marketing Committee had a good meeting. Riley highlighted the Mill Race wedding package program for \$1,000. Ward said that the DDA has been promoting the program on Social Media and have done a press release.

*i. Skeletons are Alive*

Ward had a meeting with Begonia Brothers and the DDA would like to move forward with the permission of the Board to put up the skeletons in downtown Northville again this year. The Launch Party will not take place because of COVID limitations.

**Motion by Long, seconded by Turnbull** to display skeletons in downtown Northville. **Motion carried unanimously.**

*c. Parking Committee:*

Casey referred to the previous discussion as his report.

*d. Organizational Committee:*

Ayers said the Organizational Committee did not meet.

*e. Economic Development Committee:*

Cozart said the majority of the EDC meeting was discussing the new development at Center and Dunlap. The committee is in favor of the new project. Cozart said that there was some discussion about parking and they will definitely participate in the newly formed parking committee. Ward said the parking credits for the new development were approved by City Council so they are now able to start the building project.

## **FUTURE MEETINGS/ IMPORTANT DATES**

- a. Marketing Committee Meeting – September 3, 2020
- b. Executive Committee Meeting – September 9, 2020
- c. Design Committee Meeting – September 14, 2020
- d. DDA Board Meeting – September 15, 2020

## **BOARD AND STAFF COMMUNICATION**

Riley returned to the conversation about bike traffic that Long began at the beginning of the meeting. Ward said the single biggest complaint the DDA has had with the street closures is the bike traffic. That is why the DDA decided to have signs created to enforce the City ordinance. Ayers said that she also is appalled at how many bikers speed down the streets, sidewalks and even through Town Square. Riley has also noticed electric scooters becoming a problem. Johnson said the signs are not meant to discourage bikers to come to town but more to encourage them to walk their bikes in pedestrian areas. Casey and Boyd expressed concern about the number of signs throughout the downtown being overkill. Buckhave feels the DDA should keep the existing biking signs that have already been created. Long also agreed the DDA should keep the signs.

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

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

**Meeting adjourned at 9:37 am**

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

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

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

**ROLL CALL**

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

**Absent:**

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Fred Sheill/Resident, Jeremy Goodman/Resident, Barbara Moroski-Browne/City Council, Kyle Mattson/Resident*

**AUDIENCE COMMENTS**

None

**PA 57 REQUIREMENTS**

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

## **FINANCIAL OVERVIEW**

Ward provided a revenue and expenditure spread sheet for the 2019/2020 fiscal year ending June 30, 2020. The spread sheet included the DDA balances, debt obligations, and year end balances.

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

Ward shared the individual committees' goals and objectives and what they have been focusing on in the 2020/2021 fiscal year. Committee chairs presented a brief summary of their ongoing projects. These will be presented at the January 19, 2021 DDA meeting and the January 25, 2021 City Council Meeting.

## **BOARD AND STAFF COMMUNICATION**

None

The next PA 57 Informational Meeting DDA Board meeting is scheduled for December 15, 2020.

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

**Meeting adjourned at 8:25 am**

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

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

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

**ROLL CALL**

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

**Absent:**

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Dave Gutman/Resident, Fred Sheill/Resident, Jeremy Goodman/Resident, Barbara Morowski-Brown/City Council, Kyle Mattson*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent Agenda:

- a. August 2020 DDA Financial Statement
- b. August 2020 Invoice Report
- c. July 28, 2020 Meeting Minutes

Long stated that he believes the July 28<sup>th</sup> minutes should have been listed as the August 18<sup>th</sup> minutes. Long believed his parking credit moratorium motion was left out of the minutes. Ward pointed out that in the July 28<sup>th</sup> minutes it references that the parking moratorium would be discussed further at the August 18<sup>th</sup> Board meeting. Johnson confirmed that the attached minutes are from July 28<sup>th</sup> and stated she was still working on the August 18<sup>th</sup> minutes that will be included on the consent agenda at next month's meeting. Long disagreed and said he received a tape of the August 18<sup>th</sup> minutes from Michelle Massel. Ward suggested we pull these meeting minutes from Consent Agenda and look into the issue.

**Motion by Boyd, seconded by Starring** to approve the August 2020 DDA Financial Statement and the August 2020 Invoice report but removing the July 28<sup>th</sup> Meeting Minutes (item 4.c) from the Consent Agenda approval. **Motion carries unanimously.**



## **PARKING MORATORIUM**

Ward said the DDA's Economic Development Committee (EDC) recently participated in the review of the proposed project at 150 – 156 N. Center Street. The EDC was impressed with the thoughtful development approach and the use of historic references through the design process. The mix of uses in the project were both products needed in Downtown and are consistent with the goals of the 2006 and 2017 Strategic Plan for Downtown Northville.

While the EDC was generally supportive of the project, the Committee expressed concern with the burden this development may put on the parking lot at the rear of the building. The primary concern of the Committee is the impact that overnight residents have on the parking lots. Tenants are allowed to park in one spot all day and all night and are not required to move under our current ordinance, as opposed to retail other uses that are time limited.

At the request of the EDC, the DDA placed the issue on their August agenda to discuss how collectively we might address this issuing of future residential development and the impact that it may have on parking going forward. The DDA met on August 18th and discussed both the desire to see additional residential development in downtown and to reduce the negative impact that residential development is currently having on downtown parking. DDA vote unanimously to request that City Council put into effect a 90-day moratorium on the issuance of all overnight parking permits to provide time for review of the issue. The DDA did not ask for a moratorium on the sale of parking credits because they were concerned that with the pandemic, there may be first floor use that may change and the moratorium would halt the sale of parking credits in this instance. The DDA felt that it was important during this uncertain time to be flexible and responsive to changes in the business mix.

This item was discussed at the September Executive Committee meeting and the Executive Committee asked that it be returned to the DDA Board for clarification. The audio tapes from the meeting indicate that the motion made was to request a moratorium for 90 of the sale of overnight parking permits. The Executive Committee felt that the intent of the DDA Board was to request a 90 moratorium on the sale of parking credits. DDA staff is seeking clarification before the moratorium request is submitted to City Council for action.

Long said he made the motion and he felt it was important that if a new business moves into town and requests a change of use for their property that they would be able to get the parking credits they need without having to wait the 90 days. Long said it is overnight parking that is the concern. Ayers said her understanding was an overnight parking permit was requested through the police and wasn't a designated permanent spot. Ward said that is correct, parking credits and overnight parking permits are two different requests. Ward said there are designated areas in each of the surface parking lots for overnight parking. The Executive Committee requested clarification because they felt there was some confusion when the motion was passed. Casey questioned whether a developer needed to purchase parking credits for their condos/apartments before they do the project. Ward said they would have to purchase the parking credits in

advance. Casey believes the confusion stems from a new developer still being able to purchase parking credits for their tenants but they couldn't apply to the police for overnight parking permits. Long stated he was not confused and made the motion only for overnight parking permits. He does not feel this should be revisited after the previous motion passed unanimously. Sullivan said that the motion was clear but if the intent was to stop developers from building new residential units this motion would not stop construction. The developer would be able to purchase the necessary parking credits for the tenants but would not be able to get them overnight permits. Sullivan also stated that overnight parking permits are issued for all downtown living so if someone new moves in to an existing apartment they would not be able to purchase a permit. Kids come home from college request permits to park on the street. Sullivan said to limit it to newly built square footage that requires parking permits and that way it would not affect existing residential units. Long felt we already lost 30 days since we did not act on his motion and create necessary modifications in the new committee. Long feels a new motion will need to be made since the previous motion can't be amended.

**Motion by Boyd, seconded by Casey** to establish a parking credit moratorium for 90 days within the DDA boundaries to be applied to new construction which does not include existing spaces within the existing footprint of buildings. **Motion carries unanimously.**

#### **SOCIAL DISTRICT UPDATE**

Ward said we were included in the original 10 cities that were granted Social Districts in the State of Michigan and now there are 13. Several of the Northville restaurants (8) have the 204a extended outdoor dining permits, 7 restaurants have the Social District permit and 3 are licensed for having 2<sup>nd</sup> outdoor bars. Ward said the DDA had 2000 postcards created to hand out to participating restaurants. The postcard has all The Twist rules and Social District map. Los Tres Amigos has requested to join the Social District so Ward will be going to City Council to have them added to the list because they now meet all the qualifications of the District. City Council voted to extend the special event application and outdoor dining through March 1, 2021.

#### **COMMITTEE INFORMATION AND UPDATE**

*a. Design Committee:*

Boyd said the Design Committee has not met recently.

*b. Marketing Committee:*

Riley highlighted the Mill Race wedding package program for \$1,000, it has been promoted on the local news.

*c. Parking Committee:*

Casey referred to the previous discussion as his report. The new committee will start meeting as soon as the moratorium has been approved by City Council.

d. *Organizational Committee:*

Ayers said the Organizational Committee has not met but a meeting has been scheduled and they will report back at the October DDA meeting.

e. *Economic Development Committee:*

Cozart said the committee has not met. Cozart will reach out to Casey to see how the EDC can assist with the newly formed parking committee to look at parking credits and overnight permits.

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

- a. Economic Development Committee- TBD
- b. Marketing Committee Meeting – October 1, 2020
- c. Design Committee Meeting – October 12, 2020
- d. Executive Committee Meeting – October 14, 2020
- e. DDA Board Meeting – October 20, 2020
- f. Parking Committee Meeting - TBD

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

Ward said a resident requested the Clock Tower chimes be turned off because it is the worst collection of tunes, they have ever heard. Ward asked the Board if that was something we should pursue? The Board said to leave the Clock Tower chimes as they are.

Long requested an in-person meeting for the parking committee in the City Hall Council room. Long felt there would be ample space to spread out. Sullivan said it is possible but was concerned about how many audience members may attend. Casey said we will see how many attend the first meeting via Zoom and we can then decide where to meet at future meetings.

The next DDA Board meeting is scheduled for October 20, 2020.

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

**Meeting adjourned at 9:16 am**

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

QUARTERLY BUDGET AMENDMENT REPORT FOR CITY OF NORTHVILLE

Year Ended 06/30/2021

Attachment 4.g

1ST QUARTER BUDGET AMENDMENTS

Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL NUMBER	DESCRIPTION	ADOPTED BUDGET	QTR 1 AMENDMENTS	QTR 2 AMENDMENTS	QTR 3 AMENDMENTS	QTR 4 AMENDMENTS	FINAL AMENDED BUDGET	YTD ACTUAL	PCT OF BUDGET USED
DEPT: 000-									
GRANTS									
370-000-528.000	OTHER FEDERAL GRANTS	0	18,866	0	0	0	18,866	0	0.00
	GRANTS	0	18,866	0	0	0	18,866	0	0.00
GRANTS & OTHER LOCAL SOURCES									
370-000-586.020	SPONSORSHIPS	39,500	(14,500)	0	0	0	25,000	10,625	42.50
	GRANTS & OTHER LOCAL SOURCES	39,500	(14,500)	0	0	0	25,000	10,625	42.50
INTEREST									
370-000-664.000	INTEREST - COMERICA INVESTMENT	5,000	(4,985)	0	0	0	15	15	102.80
370-000-664.190	INTEREST - MI CLASS 1 DIST	750	(650)	0	0	0	100	15	15.13
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000	1,000	0	0	0	6,000	1,086	18.10
370-000-664.300	UNREALIZED MARKET CHANGE IN IN	0	300	0	0	0	300	301	100.47
370-000-664.400	INVESTMENT POOL BANK FEES	(400)	0	0	0	0	(400)	(13)	3.22
370-000-664.500	INVESTMENT ADVISORY FEES	(750)	0	0	0	0	(750)	(43)	5.79
370-000-664.600	BANK LOCKBOX FEES	(550)	0	0	0	0	(550)	(44)	8.01
370-000-664.700	CUSTODIAL FEES	(130)	0	0	0	0	(130)	(17)	13.07
	INTEREST	8,920	(4,335)	0	0	0	4,585	1,300	28.37
MISCELLANEOUS REVENUES									
370-000-659.110	RENTS-SHORT TERM	500	(500)	0	0	0	0	0	0.00
370-000-666.000	MISCELLANEOUS REVENUE	200	0	0	0	0	200	0	0.00
370-000-667.000	INSURANCE PROCEEDS	0	4,422	0	0	0	4,422	4,422	100.01
	MISCELLANEOUS REVENUES	700	3,922	0	0	0	4,622	4,422	95.68
PROPERTY TAXES									
370-000-403.000	CURRENT PROPERTY TAXES	737,956	(30,817)	0	0	0	707,139	638,504	90.29
370-000-403.010	DDA OPERATING LEVY	61,418	0	0	0	0	61,418	56,755	92.41
370-000-403.040	LOCAL COMMUNITY STABILIZATION	34,000	92	0	0	0	34,092	0	0.00
370-000-418.000	PROPERTY TAXES - OTHER	(1,500)	500	0	0	0	(1,000)	0	0.00
	PROPERTY TAXES	831,874	(30,225)	0	0	0	801,649	695,259	86.73
FUND BALANCE RESERVE									
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	0	42,008	0	0	0	42,008	0	0.00
	FUND BALANCE RESERVE	0	42,008	0	0	0	42,008	0	0.00
TOTALS FOR DEPT 000-		880,994	15,736	0	0	0	896,730	711,606	79.36
TOTAL Revenues		880,994	15,736	0	0	0	896,730	711,606	79.36
DEPT: 753-DPW SERVICES									
370-753-706.000	WAGES - REGULAR FULL TIME	13,740	0	0	0	0	13,740	204	1.48
370-753-707.000	WAGES - REGULAR OVERTIME	1,220	0	0	0	0	1,220	0	0.00
370-753-939.000	AUTOMOTIVE SERVICE	500	0	0	0	0	500	383	76.51
370-753-943.000	EQUIPMENT RENTAL - CITY	10,600	0	0	0	0	10,600	781	7.37
370-753-967.000	FRINGE BENEFITS	14,595	0	0	0	0	14,595	206	1.41

Year Ended 06/30/2021

1ST QUARTER BUDGET AMENDMENTS

Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL NUMBER	DESCRIPTION	ADOPTED BUDGET	QTR 1 AMENDMENTS	QTR 2 AMENDMENTS	QTR 3 AMENDMENTS	QTR 4 AMENDMENTS	FINAL AMENDED BUDGET	YTD ACTUAL	PCT OF BUDGET USED
TOTALS FOR DEPT 753-DPW SERVICES		40,655	0	0	0	0	40,655	1,574	3.87
DEPT: 861-DESIGN COMMITTEE									
370-861-706.000	WAGES - REGULAR FULL TIME	16,845	0	0	0	0	16,845	3,215	19.08
370-861-710.000	WAGES - PART TIME	31,185	0	0	0	0	31,185	11,903	38.17
370-861-726.000	SUPPLIES	575	0	0	0	0	575	43	7.46
370-861-740.050	DOWNTOWN MATERIALS	19,700	17,600	0	0	0	37,300	1,453	3.90
370-861-751.000	FUEL & OIL	500	0	0	0	0	500	4	0.81
370-861-801.000	CONTRACTUAL SERVICES	49,580	1,650	0	0	0	51,230	2,170	4.24
370-861-801.160	RESTROOM PROGRAM	2,750	0	0	0	0	2,750	719	26.13
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000	0	0	0	0	2,000	0	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	28,810	0	0	0	0	28,810	0	0.00
370-861-913.000	VEHICLE INSURANCE	370	15	0	0	0	385	290	75.19
370-861-920.010	ELECTRIC POWER	3,360	1,000	0	0	0	4,360	137	3.15
370-861-920.020	NATURAL GAS	4,090	0	0	0	0	4,090	193	4.72
370-861-920.030	WATER & SEWER SERVICE	8,440	0	0	0	0	8,440	1,078	12.77
370-861-967.000	FRINGE BENEFITS	10,490	0	0	0	0	10,490	2,391	22.79
370-861-976.010	STREET FURNISHINGS	15,640	2,185	0	0	0	17,825	2,315	12.99
TOTALS FOR DEPT 861-DESIGN COMMITTEE		194,335	22,450	0	0	0	216,785	25,911	11.95
DEPT: 862-MARKETING									
370-862-706.000	WAGES - REGULAR FULL TIME	16,845	0	0	0	0	16,845	3,215	19.08
370-862-710.000	WAGES - PART TIME	19,325	0	0	0	0	19,325	2,980	15.42
370-862-726.000	SUPPLIES	150	0	0	0	0	150	0	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	58,500	(4,000)	0	0	0	54,500	14,907	27.35
370-862-785.000	BUSINESS RETENTION PROGRAM	2,660	0	0	0	0	2,660	0	0.00
370-862-801.000	CONTRACTUAL SERVICES	59,000	6,450	0	0	0	65,450	23,636	36.11
370-862-801.340	WEB SITE MAINTENANCE	900	0	0	0	0	900	525	58.33
370-862-967.000	FRINGE BENEFITS	8,500	0	0	0	0	8,500	1,608	18.91
TOTALS FOR DEPT 862-MARKETING		165,880	2,450	0	0	0	168,330	46,871	27.84
DEPT: 863-PARKING									
370-863-706.000	WAGES - REGULAR FULL TIME	8,425	0	0	0	0	8,425	1,607	19.08
370-863-710.000	WAGES - PART TIME	1,935	0	0	0	0	1,935	298	15.40
370-863-726.000	SUPPLIES	50	0	0	0	0	50	0	0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	500	0	0	0	0	500	0	0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000	0	0	0	0	50,000	0	0.00
370-863-950.260	OPER TFR TO PARKING FUND	118,220	0	0	0	0	118,220	0	0.00
370-863-967.000	FRINGE BENEFITS	3,655	0	0	0	0	3,655	712	19.47
TOTALS FOR DEPT 863-PARKING		182,785	0	0	0	0	182,785	2,617	1.43
DEPT: 864-ORGANIZATIONAL									
370-864-706.000	WAGES - REGULAR FULL TIME	21,055	0	0	0	0	21,055	4,018	19.09
370-864-710.000	WAGES - PART TIME	9,665	0	0	0	0	9,665	1,490	15.42
370-864-726.000	SUPPLIES	850	0	0	0	0	850	57	6.69
370-864-730.000	POSTAGE	100	0	0	0	0	100	0	0.00
370-864-731.000	PUBLICATIONS	65	0	0	0	0	65	130	200.06
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,100	665	0	0	0	2,765	1,897	68.60
370-864-802.010	LEGAL SERVICES - GENERAL	3,500	0	0	0	0	3,500	490	13.99
370-864-805.000	AUDITING SERVICES	4,965	0	0	0	0	4,965	0	0.00
370-864-900.000	PRINTING & PUBLISHING	1,315	0	0	0	0	1,315	41	3.11
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,460	(285)	0	0	0	6,175	2,315	37.48
370-864-920.000	UTILITIES	1,420	0	0	0	0	1,420	324	22.81
370-864-956.000	CONTINGENCIES	2,980	0	0	0	0	2,980	0	0.00
370-864-958.000	MEMBERSHIP & DUES	745	100	0	0	0	845	575	68.05
370-864-960.000	EDUCATION & TRAINING	1,250	0	0	0	0	1,250	45	3.60

Year Ended 06/30/2021

1ST QUARTER BUDGET AMENDMENTS

Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL NUMBER	DESCRIPTION	ADOPTED BUDGET	QTR 1 AMENDMENTS	QTR 2 AMENDMENTS	QTR 3 AMENDMENTS	QTR 4 AMENDMENTS	FINAL AMENDED BUDGET	YTD ACTUAL	PCT OF BUDGET USED
370-864-967.000	FRINGE BENEFITS	9,505	0	0	0	0	9,505	1,877	19.74
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,710	0	0	0	0	12,710	0	0.00
TOTALS FOR DEPT 864-ORGANIZATIONAL		78,685	480	0	0	0	79,165	13,259	16.75
DEPT: 865-ECONOMIC DEVELOPMENT									
370-865-706.000	WAGES - REGULAR FULL TIME	21,055	0	0	0	0	21,055	4,018	19.09
370-865-710.000	WAGES - PART TIME	3,865	0	0	0	0	3,865	596	15.42
370-865-726.000	SUPPLIES	200	0	0	0	0	200	0	0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	500	0	0	0	0	500	0	0.00
370-865-967.000	FRINGE BENEFITS	9,055	0	0	0	0	9,055	1,768	19.52
TOTALS FOR DEPT 865-ECONOMIC DEVELOPMENT		34,675	0	0	0	0	34,675	6,382	18.41
DEPT: 945-DEBT SERVICE									
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,335	0	0	0	0	174,335	12,168	6.98
TOTALS FOR DEPT 945-DEBT SERVICE		174,335	0	0	0	0	174,335	12,168	6.98
DEPT: 999-RESERVE ACCOUNTS									
370-999-999.000	UNALLOCATED RESERVE	9,644	(9,644)	0	0	0	0	0	0.00
TOTALS FOR DEPT 999-RESERVE ACCOUNTS		9,644	(9,644)	0	0	0	0	0	100.00
TOTAL Expenditures		880,994	15,736	0	0	0	896,730	108,782	12.13
TOTAL FOR FUND 370									
REVENUES:		880,994	15,736	0	0	0	896,730	711,606	79.36
EXPENDITURES		880,994	15,736	0	0	0	896,730	108,780	12.13
NET OF REVENUES vs. EXPENDITURES		0	0	0	0	0	0	602,826	0.00

Line Item #	Classification	Description of Amendment	Increase in Planned Earnings	Decrease in Planned Earnings
<b>Revenue</b>				
370-000-403.00	Current Property Taxes	Millage reduction – annual adjustment		\$30,817
370-000-403.00	Current Property Taxes	Captured street millage		\$89
370-000-403.04	PPT Reimbursement	Actual amount from stabilization share	\$92	
370-000-418.00	Property Taxes – Other	Reserve tax appeals	\$500	
370-000-528.00	Other Federal Grants	Cares Act #1 and #2	\$18,866	
370-000-586.02	Sponsorships	Skeletons – No revenue from kick off event		\$4,000
370-000-586.02	Sponsorships	Wednesday Night Concerts – event cancelled		\$3,000
370-000-586.02	Sponsorships	Friday Night Concerts – modified		\$5,000
370-000-586.02	Sponsorships	Christmas – event cancelled		\$2,500
370-000-659.11	Town Square Rental	No rentals in 2020-21 scheduled		\$500
370-000-667.00	Insurance Proceeds	Pay out for light pole damage	\$4,422	
370-000-664.00	Investments – Short Term	Interest rates down		\$4,985
370-000-664.19	Investments – Long Term	Interest rates down		\$650
370-000-664.20	Investments – Long Term	Interest rates up	\$1,000	
370-000-664.30	Unrealized Market Change	Change in market	\$300	
<b>Subtotal</b>			\$25,180	\$51,541
<b>Total</b>				<b>-\$26,361</b>
			<b>Reduction in Planned Spending</b>	<b>Increase in Planned Spending</b>
<b>DPW</b>				
none				

<b>Design</b>				
370-861-740.05	Downtown Materials	Town Square Christmas Tree – Decorations		\$1,200
370-861-740.05	Downtown Materials	Holiday Lights – Town Square Lighting		\$15,000
370-861-740.05	Downtown Materials	Maintenance Equipment for Social District		\$1,400
370-861-801.00	Contractual Services	Fence Repair – Mary Alexander Court		\$1,650
370-861-913.00	Vehicular Insurance	Actual Cost		\$15
370-861-920.01	Electrical Service	EV Charging costs – No Sponsor		\$1,000
370-861-876.01	Street Furniture	Trash Receptacles purchase		\$2,185
<b>Marketing</b>				
370-862-784.00	Downtown Programming	Northville Chamber – No events	\$3,000	
370-862-784.00	Downtown Programming	Friday Night Concerts – Additional concerts through Oct.		\$11,000
370-862-784.00	Downtown Programming	Wednesday Night Concerts – No events	\$6,000	
370-862-784.00	Downtown Programming	Skeletons are Alive Festival – No kick off party	\$6,000	
370-862-801.00	Contractual Services	Graphic Design Costs – increase for additional signage		\$1,750
370-862-801.00	Contractual Services	Signage for Expanded Seating and Social District		\$4,000
370-861-801.00	Contractual Services	Branding consulting final payment		\$700
<b>Parking</b>				
None				
<b>Organizational</b>				
370-864-801.19	Technology Services	Comcast DSL, use with Zoom Meetings		\$1,070
370-864-801.19	Technology Services	Email Archive System – actual cost	\$5	
370-864-801.19	Technology Services	IT Right	\$975	



370-864-801.19	Technology Services	Closed Captioning Service – Required by Gov. Orders		\$140
370-864-801.19	Technology Services	Carlisle Wortman Zoom Services		\$375
370-864-801.19	Technology Services	Speakers and Cameras		\$60
370-864-910.00	Insurance – MMRMA	Per schedule	\$285	
370-864-958.00	Membership & Dues	MDA – contribution for lobbying and legislative expenses		\$100
<b>Economic Dev.</b>				
None				
			\$16,265	\$41,645
				<b>-\$25,380</b>
<b>Total Impact to DDA Budget to date</b>				<b>-\$51,741</b>

Downtown MLCC Permits					
Legal Name	Address	Outdoor Dining Permit	204a	Social District	2nd Bar
160 Main	160 E. Main	X	X	X	X
Browndog Creamery	120 E. Main	X	X	X	X
Center Street Grill	135 N. Center	X	X	X	X
Eagles	113 S. Center	X	X		
Edwards	115 N. Center	X			
Genitti's Hole-in-the-Wall	108 E. Main	X	X	X	
Great Harvest Bread Co.	139 E. Main	X			
Joseph's Coney Island	113 W. Main	X			
Koji	146 Mary Alexander Court				
LaShish	133 W. Main, Ste 201				
LeGeorge	124 E. Main	X	X		
Los Tres Amigos	144 Mary Alexander Court	X	X	X	
Lucy & the Wolf	102 E. Main	X	X	X	
New Bangkok Thai	250 N. Center				
Northville Sports Den	133 W. Main, Ste 102	X			
Poole's Tavern & Bak Bar	157 E. Main	X	X	X	
Rebeccas	134 N. Center	X			
Simply Wine	109 N. Center Street	X		X	
Table 5	126 E. Main	X	X	X	
The Garage Grill	202 W. Main	X			
Tiramisu Ristorante	146 MainCentre	X			
Tuscan Café	141 E. Main	X			

<b>Name of Business</b>	<b>Outdoor Plan</b>	<b>How much Room?</b>	<b>Stand Up Dining Area</b>	<b>Carry Out Dish?</b>	<b>Vendor Kiosk</b>	<b>Additional Outdoor Vendors</b>
Browndog Creamery	Winter Structure	Same	Yes	Yes	Yes	NV first
Tuscan Café	Outdoor Kiosks		Yes	Yes	Yes*	
160 Main	Winter Structure	Same	No	No	No	
North Center Brewing	No Outdoor Seating	N/A	Yes	Yes	Yes	
Great Harvest	No structure	Same				
Northville Sports Den	Tent - one large	Same				
Poole's Tavern	Enclose outdoor area	Roof area only	No	No	No	No
LeGeroge	Shared Tent					
Genittis						
Edwards						
Table 5	Shared Tent					
Lucy & the Wolf	Shared Tent					
Los Tres Amigos						
*(If Health department fees are not too high)						

Name	Comment		
Tuscan Café	Need curling rinks or ice skating rink. Need activities to attract people, not just food.		
160 Main	Need scheduled attractions		
	Future years should be explored.		
North Center Brewing	Need additional things other than food/alcohol - music, ice sculptures, entertainment.		
	Weekends only		
Questions?	Would restaurants need vendor licenses from Health Department? How much?		
	Would DDA have money for tent costs or to decorate the outdoors?		
	How will the snow be removed?		

# Northville Winter Outdoor Dining

## Toddy in the Ville

O|X Studio - October 14, 2020

# Purpose & Goals

Support the seasonal outdoor dining experience in Northville's downtown social district by

- ❖ Designing modular food & beverage stands
- ❖ Designing modular “pods” for visitors to enjoy food & beverages from restaurants and/or the food & beverage stands

Structures shall be of high-quality and durable, allowing usage for several years. Structures shall be moveable by a forklift. Modular nature of the structures allows for individual placement or in placement in groups.

All structures shall support identification of sponsors (signage). Structure shall support lighting and heating for use during the colder seasons.

# Overview

## Purpose & Goals

### Food & Beverage Stands

- Locations, Design & Functionality
- Funding & Occupants

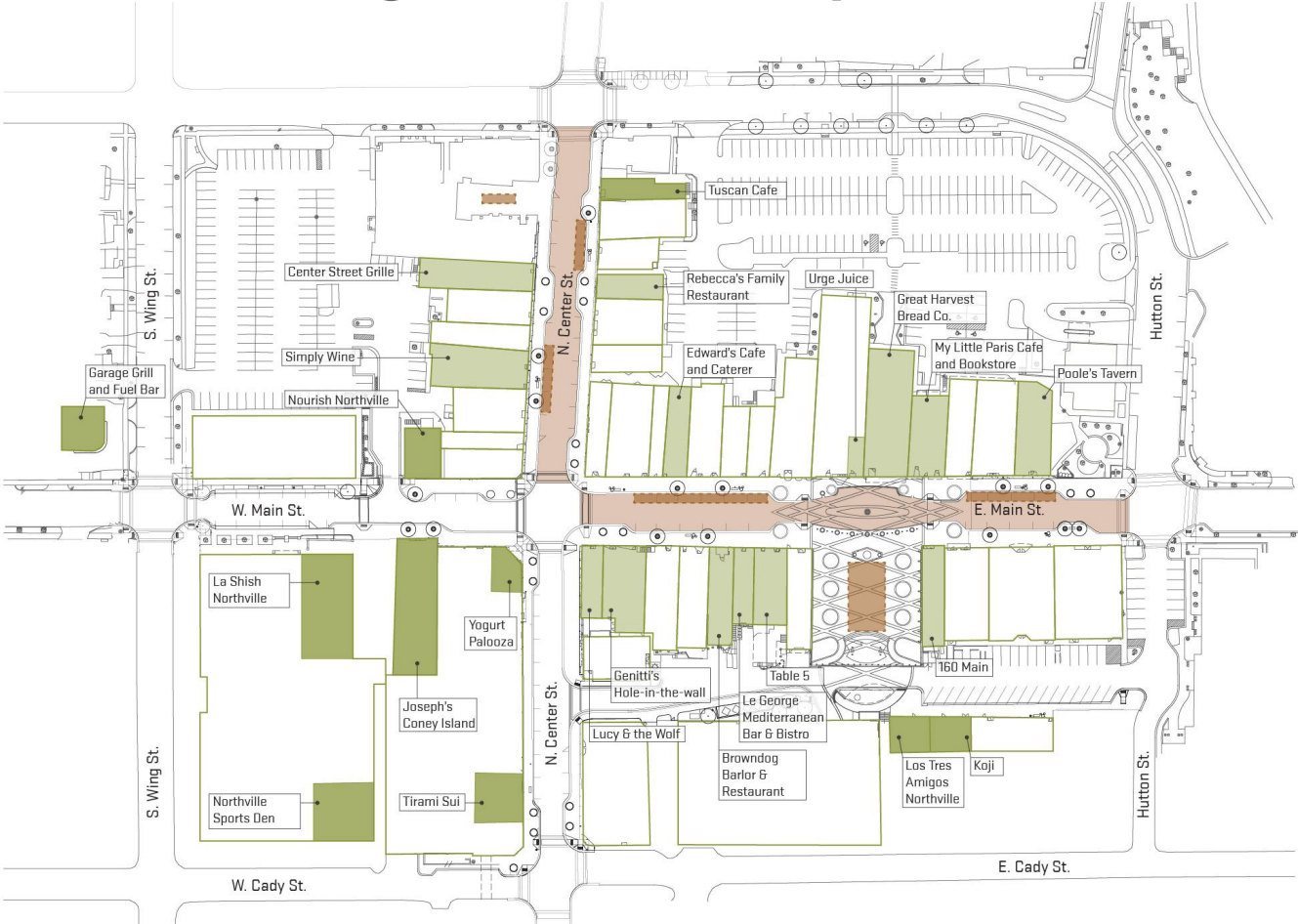
### Social District Pods

- Locations, Design & Functionality
- Budget & Funding

### Next Steps

- Overall Scheduling
  - Create funding campaign
  - Next Meeting Set-up
  - Prototype to Start Construction
-

# Food & Beverage Stands - Proposed Locations



- Existing Outdoor Dining
- Restaurants - Along E. Main St.
- Restaurants - Further Out
- Proposed Module Location
- Traffic Blocked Zone

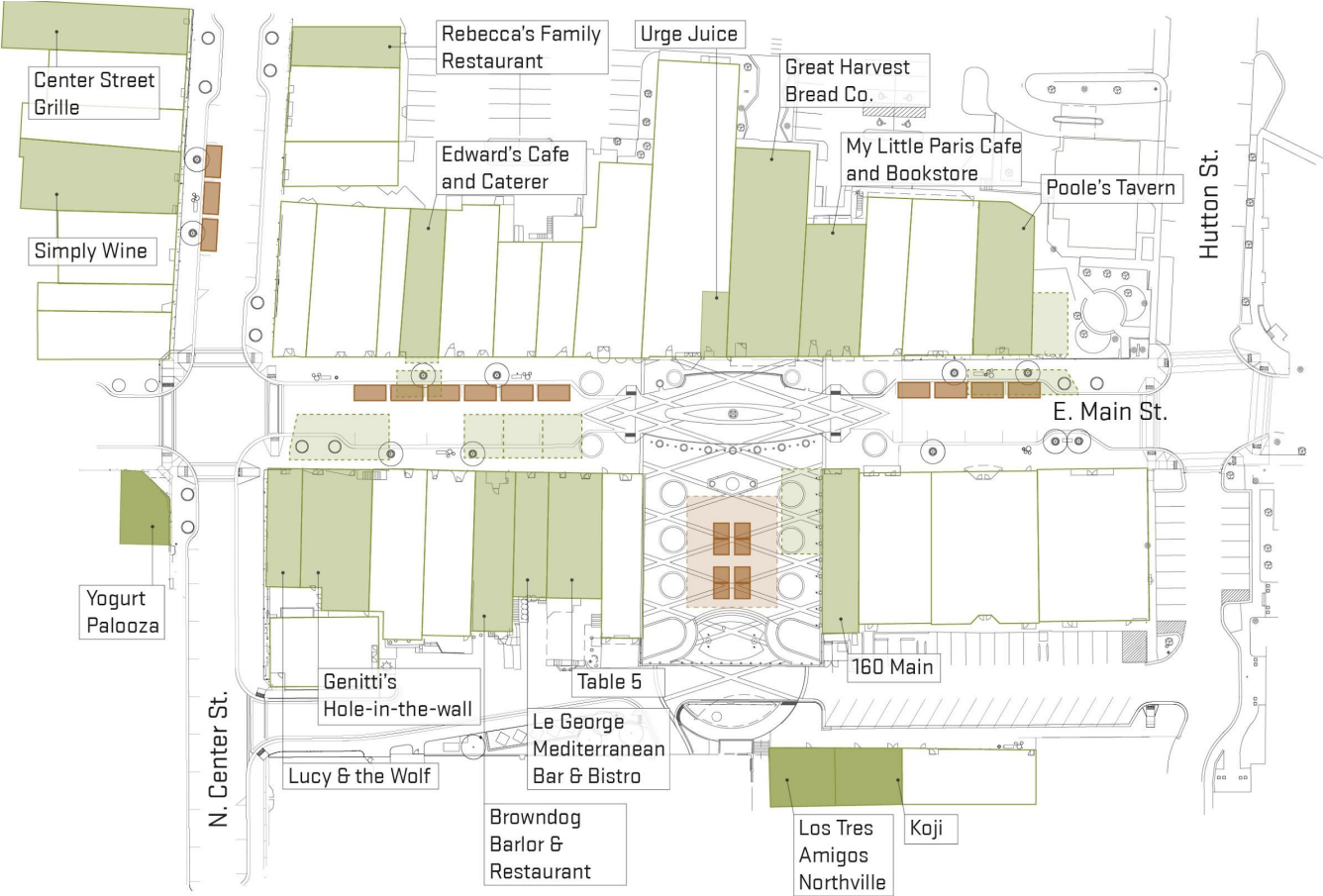


# Food & Beverage Stands - Proposed Locations



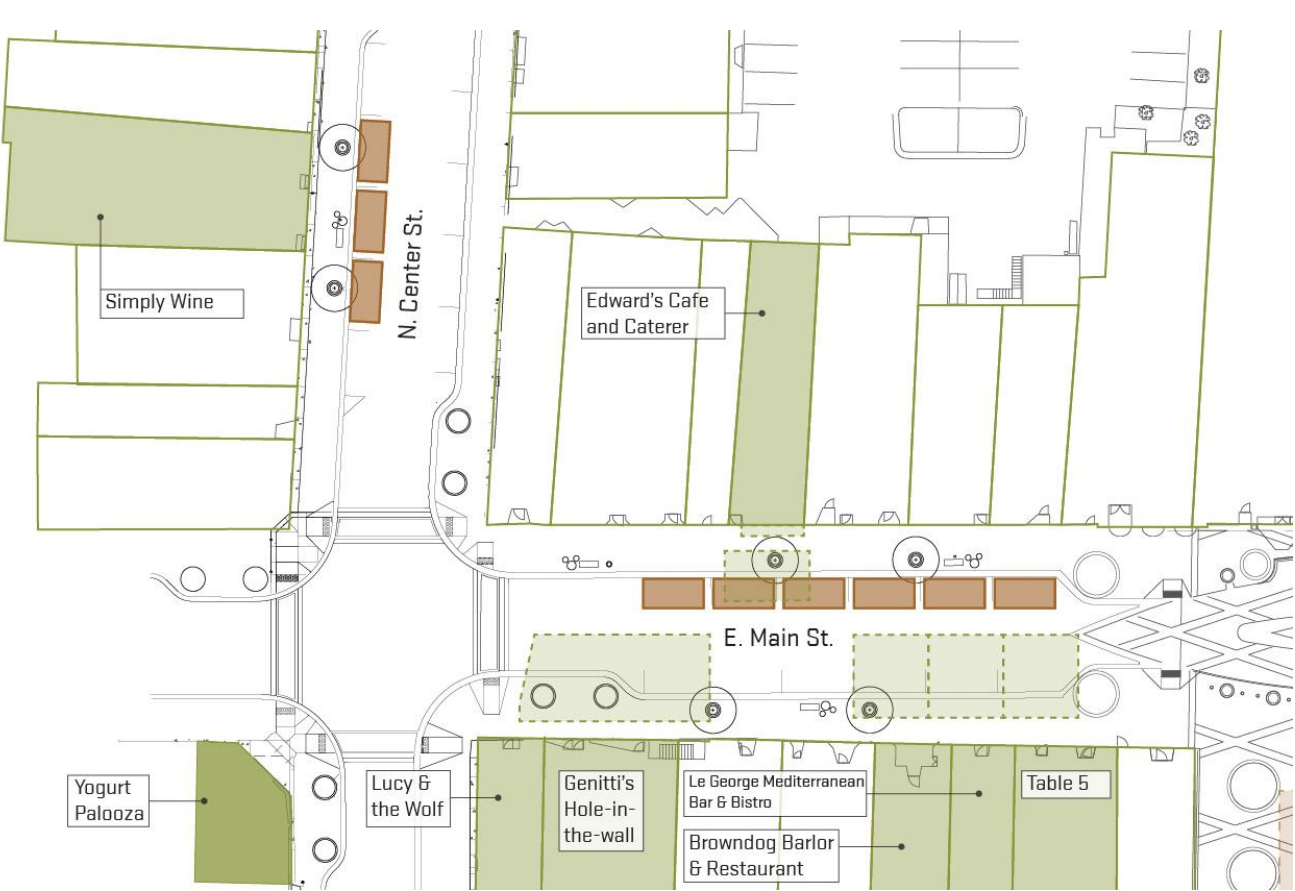
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- Proposed Module Location
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# Food & Beverage Stands - Proposed Locations



- Existing Outdoor Dining
- Restaurants - Along E. Main St.
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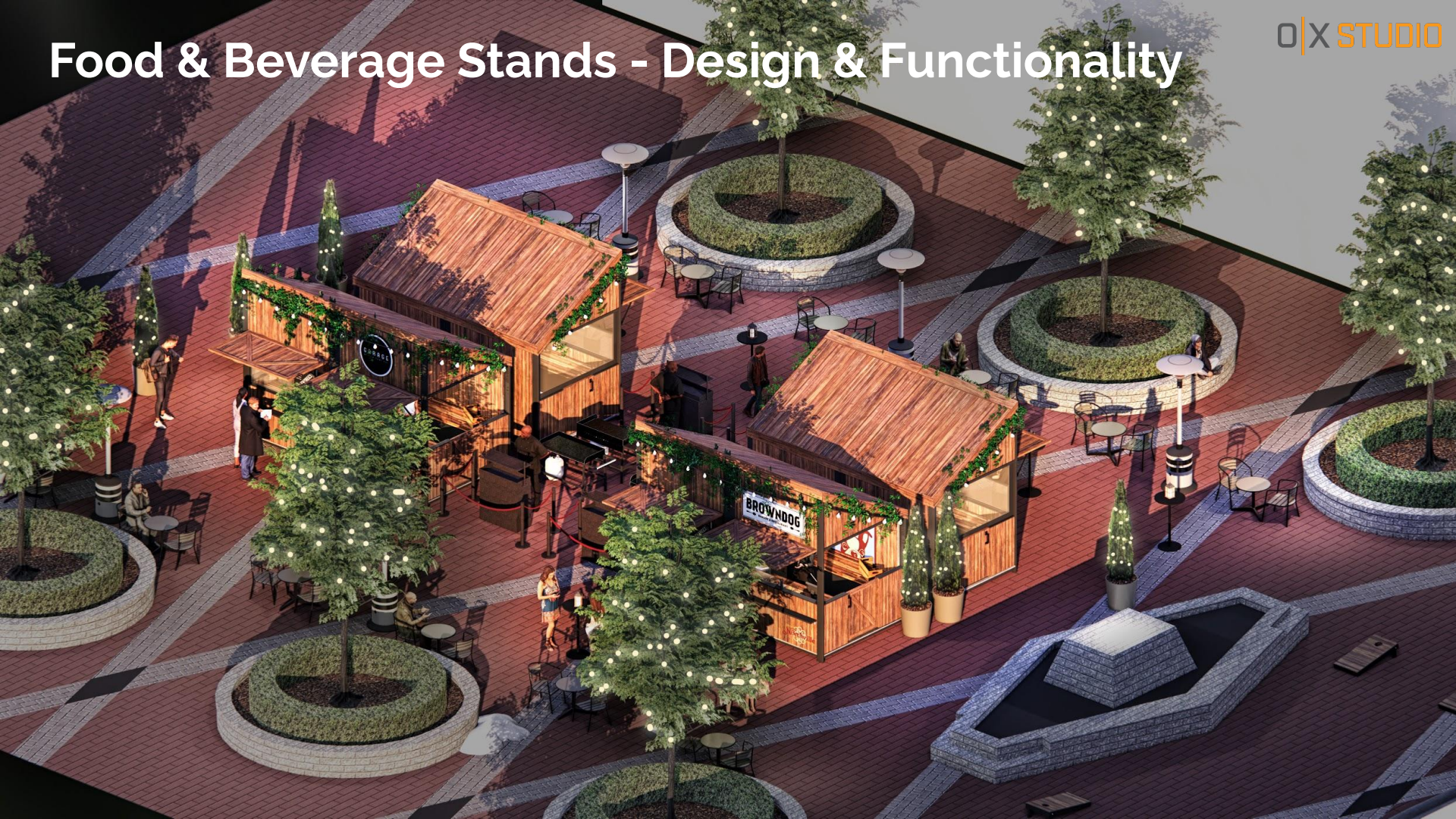
# Food & Beverage Stands - Proposed Locations



- Existing Outdoor Dining
- Restaurants - Along E. Main St.
- Restaurants - Further Out
- Proposed Module Location
- Traffic Blocked Zone



# Food & Beverage Stands - Design & Functionality





# Food & Beverage Stands - Location



Court Plan [4 Groups | 8 Modules]

Potential Outdoor  
Cooking 'Theatre' Zone

Restaurant / retail could  
'lease' a group or even  
just one 8'x8' module



# Food & Beverage Stands - Design & Functionality

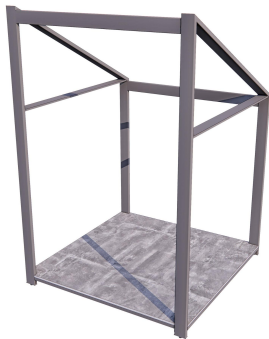




# Food & Beverage Stands - Design & Functionality



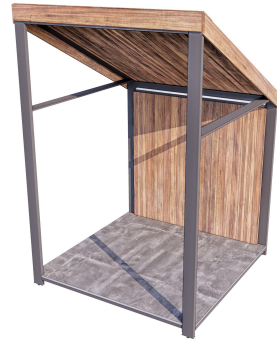
Steel Framing



Plywood Floor w/  
Non-Slip Flooring



Roof Assembly



Rear Wall



Side Wall w/ Swing Door

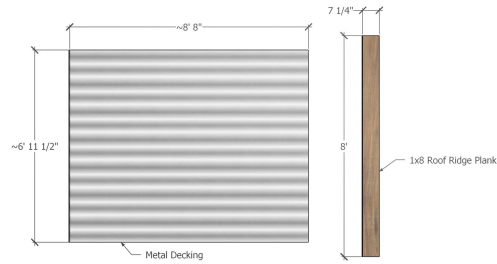


Front Wall - Lift Gate

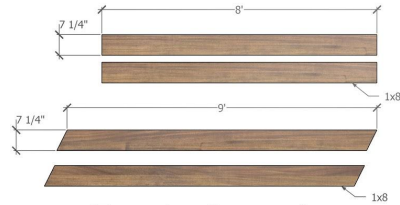


Twin Module

# Food & Beverage Stands - Parts (pt 1)



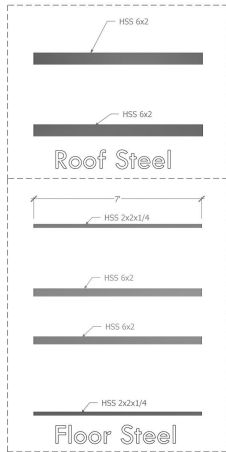
Roof



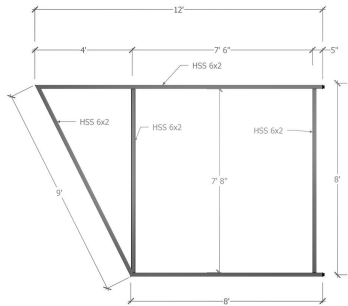
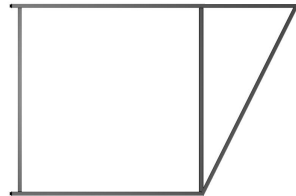
Fascia Boards



Roof Beams

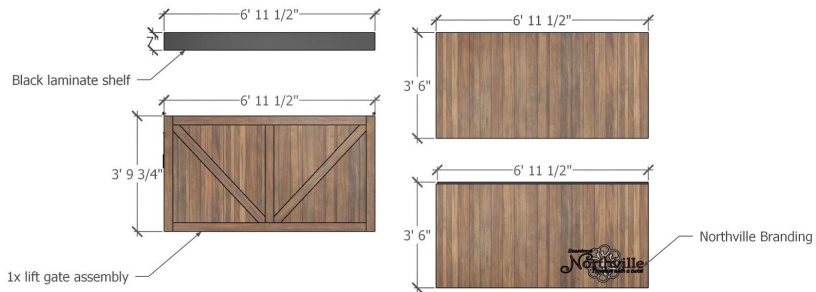
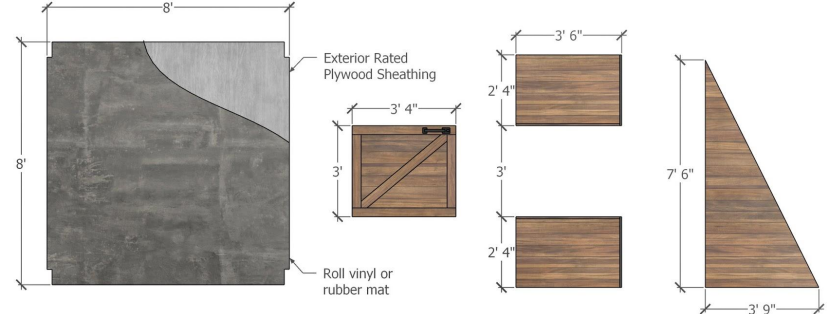


Steel





# Food & Beverage Stands - Parts (pt 2)



## Stands - Funding & Occupants

### Occupants

- ❖ Preferably restaurants that have no direct access to the social district; e.g. Garage Grill, Northville Sports Den, North-Center Brewing, ...
- ❖ Vendors of cold-weather, seasonal food; e.g. Marroni

# Social District Pods - Design & Functionality

OIX STUDIO



# Social District Pods - Design & Functionality



Steel Framing



Wood Deck Flooring



Roof Assembly



Clear Vinyl Roll-up Walls



Dining Table



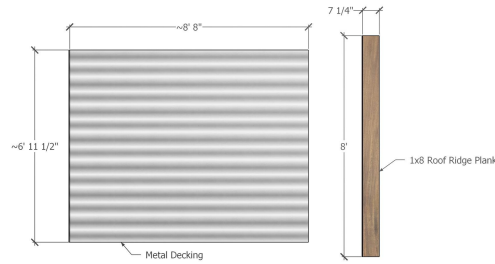
Secondary Module (Half-wall)



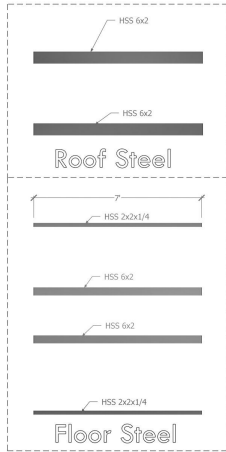
# Social District Pods - Parts



Flooring Consume



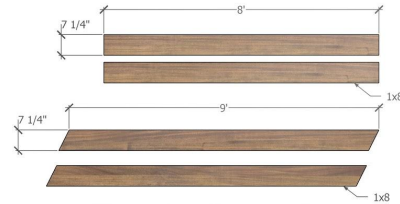
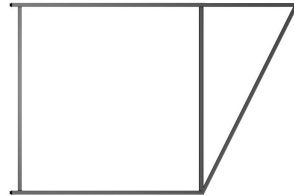
Roof



Roof Steel

Floor Steel

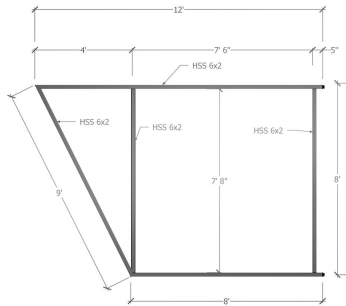
Steel



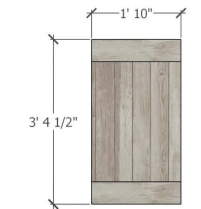
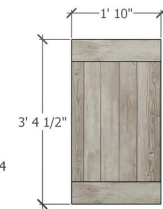
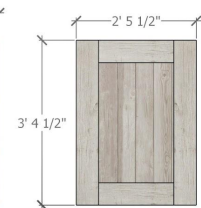
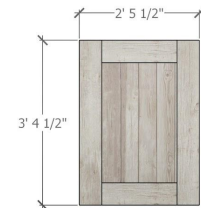
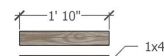
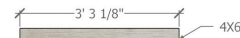
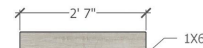
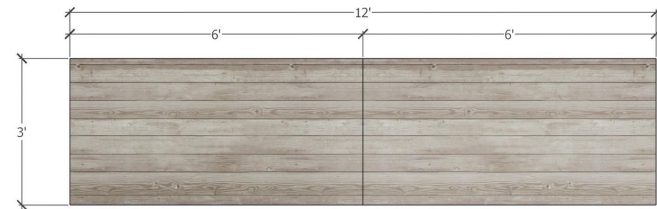
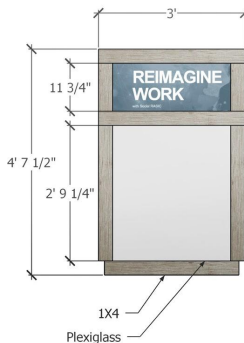
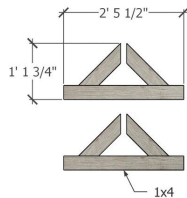
Fascia Boards



Roof Beams



# Social District Table - Parts



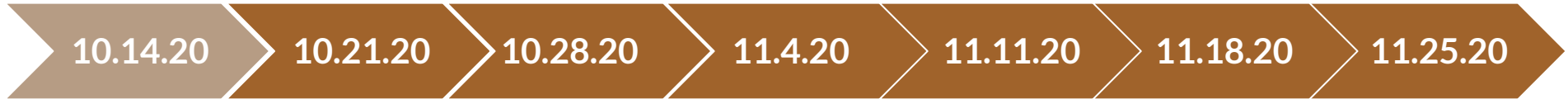
# Schedule | 6 Weeks

- DDA Presentation
- Prototype pod cost estimate
- Schedule
- Talk w/ local builders, fabricators, craftsmen and suppliers

- Work closely with builders to finalize prototype.
- Invite DDA and receive approval of prototype prior to full run.
- Finalize utility sources, incorporate into drawings

- Start construction of pods entire run.
- Continue to monitor pod construction progress. Consider phased installation and roll-out.

Final Install Date



10.14.20

10.21.20

10.28.20

11.4.20

11.11.20

11.18.20

11.25.20

- City meeting with DPW, FD, Building dept, DDA, etc. Consider secondary half bringing in restaurateurs.
- Purchase materials for prototype (Cost sponsored by Up2Go)
- Finalize construction drawings + details.
- Identify utility sources and provisions of cords, propane tanks, etc.

- Secure sponsorship funding for full run of pods.
- Receive final approval of prototype from Northville DDA and stakeholders.

- Identify staging area(s)
- Prep modules for transport
- Print signage for food/beverage stands. Print sponsorship inserts.

## Open Items + Questions

### Utilities

- Electricity & Propane for the Stand & Pods
  - How is it supplied?
  - Who pays for it?

### Operation

- Who assures proper operation
  - Daily opening & shut-down
  - Turning on & off heating/electrical in the pods; as needed





## Design Committee Updates

### Bench Program

All of the benches from the first round of purchases have been sponsored and the plaques and the benches have been installed. A second order of 10 benches have been ordered and the DDA has already had 3 of the benches sponsored. We have continued to have a great deal of trouble with the vendor Conceptual Site Furnishings. We had an order placed when the Pandemic began and we have not received any plaques or benches since that time. Communications have been poor with our reprehensive failing to call back or respond to emails. We have looked into switching vendors but have been unable to find a vendor that produced a similar product for the same price. We have approximately 5 of the old wooden benches left over from the original MainStreet '78 that still need to be retired.

### Downtown Mural

DDA Board, members expressed support for a horse racing themed mural at Main and Centre Streets rather than a historic photo of the downtown. Fabrication and installation are estimated at \$9,300 which is approximately \$3,000 less than the original estimate. DDA staff would like to have the DDA Board authorize the expenditure to get started, however, with the Pandemic, staff is unsure if the funds will be needed for other more pressing expenditures. \$5,000 was budgeted in 2019-20. A budget amendment would need to be approved by the DDA Board in order to complete the project.

### Entranceway Signs

The City Council approved all of the designs for both the entranceway signs and the branding project. The DDA has begun the implementation of the branding project with new business cards, stationary, note cards ordered with the new logos. A new sign and graphics for the DDA office signage will need to be fabricated. Shirts and wearables with the new logos are under consideration. The DDA is working with or current web designer to upgrade our site with the new branding package. This project should be completed by the end of the year.

The DDA turned over the project to DPW to oversee construction drawings and bid specifications for the entranceway signs.

### Fire Pits

The Design Committee has reviewed a design proposal from Ore. The fire pits look similar to the existing fire pits but only weigh 55 pounds so, would be easier to handle. The fire pits come in a variety of finishes, and has the glass cylinder wind-break. The units could include either remote start or timed on/off, and includes an emergency off button. This would allow the DDA to program the fire pits to turn on and off at specific times and would be used more often. The units are approximately \$10,000 for a pair of the fire pits, plus, handling and installation. This project will most likely not be completed this year.

## Bike Racks and Hoops



DDA staff worked with the bike stores to get additional bike racks out the past 7 months. It appears that more people were walking and riding bikes into the downtown and needed a place to park them. Racks were placed at each of the entrances to the social district. Single hoops and additional racks should be ordered over the winter to be ready for spring time. Signage was also placed downtown to remind bikers to walk their bikes through the social district.

## Tables & Chairs

Tables and chairs were moved from Town Square to Old Church Square to accommodate the increase in visitors to the downtown. In the summer, the DDA ordered more tables and chairs that were installed on Center Street near Main. They have been utilized by visitors listening to music and having an adult beverage in The Twist. Requests have been made to add even more tables and chairs in roadway for listening to music and adult beverages.

## Banners:



*Cross Street Banner* – Estimate for Cross Street banners range from \$19,00 - \$78,000. A decorative pole by Signs for Crannie was estimated at \$45,000. The \$19,000 pole is a straight metal pole with no finial or base. The DDA had \$35,000 budgeted last year.

*Walkway Banners* – Set of banners was design for the C3 but never implemented. Should we revive? There are no cost estimates with this project.

*Holiday Banners* – The DDA recently had Social District banners fabricated for 18 downtown light poles. The cost was roughly \$60 a banner. The winter banners would be up beginning on December 1 and be up for the entire month of December. The Chamber of Commerce banners will be installed for the month of November with their Veterans program.

### Induction Lights Retrofit

The City's new Sustainability Committee has been meeting and discussing the use of LED vs. Induction lighting for the retro fit kits. They are recommending Induction. DDA staff has an estimate for the kit itself which is \$187.80. In addition, a mounting bracket is required. The DDA has one estimate from out lighting company to manufacture the bracket for \$ 53 a pole. Ward has reached out to Rick Cox, to see if he can manufacture the part locally. DPW has indicated that they are too busy and do not necessarily have the correct licensing to install all of the kits and the DDA will need to contract out the labor. There is a current budget of \$30,000.

Recently the Sustainability Committee met with a representative for ERC and energy coalition group. ERC has recently expanded their offering to include Induction Lighting. The City is exploring using ERC to replace all of their existing lights in City facilities and parking lot and street lighting outside of the downtown with LED. The program works like this – ERC pays for the exchange of out of date lighting with new high energy efficient lighting. ERC is paid back by sharing in the cost of the reduced energy bills. There is no out of pocket expenses for the City. If the DDA were to move forward it might be a good way to implement the upgrade of the remaining 80- 100 lights to Induction lighting.



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

### **PUBLICITY:**

#### **Press Releases Sent:**

- Married by the Mayor at Mill Race Village
- The Twist
- Mod Market One-Year Anniversary

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

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

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

- September 3 – Metro Mode – story on The Twist
- September 9 – Northville Record – story on Van Dam's retirement
- September 11 – WXYZ TV 7 – Mill Race Married by the Mayor
- September 15 – The Jewish News – Restaurant Review of 160 Main & highlight of The Twist

### **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 September issue of The Ville

### **PAID SOCIAL MEDIA:**

- Upcoming: Boosted post for Skeletons and The Twist

## **UPCOMING PAID ADVERTISING:**

### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville for 12-months (October 2020-April 2021)

## September 2020:

### FACEBOOK:

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

Through August 26

Page Likes: 11,364 (77 more than last summary)

Followers: 11,870 (96 more since last summary)

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

Monthly Total Reach: 16,364

Monthly Page Views & Previews: 2,307

Monthly Post Engagement: 11,593

#### **Organic Post ~ Announcement of the Skeletons Returning (included photo)**

Run date(s): September 23 (10:30 a.m.)

Reach: 9,643

Reactions: 307 likes / 35 love / 1 ha ha / 1 wow / 1 sad

Comments: 41 (14 on post / 27 on share)

Shares: 52 (on post)

Post Clicks: 452 (79 photo / 373 other such as page title or “see more”)

#### **Organic Post ~ Announcement of Van Dam’s Retirement (with article)**

Run date(s): September 15 (1:27 p.m.)

Reach: 2,542

Reactions: 86 likes / 30 love / 4 wow / 25 sad

Comments: 36 (5 on post / 31 on share)

Shares: 30 (12 on post / 18 on share)

Post Clicks: 313 (167 link / 146 other such as page title or “see more”)

#### **Organic Post ~ Shared Tuscan Café’s expansion post (with photo)**

Run date(s): September 9 (8:45 p.m.)

Reach: 4,299

Reactions: 217 likes / 39 love / 5 wow

Comments: 31 (30 on post / 1 on share)

Shares: 3 (on post)

Post Clicks: 1,231 (490 photo / 741 other such as page title or “see more”)

#### **Organic Post ~ Labor Day Weekend Reminder of music in The Twist (with photos)**

Run date(s): September 3 (6 p.m.)

Reach: 4,275

Reactions: 14 likes

Comments: 1 (on post)

Shares: 7 (on post)

Post Clicks: 1,03 (76 photo / 27 other such as page title or “see more”)

## **INSTAGRAM:**

Followers: 3,022 (183 more followers since last summary)

77% women / 23% men

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

Insights from last 7 days:

Reach 2,030 (the number of unique accounts that have seen any of our posts)

Impressions: 32,138 (total number of times our posts have been seen)

Interactions: 545

- Profile visits: 134
- Get Directions: 1
- Website taps: 3

### **Top Posts:**

- The Barn Antiques corn hole boards for The Twist (September 23) – 1,390 reach
- Announcement of The Twist Music (September 21) – 1,178 Reach
- Skeletons Announcement (September 23) – 1,083 reach

### **Top Stories:**

- Share of Dancing Eye Gallery's Ruth Bader Ginsburg night light (September 19) – 244 reach
- Share Of Center Street Grille Northville Beautification Award (September 20 – 235 reach
- Share of Lorla's messenger bag (September 20) – 212 reach

## **TWITTER:**

Changed name to Downtown Northville instead of Visit Northville

Followers: 903

This is the first bump in followers in a while

Twitter does not provide many analytics.

## **ADVERTISING:**

### **The Ville:**

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

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