

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Special Meeting of the DDA Board**  
**October 27, 2020**  
**Zoom Meeting**

The special 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, Marilyn Price/City Council, Dave Gutman/Resident, Barbara Morowski-Brown/City Council, Fred Scheill/Resident, Grant Baidas/Pooles Tavern, Manfred Schon/Up2Go, Patrick Geisa/City Council*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA AND CONSENT AGENDA**

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

**SOCIAL DISTRICT UPDATE**

- a. **Winter Plans:** Ward said that this is an ever-changing plan since the Governor shut down the State in March. The majority of businesses and restaurants had tremendous success this summer and fall from the street closures. Now that the weather is getting colder the DDA has had to adjust once again to help the businesses continue to prosper. The DDA has been having meetings with the downtown businesses and a sub-committee was formed to look at creative ideas for the winter months. Ward has reached out to many of the downtown restaurants to get their plans for the winter months. Most of the restaurants plan to construct their own unique outdoor dining structures.
- b. **Heat in the Street:** Ward said Heat in the Street was a concept brought to the DDA by Northville business owner, Manfred Schon. Schon grew up in Germany, where these type of outdoor dining and vending opportunities are popular. Schon's vision is that Northville would embrace the winter not try to build structures it out. The concept includes the design, fabrication, and installation of

Stands and Pods for public use. The Stands are public booths that are constructed for vending. The vendors are existing downtown restaurants who have expressed interest in selling products in the Stands for consumption downtown. Tuscan Café, Browndog, Edwards, and a few other restaurants have expressed interest in vending opportunities downtown. The goal is to fill the Stands with existing downtown businesses.

The Pods will be erected to produce a covered area that can be used to dine on food sold at the pods, “to go” orders from the restaurants, or beverages from the Social District. A couple of Stands would be constructed in Town Square and two additional Stands would be in Old Church Square or on Center Street. The dining Pods would be spread out on the closed streets, N. Center and E. Main. Musicians may provide entertainment to shoppers and diners and can set up in one of the Pods.

Ward invited Schon to join the conversation and speak about the anticipated costs for Heat in the Street. Schon said the revised estimated cost of the Pod is \$10,000 and the Stand is \$13,000 - \$15,000. Each individual unit cost is for one 8 X 8 structure. The cost for the heat and electricity is still unknown. Schon believes that the success of this program will depend on the Stands selling seasonal specialty foods. Ward said the number of Pods and Stands that can be built will be determined by the success of the fundraising.

Schon has graciously agreed to pay for the initial architectural plans and two of the Pods. Ward showed a rendering of the poster that will highlight the 3 different levels of sponsorship contributions (gold, silver & bronze) that will be displayed in every Pod. Ward said there have been several sponsorships already committed from local businesses in support of heat in the Street.

The DDA Organization Committee met prior to the DDA meeting last week and reviewed expenses incurred by the DDA from the Pandemic. The DDA started the fiscal year with \$300,000 in its Fund Balance and has utilized approximately \$25,000 of the fund balance on COVID-19 related expenditures. The DDA has the ability to utilize additional funds from the Fund Balance to participate in the Heat in the Street. In addition to the fabrication of the Stands and Pods, the DDA will need to fund additional staffing to manage the Heat in the Street over the winter months. DDA's seasonal staff is only funded through mid-November.

In addition to The Heat in the Street, the DDA Board may want to consider funding additional lighting throughout the downtown. During the winter, it gets dark much sooner and will require more illumination downtown. As part of the 1st Quarter Budget Amendments approved by the DDA last week, additional funds (\$15,000) were earmarked for downtown lighting. The replacement of the tree lighting in and around Town Square needs to be replaced.

Boyd said he believed the DDA fund balance would be able to support the \$30,000 contribution to heat in the Street. Boyd feels the operational plan should be flushed out along with the construction of the Pods and Stands so we are able

to hit the ground running. Boyd also questioned why there is a special events application. Ward said in talking with Sullivan they decided to amend the current special event application, including the map, to show where all the private restaurant and Heat in the Street Structures will be located so the City Board could approve all of them at once. The only changes on the special event application are the dates and the map. Ward said she would like DDA Board approval so they can bring it to the next City Council meeting. Boyd suggested allowing the Stands to be rent free this year in order to help the businesses continue to thrive. Ward agreed that it would be beneficial given the pandemic constraints to make them rent free. Turnbull asked if the restaurants are eager to use the Stands. Ward said she has received a lot of interest from the downtown restaurants about selling their food in the Stands and also others outside the DDA boundaries. Ward said we would give first priority to the DDA restaurants.

Schon said that he is willing to solicit sponsorships right away if the DDA agrees to move forward. He said he has \$50,000 verbally committed and feels there is more to come.

Casey suggested putting the 4 initial stands all in Town Square because most of the restaurants that would be staffing them are on Main Street. It would have more energy and a better community feeling if they remain together. Ward said the DDA is looking for approval to build 2 Stands (\$30,000) and Up2Go is committing to purchase 2 Pods (\$20,000). Boyd said it will be important to make sure that sponsors know they are not purchasing their own Stand or Pod but that funds will be appropriated and managed by the DDA. All sponsors will be given universal recognition depending on their level of gifting. Ward said every Pod would have a poster with a list of sponsors. Sullivan questioned if the Building Department has seen the structures. Ward said she has sent the original drawing to them and will send the updated version soon. Boyd and Sullivan felt the sponsorship agreement needs to be clear on how long the agreement lasts. Schon feels the sponsorship is less about the recognition a business receives and more about helping the businesses make it through the winter. Sullivan cautioned getting full approval from the Building Department before taking donations from sponsors. Ward feels we need to nail down how the structures are heated and how electricity will be accessed. Ward asked Turnbull how the sponsorship money should be collected and can it be a charitable contribution? Boyd replied that if a business makes a contribution it would be considered a business expense and not a charitable contribution. If the community wants to make a donation then it could be run through the Mayor's 501(c)3 as a charitable contribution.

Sullivan asked how the sponsorship money would be collected and distributed. Ward said she would work with Wiktorowski to set up a special account that the money would flow in and out for Heat in the Street. Schon agreed this would be easiest. Sullivan said we would need City Council approval to waive the competitive bid process and the not to exceed amount. Schon said the architect did go through a competitive bid process when selecting the contractor.

**Motion by Boyd, seconded by Presley** to utilize the DDA fund balance to sponsor a pair of Stands in Town Square not to exceed \$30,000 for Heat in the Street. Funding to be contingent upon an operational plan from the DDA and approval of the Building Department. **Motion carries unanimously.**

- c. **Amended Special Event Application:** Ward requested the DDA Board make a motion to approve the changes discussed previously to the special event application. Sullivan said if the DDA is submitting a change in the event application to the City Council the Department Heads would need to approve it first.

**Motion by Starring, seconded by Buckhave** to approve the amended special events application to include a map of the restaurants and new winter structures for Heat in the Street. **Motion carries unanimously.**

- d. **Lighting:** In addition, DDA staff requests that the DDA Board authorize the expenditure of not to exceed \$15,000 approved in first quarter budget amendment on replacing all of the downtown holiday lighting. The contracted amount would go to the City Council for final approval.

**Motion by Casey, seconded by McKindles** to approve a budget not to exceed \$15,000 to replace all the downtown Holiday lighting. **Motion carries unanimously.**

Presley shared the photos for Table 5 winter dining (car port). Sullivan questioned if the width of the structure would allow for the 18' needed for the fire lane. Ward feels the structure would not interfere with the fire lane. Ward said that several restaurants on Main Street are looking at doing the same structure for uniformity. Presley said how they attach to the street might become an issue. These structures may be used in the summer as well.

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

**Meeting adjourned at 9:22 am**

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