



Special Meeting of the DDA Board of Directors October 27, 2020 - 8:00 a.m.

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. The following is the public link to attend the meeting: <https://us02web.zoom.us/j/84328928019>, US: +1 301 715 8592 6799, Webinar ID: 843 2892 8019. DDA Board members will receive a zoom invitation to participate as a panelist in the meeting.

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

AGENDA

1. Call to Order – Shawn Riley
2. Audience Comments (3-minute limit)
3. Approval of Agenda
4. Social District Update (Attachment 4)
 - a. Winter Plans (Attachment 4.a)
 - b. Heat in the Street (Attachment 4.b)
 - c. Amended Special Event Application (Attachment 4.c)
 - d. Lighting
5. Board and Staff Communications
6. Adjournment – Next Meeting – November 17, 2020



DDA Communications

To: DDA Board of Directors
From: Lori Ward, DDA Director
Subject: Outdoor Winter Dining
Date: October 27, 2020

Background:

Over the past year, the City of Northville/DDA has responded to the challenges created by Covid 19 by utilizing a number of tools to create a plan to maximize both retail and restaurant opportunities. This required looking at the traditional way of conducting business and modifying the plan to give every business a chance to thrive. A special event application was approved by City Council in June that closed down Main Street from Hutton to Center Streets, and N. Center from Main to Dunlap Streets. The special event application also allowed retailers to merchandise outside utilizing the sidewalk and streets for expanded display and sales areas. Restaurants expanded their outdoor dining by utilizing MLCC form 204a. In August, the City/DDA established a Social District, The Twist, that allows patrons to purchase an alcoholic beverage from a participating licensee that can be consumed throughout the downtown in designated commons areas. Music and other entertainment were added to create an inviting and safe atmosphere.

Coming into the colder months, the City/DDA need to make additional modifications to our plan that will allow the businesses to prosper through the fall and winter. MLCC license holders are in the process of converting their existing 204a licenses to 204 licenses that will allow them to serve in an expanded area indefinitely. City Council has already extended the street closure in downtown until March 1st. The continued closure will allow the restaurants to place outdoor dining structures in front of their establishments in order to continue servings patrons outdoors during the colder temperatures. These structures vary in design based on the location and budget of the owners.

At the DDA's October 20th Board meeting the group discussed various ways to continue to encourage patrons to come downtown during the colder weather and to keep up the enthusiasm that has been created with the establishment of the Twist. One concept, Heat in the Street, was discussed. This concept would create an open-air winter market feel commonly seen in European cities. This concept would set Northville apart from other communities as in stead of creating existing enclosed structures, the City/DDA would create an environment that embraces the outdoors. A subcommittee with several members of the DDA Board and Design Committee met the following day to discuss winter structures proposed by the restaurant owners and how the City/DDA could assist with some of the public sector improvements.

Heat in the Street was a concept brought to the DDA by Northville business owner, Manfred Schon. Manfred grew up in Germany, where these type of outdoor dining and vending opportunities are popular. 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 interested 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 outdoor dining service areas would have to comply with reduced occupancy and social distancing requirements under Executive Order, Local county health department orders, and local ordinances related to the Covid-19 pandemic.

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.

Retail businesses will be allowed to place merchandise along the sidewalk in front of their stores for display purposes to increase exposures to Northville visitors or in the streets where it can be accommodated. Musicians will provide entertainment to shoppers and diners and can set up in one of the Pods.

If approved, Heat in the Street would begin in mid-November once the initial round of Stands and Pods have been fabricated and installed. The structures would remain up until mid-April. The Stands will be occupied on the weekends Friday through Sunday from 4:00 – 10:00 pm.

Budget:

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 were earmarked for downtown lighting. The replacement of the tree lighting in and around Town Square needs to be replaced. Begonia Brothers have provided a quote for the work. DDA staff has solicited a proposal from Green Electrical and English Gardens to also provide a quote to string Festoon lighting over Town Square.

Recommendation:

DDA staff recommends that the DDA utilize Fund Balance to sponsor a pair of Stands that can be placed together in Town Square. The estimate for the Stands is approximately \$10,000 a piece, plus interior table and chairs. 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.

What are we doing?

We will set up 2 types of modular structures in the Northville social district, one we call Pods and one we call Stands.

The Pods will provide covered spaces for consuming food and beverages at a bar-height table. A module will consist of 2 Pods side-by-side and can accommodate 8-12 people in two separate groups.

The Stands will be available for local restaurants to prepare and/or serve food from.

Both Pods and Stands can be equipped with propane heaters and lighting.



Both structures are based on identical 8 x 8 ft. units constructed of aluminum and composite cladding to assure durability for reuse throughout the year; e.g. Farmers Market. The units are designed to be easily moved with a forklift.

Why are we doing this?

We have experienced great success with the social district. It has drawn people to our downtown and helped the downtown businesses to better deal with the challenges of the COVID-19 pandemic. Now that the colder months are approaching we want to sustain the draw to our community and continue to support our local businesses ... but we will have to change how we draw people to Northville.

Embrace the season ... we are working with our local restaurants to create seasonal dishes and beverages that are meant to keep our guests warm while strolling through town. Such dishes could include soups, stews, chili, roasted chestnuts, latkes, grilled sausages, etc. Beverages such as mulled wine, Irish coffee, hot chocolate, hot toddies, etc.

These dishes could be ordered and picked up by guests directly at the restaurants, or at one of the downtown food Stands.



The above images show potential for eight food stands in Town Square, others could be placed on Main Street, Center Street, and/or Old Church Square off of Center Street.

Depending on the weather and preference, our downtown visitors can enjoy their food and beverages while strolling through town or at one of the many Pods throughout the social district. While the food Stands are obviously dedicated to one restaurant at a time, the Pods are shared structures.



In addition to the seasonal food and beverages, we may organize special themes on weekends, such as a chili night.

Entertainment ... without the table, a 2-Pod module can also serve as a space for a small band or a musician to perform.

What is the investment, and how will we fund it?

The cost for this can be categorized as follows ...

1. 8 x 8 Pod cost
2. 8 x 8 Stand cost
3. Pod Table cost; we may need fewer tables than Pods (e.g. musician pod)
4. Heating units; tanks and overhead heaters
5. Pod & Stand Lighting
6. Pod accessories; e.g. roll-down windscreen on one side, frame for event poster, ...

In addition, there needs to be an operating budget for ...

- A. Initial setup of the structures
- B. Providing electricity to each unit
- C. Propane tank replacement, time and labor
- D. Turning on/off the heating and lights depending on usage of the Pods
- E. Off-season storage of the structures.

The main upfront investment is represented by items 1-4, with current cost estimates at ...

	Budget Item	Est. Cost	Comment
1	8 x 8 Pod	\$8,000	
2	8 x 8 Stand	\$10,000	Does not include any tables or equipment on the inside
3	Pod Table	\$1,600	
4	Heating units	\$1,200	

With the currently planned quantities of structures, the total budget comes out to be ...

Qty.	Item	Budget	Comment
16	8 x 8 Pod	\$128,000	16 Pods will build 8 modules for 8-12 people in 2 groups
4	8 x 8 Stand	\$40,000	
7	Pod Table	\$11,400	1 pair of Pods for musician module
12	Heating units	\$14,400	
		\$193,800	

Funding ... a community pulls together. Our downtown businesses have no chance to “work from home” and sustain their income. Many businesses in town had modest to no negative effect on their business, some even report better than average income. Our primary motivation for the funding of this project is simple, ...

**let’s see if those businesses that were less affected by COVID-19
can help those that are struggling.**

Therefore, our goal would be that those whom we are trying to help, the downtown shops and restaurants, are not burdened at all through this investment. We are doing this for them!

Let a business lead the way ... Up2Go International, a software business with its HQ at 120 W. Main Street, is kicking off the business-based sponsorship. Up2Go is funding the architectural work by OX Studio (Ann Arbor) and also the fabrication of the first 2 Pods. We are working with Up2Go to create a 3-tiered Sponsorship Program.

- ❖ GOLD Sponsor [\$10,000 or more]
- ❖ SILVER Sponsor [\$5,000 - \$9,999]
- ❖ BRONZE Sponsor [\$1,000 - \$4,999]

The current investment budget of approximately \$200,000 can be met by signing up ~8 Gold sponsors, ~14 Silver sponsors, and ~25 Bronze sponsors (\$2,000 avg.). Initial conversations with local businesses suggest that we have a high potential for participation at the Silver and Gold level.

What will we do for the sponsors?

The table inside of each 2-Pod module will have two sections with a “social distancing shield” in the middle. Each side will provide space for up to 6 people to gather around the bar-height table.

The bottom of the separator serves as the housing for a propane tank, and the top will have a 22” x 28” plexiglass frame on each side to hold the event poster, which has some words about the event and lists the sponsors by category.

The Gold sponsors can provide their company’s logo to be displayed around the edges of the poster; see a mock-up image on the following page.

The sponsorship will be shown for the entire length of the event, currently planned from mid-November through mid-April (5 months).

Below are images of the table in each 2-Pod structure with the event/sponsor poster on each side of the table separator.



22" x 28" Poster

Print in plexiglass frame >>>

<<< Gold / Silver / Bronze sponsors are listed in dedicated sections of the poster

<<< Gold Sponsor logos surrounding the event poster



How to sign up for sponsorship and how to contribute the funds?

Modifications can be made to the DDA's current sponsorship package to provide information on the project and sponsorship opportunity. A small team of DDA Board members and business owners can be charged with reaching out to the wider Northville business community to solicit support.

In addition to outside sponsorship, the DDA Organizational Committee has reviewed the DDA's fund balance and believes there is the opportunity for the DDA to participate in the creation of the Stands, which DDA staff strongly believes will be utilized at other times during the year for special event vendors. For example, the Stands could be utilized during Friday night concerts to allow downtown restaurants to sell food during concerts

Note:

As a Gold Sponsor please email a transparent JPG file of your company's logo to lward@ci.northville.mi.us

Outstanding Questions that need to be addressed?

1. Who will install the Stands and Pods?
2. Will we charge to utilize the Stands or are they utilized on a rotating basis with downtown businesses?
3. Where is the source of electricity coming from to light the Stands and Pods? Street lights? GFIs in raised planters? Is the source sufficient?
4. Who will change out the propane tanks every day and where will the propane be stored?
5. Who will turn off the propane tanks and lights each night along with turning off the fire pits in Town Square?
6. Where will the Stands and Pods be stored when not in use?
7. What is the cost of outfitting a Stand for use?
8. What are the hours of operation?

City of Northville Special Events Application

Complete and return this application to the City Manager's Office at least 21 calendar days prior to the starting date of the event.
A new application must be submitted each year.

Event		
Event Name:		
Describe the Event:		
Sponsoring Organization Information		
Legal Business Name:		
Address:	City:	State/Zip:
Mailing Address:	City:	State/Zip:
Telephone:	Email:	
Contact Name:		Title:
Telephone	Email:	
Contact Person on Day of Event		
Name:		Title:
Address:	City	State/Zip:
Telephone:	Cell:	Email:
Type of Event (Check one - See Special Events Policy for additional information)		
<input type="checkbox"/> City Operated/Sponsored Event <input type="checkbox"/> Political or Ballot Issue Event <input type="checkbox"/> Run Event <input type="checkbox"/> Co-sponsored Event (all parties must provide sponsoring info and sign application) <input type="checkbox"/> Other (describe) <input type="checkbox"/> Non-Profit Event <input type="checkbox"/> Wedding <input type="checkbox"/> Block Party <input type="checkbox"/> For Profit Event <input type="checkbox"/> Video or Film Production		
Event Information		
Event Location(s):		
Event Date(s):		
Event Hours:		
Estimated date/time for set up:		
Estimated date/time for clean up:		
Describe set up and clean up procedures (include specifically who will be taking care of trash) :		

Event Information (continued)

Estimated DAILY attendance:

Describe crowd control plans for this event:

Describe the Special Event's impact on adjacent commercial and residential property:

Will sidewalks be used? YES NO

If yes, include a detailed map outlining the proposed sidewalk use

Describe sidewalk use:

Will street closures be necessary? YES NO

*If yes, include a detailed map indicating road closures, emergency vehicle access, and barricade locations
The City of Northville does not have authority to close County roads.*

Describe street closures:

*** Streets closed: Date/Time:**

*** Streets re-open: Date/Time:**

Event Information (continued)

Will parking lot closures be necessary? YES NO

If yes, include a detailed map indicating proposed closures and barricade locations

Describe parking lot closures:

* Parking lot(s) closed: Date/Time:

* Parking lot(s) re-open: Date/Time:

What parking arrangements are proposed to accommodate attendance?

Will music be provided/included during the event? YES NO

Describe type of music proposed: Live Amplification Recorded Loudspeakers

Proposed time music will begin:

Proposed time music will end:

Proposed location of live band/disc jockey/loudspeakers/equipment:

Describe noise control:

Event Information (continued)

Will the event require the use of any of the following municipal equipment:

Sponsoring organization should expect to be charged for use, placement, and maintenance of these items

- Trash Receptacles* Quantity: *Sponsoring Organization may be required to supply a dumpster*
- Barricades Quantity:
- Traffic Cones Quantity:
- Other (describe):

Will the following be constructed or located in the event area?

No stakes of any kind allowed on asphalt or in Town Square

- | <u>Item</u> | <u>Quantity</u> | <u>Item</u> | <u>Quantity</u> |
|------------------------------------|-----------------|--|--------------------------------------|
| <input type="checkbox"/> Booths: | | <input type="checkbox"/> Tables: | |
| <input type="checkbox"/> Tents: | | <input type="checkbox"/> Rides: | |
| <input type="checkbox"/> Awnings: | | <input type="checkbox"/> Portable Toilets: | |
| <input type="checkbox"/> Canopies: | | | (may be required depending on event) |
| <input type="checkbox"/> Rides: | | <input type="checkbox"/> Other (describe): | |

You must attach a plan of the proposed layout. Include the proposed location of booths, tents, tables, portable toilets, rides, routes, etc.

Will the event have kiddie rides, inflatables (i.e. moonwalk), amusement rides, climbing walls, live animals, hot air balloon, etc.?

- YES NO *If yes, additional insurance coverage will be required*

If yes, describe in detail the types of attractions proposed:

Event Information (continued)

Will the event have food, beverage or concessions? YES NO

(See Section X of the Special Events Policy for health department approvals and temporary food license requirements)

Describe:

Do you plan to have alcohol served at this event? YES* NO

** A \$50.00 fee applies to special liquor license applications and Liquor Liability Insurance is required.*

Include proposed location(s) on event layout and describe measures to be taken to prohibit the sale of alcohol to minors or visibly impaired individuals

Will there be temporary electricity at this event ? YES* NO

** An electrical permit is required. Include proposed locations on event layout*

Generators **Use of Light Pole Outlets** **Temporary Distribution Panel**

Do you plan to have special event signs? Yes No

Signs must conform to City ordinances

Describe signs, proposed locations, etc.

Do you plan to use the city entrance signs? Yes No

If yes, you must apply for use through the City Entrance Sign Policy

Do you plan to have banners?

Yes No

If yes, you must apply for use through the Municipal Banner System Policy

Application Check List (failure to provide necessary documentation will delay application review and approval)

I have attached the following items:

- Completed Application
- Event Map (includes detailed event layout for vendors, rides, booths, electrical needs, etc.)
- Detailed Plan showing road closures, sidewalk use, etc.
- Certificate of Insurance and Indemnification (due to City Clerk's Office within 1 week following notice of event approval)
- Insurance Policy Endorsement (due to City Clerk's Office within 1 week following notice of event approval)
- Event Signage (description)
- Driver's License of Applicant

If document is missing, please explain:

The applicant and sponsoring organization understands and agrees to:

Provide a certificate of insurance with all coverages deemed necessary for this event, name the City of Northville as an additional insured on all applicable polices, provide a separate copy of the insurance policy Endorsement, and submit the required documents to the City Clerk's Office no later than one week following notice of event approval.

Execute an Indemnification Agreement on the sponsoring organizations letterhead and submit it to the City Clerk's Office no later than one week following notice of the event approval.

Comply with all City and County ordinances and applicable State laws, City policies and acknowledges that the special events permit does not relieve the applicant or sponsoring organization from meeting any application requirements of law or other public bodies or agencies;

Promptly pay any billing for City services which may be rendered or deemed necessary as part of the event and event approval.

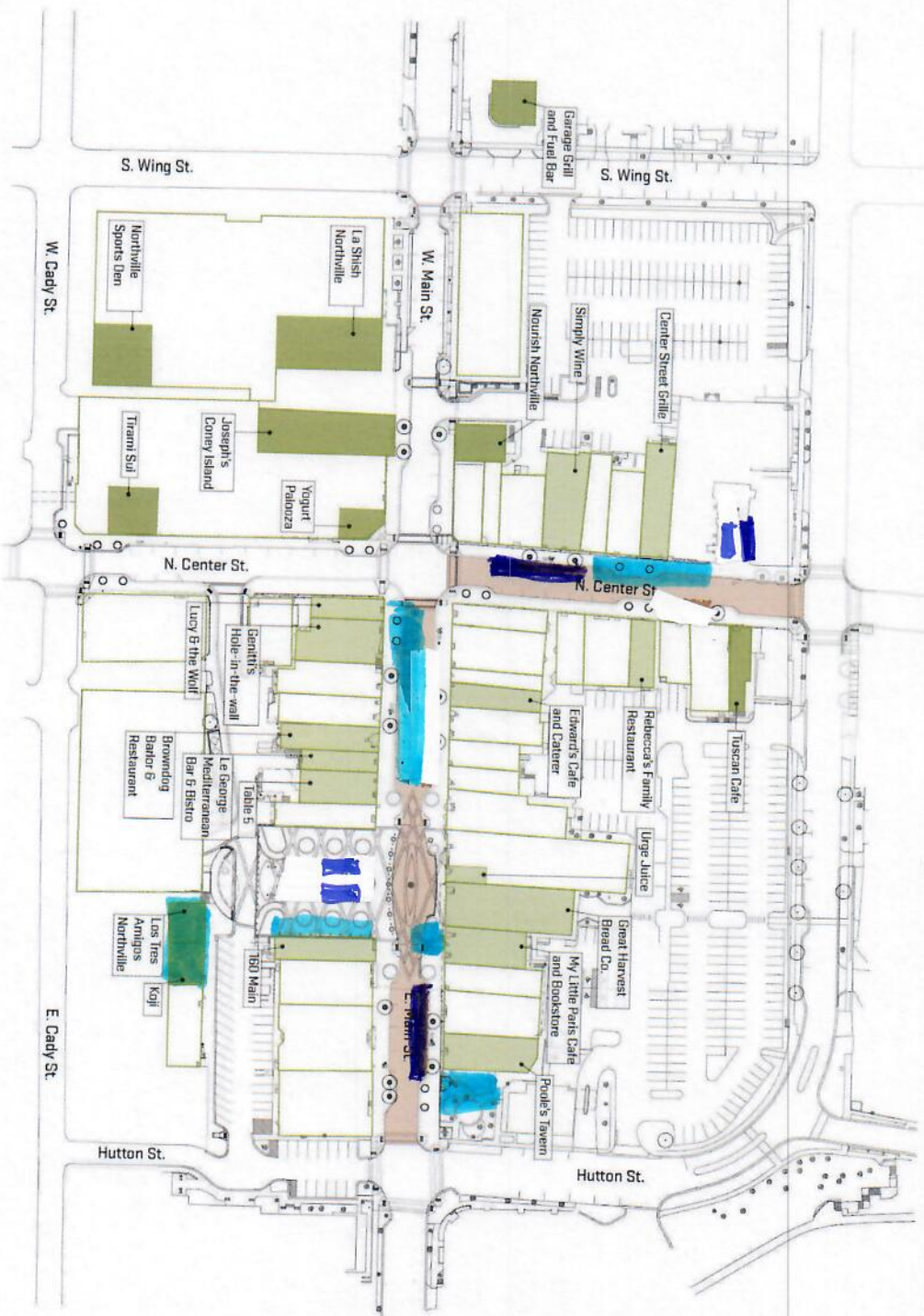
Applicant and sponsoring organization further understands the approval of this special event may include additional requirements and/or limitations based on the City's review of this application, in accordance with the City's Special Events Policy. The applicant and sponsoring organization understands that it may be necessary to meet with City staff during the review of this application and that City Council approval may be necessary. The applicant agrees the sponsoring organization will operate the event in conformance with the written approval.

Applicant understands that he/she (or the sponsoring organization) is responsible for contacting the Michigan Liquor Control Commission and/or the County Health Department to secure any and all permits required for this event.

As the duly authorized agent of the sponsoring organization, I hereby apply for approval of this Special Event and affirm the above understandings. The information provided on this application is true and complete to the best of my knowledge.

Applicant Signature	Date
Co-Applicant Signature	Date
Complete this application and return it, along with all required documentation, to the City Manager's Office at least 21 calendar days prior to the starting date of the event. Please note that a new application must be submitted each year. Any questions about this application can be directed to Michelle Massel at mmassel@ci.northville.mi.us or 248-449-9905. Police, Public Works and Parks & Rec can be reached during the event through Dispatch at 248-349-1234.	Application Receipt Date

Food & Beverage Stands - Proposed Locations



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