



**Meeting of the DDA Board of Directors
City Council Chambers
October 31, 2023 - 8:00 a.m.**

AGENDA

1. Call to Order – Shawn Riley
 - Introduction of new DDA Board Member Robert Miller
2. Audience Comments (3-minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. September Revenue and Expenditure Report (Attachment 4.a)
 - b. September 2023 Invoice Report (Attachment 4.b)
 - c. September 26, 2023 DDA Meeting Minutes (Attachment 4.c)
5. River Park and Central Park - Presentation by Seth Herkowitz, Hunter Pasteur Homes
6. Interlocal Agreement between DDA and Brownfield Redevelopment Authority (Attachment 6)
7. Reopening Downtown Streets
 - a. Update on Lawsuit
 - b. Bollard Update
 - c. Removal of Structures
 - d. Reopening Streets
 - e. Next Steps
8. Information and Updates
 - a. Design Committee – No Update
 - b. Marketing Committee – Shawn Riley
 - i. PR Summary (Attachment 8.b.i)
 - ii. Event Updates
 - c. Organizational Committee – DJ Boyd
 - d. Economic Development Committee – No Update
 - i. Boundary Expansion Update – Lori Ward
 - e. Parking Committee – No Update
9. Future Meetings / Important Dates (Attachment 9)
10. Board and Staff Communications
11. Adjournment – Next Meeting – TBD

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 09/30/2023

% Fiscal Year Completed: 25.14

SEPTEMBER BENCHMARK 25%

GL NUMBER	DESCRIPTION	2023-24		YTD BALANCE 09/30/2023 NORM (ABNORM)	ACTIVITY FOR MONTH 09/30/23 INCR (DECR)	AVAILABLE		% BGDG USED
		ORIGINAL BUDGET	2023-24 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
248-000-404.000	CURRENT PROPERTY TAXES	848,243.00	848,243.00	742,307.59	0.00	105,935.41	87.51	
248-000-418.000	PROPERTY TAXES - OTHER	(1,000.00)	(1,000.00)	0.00	0.00	(1,000.00)	0.00	
248-000-451.000	DDA OPERATING LEVY	70,074.00	70,074.00	65,764.25	6,299.65	4,309.75	93.85	
PROPERTY TAXES		917,317.00	917,317.00	808,071.84	6,299.65	109,245.16	88.09	
LICENSES, FEES, & PERMITS								
248-000-490.090	NEWSPAPER RACK REGISTRATION FEES	180.00	180.00	0.00	0.00	180.00	0.00	
248-000-490.100	OUTDOOR DINING/RETAIL PERMIT FEES	15,000.00	15,000.00	0.00	0.00	15,000.00	0.00	
LICENSES, FEES, & PERMITS		15,180.00	15,180.00	0.00	0.00	15,180.00	0.00	
STATE REVENUES								
248-000-573.000	LCSA - PERS PROP TAX REIMBURSEMENT	24,000.00	46,075.00	0.00	0.00	46,075.00	0.00	
STATE REVENUES		24,000.00	46,075.00	0.00	0.00	46,075.00	0.00	
MISCELLANEOUS REVENUES								
248-000-626.000	MISCELLANEOUS REVENUE	200.00	200.00	205.00	95.00	(5.00)	102.50	
248-000-626.010	DEVELOPER REIMBURSEMENT	0.00	5,808.00	896.25	0.00	4,911.75	15.43	
248-000-626.110	EV CHARGING STATION REVENUE	1,515.00	1,515.00	0.00	0.00	1,515.00	0.00	
248-000-678.000	INSURANCE PROCEEDS	6,000.00	6,000.00	0.00	0.00	6,000.00	0.00	
MISCELLANEOUS REVENUES		7,715.00	13,523.00	1,101.25	95.00	12,421.75	8.14	
INTEREST								
248-000-665.000	INTEREST - INVESTMENT POOL	6,000.00	6,000.00	1,428.00	1,030.52	4,572.00	23.80	
248-000-665.190	INTEREST - MI CLASS 1 DISTRIBUTED	2,500.00	2,500.00	2,137.47	715.53	362.53	85.50	
248-000-665.200	LONG TERM INVESTMENT EARNINGS	5,500.00	5,500.00	1,774.21	0.00	3,725.79	32.26	
248-000-665.400	INVESTMENT POOL BANK FEES	(500.00)	(500.00)	(85.99)	(40.78)	(414.01)	17.20	
248-000-665.500	INVESTMENT MANAGEMENT FEES	(700.00)	(700.00)	(134.51)	(74.02)	(565.49)	19.22	
248-000-665.600	BANK LOCKBOX FEES	(550.00)	(550.00)	(94.73)	(55.33)	(455.27)	17.22	
248-000-665.700	CUSTODIAL FEES	(140.00)	(140.00)	(25.52)	0.00	(114.48)	18.23	
248-000-669.000	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	0.00	3,325.62	0.00	(3,325.62)	100.00	
INTEREST		12,110.00	12,110.00	8,324.55	1,575.92	3,785.45	68.74	
RENTAL INCOME								
248-000-667.020	RENT - SHORT TERM	700.00	700.00	0.00	0.00	700.00	0.00	
RENTAL INCOME		700.00	700.00	0.00	0.00	700.00	0.00	
GRANTS & OTHER LOCAL SOURCES								
248-000-677.000	SPONSORSHIPS	39,000.00	0.00	22,920.00	8,970.00	(22,920.00)	100.00	
248-000-677.010	SPONSORSHIPS - CONCERTS	0.00	20,000.00	12,100.00	0.00	7,900.00	60.50	
248-000-677.020	SPONSORSHIPS - SKELETONS	0.00	12,000.00	850.00	700.00	11,150.00	7.08	
248-000-677.030	SPONSORSHIPS - HOLIDAY TO REMEMBER	0.00	5,000.00	0.00	0.00	5,000.00	0.00	
248-000-677.040	SPONSORSHIPS - CHILI COOK OFF	0.00	2,000.00	0.00	0.00	2,000.00	0.00	
GRANTS & OTHER LOCAL SOURCES		39,000.00	39,000.00	35,870.00	9,670.00	3,130.00	91.97	
FUND BALANCE RESERVE								
248-000-699.000	APPROP OF PRIOR YEAR'S SURPLUS	88,008.00	172,518.00	0.00	0.00	172,518.00	0.00	
FUND BALANCE RESERVE		88,008.00	172,518.00	0.00	0.00	172,518.00	0.00	

PERIOD ENDING 09/30/2023
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SEPTEMBER BENCHMARK 25%

GL NUMBER	DESCRIPTION	2023-24		YTD BALANCE 09/30/2023 NORM (ABNORM)	ACTIVITY FOR MONTH 09/30/23 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2023-24 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Total Dept 000		1,104,030.00	1,216,423.00	853,367.64	17,640.57	363,055.36		70.15
TOTAL REVENUES		1,104,030.00	1,216,423.00	853,367.64	17,640.57	363,055.36		70.15
Expenditures								
Dept 573 - DPW SERVICES								
248-573-706.000	WAGES - REGULAR FULL TIME	8,200.00	8,200.00	538.12	9.04	7,661.88		6.56
248-573-707.000	WAGES - REGULAR OVERTIME	515.00	515.00	34.62	(42.32)	480.38		6.72
248-573-725.000	FRINGE BENEFITS	8,505.00	8,505.00	536.76	(23.62)	7,968.24		6.31
248-573-801.020	AUTOMOTIVE SERVICE	525.00	525.00	12.00	12.00	513.00		2.29
248-573-943.000	EQUIPMENT RENTAL - CITY	11,150.00	11,150.00	571.10	23.36	10,578.90		5.12
Total Dept 573 - DPW SERVICES		28,895.00	28,895.00	1,692.60	(21.54)	27,202.40		5.86
Dept 741 - DESIGN COMMITTEE								
248-741-706.000	WAGES - REGULAR FULL TIME	23,175.00	23,175.00	4,923.60	2,461.82	18,251.40		21.25
248-741-709.000	WAGES - PART TIME	64,880.00	64,880.00	22,872.50	6,896.50	42,007.50		35.25
248-741-725.000	FRINGE BENEFITS	14,825.00	14,825.00	3,995.81	1,590.94	10,829.19		26.95
248-741-726.000	SUPPLIES	300.00	300.00	0.00	0.00	300.00		0.00
248-741-775.200	DOWNTOWN MATERIALS	29,000.00	29,000.00	904.01	300.00	28,095.99		3.12
248-741-775.210	SOCIAL DISTRICT EXPENDITURES	3,000.00	3,000.00	1,199.00	1,080.00	1,801.00		39.97
248-741-775.900	FUEL & OIL	1,000.00	1,000.00	106.55	4.98	893.45		10.66
248-741-801.000	CONTRACTUAL SERVICES	26,620.00	26,620.00	3,853.19	326.74	22,766.81		14.47
248-741-801.160	RESTROOM PROGRAM	4,000.00	4,000.00	606.00	0.00	3,394.00		15.15
248-741-920.010	ELECTRIC POWER	5,100.00	5,100.00	1,002.54	333.38	4,097.46		19.66
248-741-920.020	NATURAL GAS	18,610.00	18,610.00	168.53	52.54	18,441.47		0.91
248-741-920.030	WATER & SEWER SERVICE	9,760.00	9,760.00	2,859.98	0.00	6,900.02		29.30
248-741-938.120	LANDSCAPE MAINTENANCE	37,810.00	37,810.00	230.99	0.00	37,579.01		0.61
248-741-938.160	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	0.00	0.00	2,000.00		0.00
248-741-962.500	VEHICLE INSURANCE	470.00	910.00	797.00	114.00	113.00		87.58
248-741-976.010	STREET FURNISHINGS	96,000.00	96,000.00	0.00	0.00	96,000.00		0.00
248-741-977.000	CAPITAL OUTLAY-EQUIP > \$5,000	0.00	5,000.00	2,054.05	(2,945.95)	2,945.95		41.08
248-741-979.110	BOLLARD PROJECT	0.00	96,105.00	3,734.24	0.00	92,370.76		3.89
248-741-995.204	O/T TO SDSI FUND	110,000.00	110,000.00	0.00	0.00	110,000.00		0.00
Total Dept 741 - DESIGN COMMITTEE		446,550.00	548,095.00	49,307.99	10,214.95	498,787.01		9.00
Dept 742 - MARKETING COMMITTEE								
248-742-706.000	WAGES - REGULAR FULL TIME	18,540.00	18,540.00	3,938.87	1,969.42	14,601.13		21.25
248-742-709.000	WAGES - PART TIME	31,640.00	31,640.00	5,728.25	3,243.24	25,911.75		18.10
248-742-725.000	FRINGE BENEFITS	9,425.00	9,425.00	1,963.51	1,010.80	7,461.49		20.83
248-742-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00		0.00
248-742-801.000	CONTRACTUAL SERVICES	54,365.00	54,365.00	14,015.00	4,432.00	40,350.00		25.78
248-742-801.340	WEB SITE MAINTENANCE	1,320.00	1,320.00	503.30	0.00	816.70		38.13
248-742-955.160	DOWNTOWN PROGRAMMING & PROMOTION	53,600.00	2,800.00	7,900.00	0.00	(5,100.00)		282.14
248-742-955.190	BUSINESS RETENTION PROGRAM	750.00	750.00	0.00	0.00	750.00		0.00
248-742-955.310	CONCERTS	0.00	32,800.00	9,100.00	9,100.00	23,700.00		27.74
248-742-955.320	SKELETONS EVENT	0.00	12,000.00	1,325.00	325.00	10,675.00		11.04
248-742-955.330	HOLIDAY TO REMEMBER EVENT	0.00	5,000.00	0.00	0.00	5,000.00		0.00
248-742-955.340	CHILI COOKOFF EVENT	0.00	1,000.00	0.00	0.00	1,000.00		0.00

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		ORIGINAL BUDGET	2023-24 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY Expenditures								
Total Dept 742 - MARKETING COMMITTEE		169,690.00	169,690.00	44,473.93	20,080.46	125,216.07	26.21	
Dept 743 - PARKING COMMITTEE								
248-743-706.000	WAGES - REGULAR FULL TIME	9,270.00	9,270.00	1,969.51	984.72	7,300.49	21.25	
248-743-725.000	FRINGE BENEFITS	3,495.00	3,495.00	761.75	380.86	2,733.25	21.80	
248-743-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00	
248-743-955.200	DOWNTOWN PARKING PROGRAM	250.00	250.00	0.00	0.00	250.00	0.00	
248-743-995.101	O/T TO GENERAL FUND	50,000.00	50,000.00	12,500.00	0.00	37,500.00	25.00	
248-743-995.230	O/T TO PARKING FUND	101,500.00	101,500.00	24,375.00	0.00	77,125.00	24.01	
Total Dept 743 - PARKING COMMITTEE		164,565.00	164,565.00	39,606.26	1,365.58	124,958.74	24.07	
Dept 744 - ORGANIZATIONAL COMMITTEE								
248-744-706.000	WAGES - REGULAR FULL TIME	13,905.00	13,905.00	2,954.12	1,477.09	10,950.88	21.25	
248-744-709.000	WAGES - PART TIME	20,625.00	20,625.00	4,151.92	2,450.27	16,473.08	20.13	
248-744-725.000	FRINGE BENEFITS	6,830.00	6,830.00	1,487.96	772.65	5,342.04	21.79	
248-744-726.000	SUPPLIES	4,750.00	4,750.00	0.00	0.00	4,750.00	0.00	
248-744-730.000	POSTAGE	50.00	50.00	0.00	0.00	50.00	0.00	
248-744-801.190	TECHNOLOGY SUPPORT & SERVICES	2,950.00	2,950.00	674.00	0.00	2,276.00	22.85	
248-744-801.450	DDA PLAN UPDATE & AMENDMENT	0.00	5,808.00	0.00	0.00	5,808.00	0.00	
248-744-802.010	LEGAL SERVICES - GENERAL	6,500.00	6,500.00	0.00	0.00	6,500.00	0.00	
248-744-805.000	AUDITING SERVICES	5,395.00	5,395.00	2,300.00	0.00	3,095.00	42.63	
248-744-900.000	PRINTING & PUBLISHING	1,215.00	1,215.00	65.67	0.00	1,149.33	5.40	
248-744-920.000	UTILITIES	1,300.00	1,300.00	290.94	75.00	1,009.06	22.38	
248-744-958.000	MEMBERSHIP & DUES	1,100.00	1,100.00	270.00	0.00	830.00	24.55	
248-744-960.000	EDUCATION & TRAINING	850.00	850.00	0.00	0.00	850.00	0.00	
248-744-962.000	LIABILITY & PROPERTY INSURANCE PREMIUM	4,420.00	4,320.00	3,238.50	1,079.50	1,081.50	74.97	
248-744-962.010	INSURANCE - SPECIAL EVENTS POLICY	2,500.00	2,500.00	1,798.00	0.00	702.00	71.92	
248-744-965.000	OVERHEAD - ADMIN & RECORDS	13,480.00	13,480.00	3,370.00	3,370.00	10,110.00	25.00	
Total Dept 744 - ORGANIZATIONAL COMMITTEE		85,870.00	91,578.00	20,601.11	9,224.51	70,976.89	22.50	
Dept 745 - ECONOMIC DEVELOPMENT COMMITTEE								
248-745-706.000	WAGES - REGULAR FULL TIME	27,810.00	27,810.00	5,908.30	2,954.15	21,901.70	21.25	
248-745-725.000	FRINGE BENEFITS	10,475.00	10,475.00	2,285.07	1,142.54	8,189.93	21.81	
248-745-726.000	SUPPLIES	100.00	100.00	0.00	0.00	100.00	0.00	
248-745-801.000	CONTRACTUAL SERVICES	0.00	2,500.00	2,500.00	2,500.00	0.00	100.00	
248-745-955.190	BUSINESS RETENTION PROGRAM	0.00	2,640.00	2,312.50	1,000.00	327.50	87.59	
Total Dept 745 - ECONOMIC DEVELOPMENT COMMITTEE		38,385.00	43,525.00	13,005.87	7,596.69	30,519.13	29.88	
Dept 906 - DEBT SERVICE								
248-906-995.303	O/T TO DEBT SERVICE FUND	170,075.00	170,075.00	0.00	0.00	170,075.00	0.00	
Total Dept 906 - DEBT SERVICE		170,075.00	170,075.00	0.00	0.00	170,075.00	0.00	
TOTAL EXPENDITURES		1,104,030.00	1,216,423.00	168,687.76	48,460.65	1,047,735.24	13.87	

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE
 POST DATES 09/01/2023 - 09/30/2023
 BOTH JOURNALIZED AND UNJOURNALIZED
 BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 573 DPW SERVICES							
248-573-801.020	AUTOMOTIVE SERVICE	NORTHVILLE CITY CAR WA PD	/ DDA CAR WASHES	10011	10/06/23	12.00	121757
						<u>12.00</u>	
Total For Dept 573 DPW SERVICES						12.00	
Dept 741 DESIGN COMMITTEE							
248-741-775.200	DOWNTOWN MATERIALS	GREEN ELECTRICAL SOLUT	FESTOON LIGHTING ZIP TIES	1793	09/20/23	300.00	121797
248-741-775.210	SOCIAL DISTRICT EXPENDITUF	AARONSON MANAGEMENT, I	TWIST SIGNAGE	1-36381	09/06/23	540.00	121669
248-741-775.210	SOCIAL DISTRICT EXPENDITUF	AARONSON MANAGEMENT, I	SOCIAL DISTRICT SIGNAGE	1-36381	09/20/23	540.00	121754
248-741-801.000	CONTRACTUAL SERVICES	CAMTRONICS COMMUNICATI	CITY SERVICE AGREEMENT	34909	10/01/23	78.16	121798
248-741-801.000	CONTRACTUAL SERVICES	GREEN ELECTRICAL SOLUT	ELECTRICAL REPAIR	1778	09/06/23	892.74	121687
248-741-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	EXPANDED WIFI	3547211	10/19/23	299.00	500538
248-741-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	TOWN SQ WIFI	91723	10/19/23	253.11	500538
248-741-920.010	8186976 - 150 E MAIN - J	DTE ENERGY	ELECTRIC CHARGES 8/16/23 - 9/14/23	8/16/23 - 9/14/23	09/20/23	333.38	121747
248-741-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 8/5/23 - 9/1/23	8/5/23 - 9/1/23	09/20/23	52.54	500533
248-741-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 8/5 - 9/1/23	090123	10/18/23	125.69	500536
248-741-962.500	VEHICLE INSURANCE	MICHIGAN MUNICIPAL RIS	2023-2024 MMRMA CONT. INS. INSTALLM	M0001315 - #2	10/07/23	114.00	121668
						<u>3,528.62</u>	
Total For Dept 741 DESIGN COMMITTEE						3,528.62	
Dept 742 MARKETING COMMITTEE							
248-742-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PUBLIC RELATIONS SERVICES	NORTHVILLE 9-202	09/06/23	2,000.00	121654
248-742-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN SERVICES	071	09/06/23	420.00	121679
248-742-801.000	CONTRACTUAL SERVICES	SEEN MEDIA GROUP LLC	AD IN SEEN MAGAZINE	2023-58792	09/06/23	600.00	121691
248-742-801.000	CONTRACTUAL SERVICES	JOHN HEIDER	PHOTOGRAPHY	1001	09/06/23	300.00	121695
248-742-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	OCTOBER EVENT CARDS	70411	09/20/23	482.00	121728
248-742-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN SERVICES	072	09/20/23	630.00	121778
248-742-801.340	WEB SITE MAINTENANCE	ACCUNET, INC	WEB REGISTRATION	22596	09/06/23	442.50	121671
248-742-955.310	CONCERTS	JAG ENTERTAINMENT	SUMMER CONCERTS INSTALLMENT	2678	09/20/23	9,100.00	121775
248-742-955.320	SKELETONS EVENT	AARONSON MANAGEMENT, I	SKELETON STAGE BANNER	I-36450	09/20/23	325.00	121754
						<u>14,299.50</u>	
Total For Dept 742 MARKETING COMMITTEE						14,299.50	
Dept 744 ORGANIZATIONAL COMMITTEE							
248-744-962.000	LIABILITY & PROPERTY INSUF	MICHIGAN MUNICIPAL RIS	2023-2024 MMRMA CONT. INS. INSTALLM	M0001315 - #2	10/07/23	1,079.50	121668
						<u>1,079.50</u>	
Total For Dept 744 ORGANIZATIONAL COMMITTEE						1,079.50	
Dept 745 ECONOMIC DEVELOPMENT COMMITTEE							
248-745-801.000	CONTRACTUAL SERVICES	GRISSIM-METZ ASSOCIATE	GRISSIM METZ DESGIN FEES - CURBLESS	11096	09/20/23	2,500.00	121762
248-745-955.190	BUSINESS RETENTION PROGRAM	RITTER GIS	BUILDING INVENTORY PROJECT	21575	09/06/23	1,000.00	121675
						<u>3,500.00</u>	
Total For Dept 745 ECONOMIC DEVELOPMENT COMMITTEE						3,500.00	
Total For Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY						<u>22,419.62</u>	

DOWNTOWN DEVELOPMENT AUTHORITY
Meeting of the DDA Board of Directors
September 26, 2023

The September meeting of the DDA Board was called to order at 8:09 am.

ROLL CALL

Present: *Aaron Cozart, Mike Jaafar, Jim Long, Ryann McKindles, Greg Presley, Shawn Riley, Margene Buckhave, David Cole, Mayor Turnbull*

Absent: *DJ Boyd, Steven Huprich.*

Also Present: *George Lahanas/City Manager, Brian, Lori Ward/DDA Director, Stacy Pearson/DDA Assistant Director, John Carter/City Council, Barbara Moroski-Browne/City Council, Dave Gutman, Bob Buckhave, Susan Hafleigh, Alan Maciag/Police Chief, Fred Sheil, Marylyn Price/City Council, Wendy Longpre/Director of Strategic Planning*

AUDIENCE COMMENTS

Long commented that the road slopes significantly in front of his building, located at 190 E. Main Street. During heavy rains the water flow is significant. Current gutters handle this water flow as there is a curb there. Long expressed concern with the proposed new “lowered concrete curb and gutter” and wanted to ensure that the City’s engineering firm that explores the curbsless street will be aware of the existing conditions, so that sidewalks do not get flooded during heavy rains.

APPROVAL OF AGENDA AND CONSENT AGENDA

Motion by Turnbull, seconded by Buckhave, to approve the agenda and consent agenda as presented. **Motion carried unanimously.**

REOPENING OF DOWNTOWN STREETS

- a. **Bollard Update:** Lahanas provided an update on the bollard delay. He stated that the shipment went out September 29. There will be a pre-construction meeting with the construction company informed us that half of the bollards would be delivered at the beginning of October and the second half by mid-October. Streets will reopen with a goal of November 1, 2023 and the bollard install complete by that date as well. OHM will be onsite inspecting the area and will be overseeing the installation of the bollards. There is very little dust created by the install process and there will be no concrete cutting. The site will be secured and safe at all times. Additionally, there will be no conflict with placement if the curbsless street design moves forward. Cole asked if there was a consideration for spring install to which Turnbull responded that there was not, and that the intent was to have them in before the Lighted Parade. Cole noted that there is potential weather wear and tear that could happen by having them installed before the winter. Turnbull said that DPW will be exercising them regularly to ensure proper use for spring. Training on how to use the bollards will occur with the City/DDA staff.

- b. **Merchant Meeting:** Ward reported that structure removals were in motion. A Meeting with the structure owners was held on September 7th. To discuss the removal of the structures from downtown and how they would accomplish the removal. A second merchants meeting was held on September 14th, which was open to all. They also discussed bollards and the November 1st reopening date. Because the timeframe of how long it will take to remove structures is unknown, it could take a bit longer to reopen streets. Removal will begin October 29th and run through Nov 1st. Merchants had expressed a need for removal to be done before the weekend of November 3rd to accommodate their opening of holiday shopping season.

Ward additionally reported that the company that installed the outdoor dining structures, Facet Company, will provide reassembly packages if needed and is working on a proposal to remove all 4 of the remaining structures. Another option is to have the structures sold on Biddergy, an online auction site. Both the DDA and City have used this site previously to dispose of surplus equipment. DPW will be available to remove the concrete blocks and will use them at the DPW yard unless otherwise specified for use. DPW will also be available to help. It is hopeful that there will be a quick removal of structures followed by DPW cleaning the roads before they are fully reopened. Turnbull suggested that Northville Lumber has also offered to assist in the relocation or removal of the structures.

- c. **Exploration of Curbless Street Design:** \$2,500 was approved by the DDA at their August meeting for curbless design with the City and DDA splitting the costs evenly. Grissim Metz Andriese has designed a plan to address outdoor dining in summer and parking in winter. These designs were shared at the merchant meeting and feedback was positive. The next step is to look at funding. Presley and Cozart requested to set up an EDC meeting within the next couple of weeks to look at the possibilities in depth. Lahanas also added that the FOG (Fats, Oils and Grease) ordinance was discussed and that it was overall a great meeting.

Ward noted that there have been IT issues and if anyone has not gotten information from the DDA offices to please let staff know.

Riley asked if staff knew what the plans were for the other structures. Ward reported that Le George is retiring theirs, and there is the possibly of donating to non-profits. The plan for pods and stands is that the two in Town Square will remain in place, and all others will be removed by DPW and housed at the DPW yard.

FORD FIELD PRESENTATION

- a. **Master Plan:** Longpre presented the Master Plan for Ford Field, which included a slide show and visuals. The original Master Plan for Ford Field was created in 1995, so it was time for an update of the Plan. The Ford Field Task Force was formed in 2020 and their charge was to create a Plan to reestablish Ford Field as a central gathering space. In 2021 the Task Force presented their report to City Council and in 2023 City Council entered into a contract with Wade Trim to prepare the updated Master Plan. A community survey was conducted, public meetings were held and a concept plan was created. Q&A followed Longpre's presentation. Long commented that it was important to retain the history of the space. Riley suggested that the City look at a solid roof structure to cover

the proposed bandshell to keep the musicians dry. Long inquired whether there was a way to incorporate the old concrete seating and concrete stairs into the new design and perhaps include a recognition of old championship football teams. Cozart noted that the play structure is close to the baseball field dugout. Some parents will love it, but some coaches may hate it. The design includes additional parking that increased from 62 – 92 spaces.

Cole raised concerns over bike lane access points to get to East Ford Field and Turnbull stated that in years passed there was a bridge there. He stated that in future iterations of the plan a new bridge should be installed by the Chamber of Commerce parking lot but that it is currently not included in this phase of planning.

Longpre concluded her presentation by stating that grants were in place and moving forward and that “Ford Field” would retain its currently name. The project will be funded in part through a Clean Water grant to address some of the needs at Serenity Point and the Michigan Enhancement Grant for \$910,000 for the barrier free gateway. An application has been submitted to MEDC to replace Fort Griswold. The total costs for all of the Ford Field projects totals \$17,000,000. McKindles asked if there was a priority list for the project since they cannot all be done at once. Longpre noted that there is no priority list at this time because of funding opportunities. Lahanas added that the city can apply for funding yearly. Lahanas noted that the City will continue to explore all funding opportunities and noted that there is still

- b. **Barrier Free Gateway Plan Presentation:** Longpre led the presentation and discussion on the Gateway to Ford Field project. In 2007 the DDA had developed concept plans for replacing the stairs and improve the landscaping from Hutton Street into the park. Between 2021-23 the Ford Field Task Force worked with Northville Public Schools to solicit design input and develop design concepts. The Task Force applied for and received a Congressional Direct Spending fund for the barrier free gateway and bank stabilization project. In addition, the Clean Water to repair drainage structures at the Rouge River. Three options were provided in Plan – A, B, and C for entranceway concepts:

Option A – A new cross walk and island extension would be introduced along Hutton. This is recommended on all three options. An overlook plaza with an obelisk feature which would mimic the design of the clock tower downtown. Gateway would provide a gathering place and overlook rather than entering directly into the park. To access the park, you would use the existing sidewalk and enter the park further down Hutton. The chain link fence would be removed and the bank stabilized. The northern section of Ford Field would be reconstructed to include the ramp. This design concept meets ADA requirements with respect to grade change. There is a lot of utilities located along the edge of the project area which will need to be addressed. This concept is the lowest cost of the three concepts.

McKindles asked what the purpose of the chain length fence. Longpre responded that it was for safety purposes Cole raised concerns over south end edge of the hill vegetation being overgrown and blocking visibility. Longpre noted that clearing of vegetation would occur in phases based on desire to keep hilled area stabilized.

Option B – This Plan has a new cross walk, a plaza with an obelisk, a ramp going into the park from the overlook, an 8.3% slope and has landings every 30 foot. Periodically benches could be placed on the ramp to provide seating. Retaining walls would be required and would be 6 – 14' in height. Lawn or low maintenance ground cover would be installed to stabilize the slope. This concept I estimated at \$1.5 - \$2 million. The benefit of this plan is that it gets you immediately into the park and gets a ramp in the shortest distance, however the steepest grade.

Option C – This option includes a new crosswalk and island extensions on Hutton. is the most expensive, due in part to its long length. The length requires more railing and retaining walls. This option stabilizes a longer section of bank All of these factors contribute to higher costs. The option has an entry plaza with a gateway feature that you walk through to access the park. The ramp has a 5% slope and only requires one set of hand rails. This option is a gentler grade and is easier to traverse. Spectator seating is included and there is potential for additional seating on the ramps. There is a continuation of the design theme from the downtown. None of the three options currently have stairs included in the design, but they could be added. This option is estimated at \$2.5 - \$3 million.

Cole commented that the connective to Option C is less desirable than the other options as it is located further north into the residential area and is less visible. In addition, the connection is less visible. Presley stated that in an earlier plan had a more extensive overlook that was 20 – 30 deep. The DDA felt that the plaza was a positive feature.

An unofficial vote was cast and all but one voter chose Plan A. Ward noted that the vote was in favor of Plan A, with the addition of stairs and with an emphasis on saving and promoting Northville's history

NON-MOTORIZED PLAN PRESENTATION

Longpre reported that the plan was prepared by Greenway Collaborative based on an update from the 2013 Plan. The goal for the project that were provided to the consultants was to look at the safety of all modes of travel in the community. They looked at all issues, opportunities and goals, and an open house was held to get community input and a web survey was conducted. Longpre noted that feedback from that meeting had been incorporated into the plan. The final plan will be going to City Council barring any substantial issues. The Mobility Team reviewed the Plan and provided feedback to the Greenway Collaborative. The Plan includes foot paths, bikeways, shared paths, seasonally opened pathways, crosswalk treatments, traffic calming circles, Riverwalk vision, and alternative routes.

Presley noted that there was not parking on S. Center Street, but there are bike lanes. Presley stated that he believes that parking is needed to support the residential neighborhood and it helps calm traffic. He disagrees with this aspect of the Plan. Cozart asked if there was a review process and if there was flexibility to make changes as the plan is implemented to which Longpre responded that they strive for accuracy but this is a guide for implementation and things can be changed. Longpre stated that the document is a plan not an ordinance. Longpre concluded by stating she would provide a link to the Plan.

INFORMATION AND UPDATES

- a. Design Committee: no updates
- b. Marketing Committee: no updates
- c. Organizational Committee: DDA Bylaws – Ward is recommending that the DDA review and update the DDA Bylaws. Specifically, changes need to be made to reflect State Enabling legislation and updates to our standing committees. In addition, the current DDA bylaws do not clearly address what constitutes a quorum for conducting business. The bylaws update will fall under the Organizational Committee led by DJ Boyd. Ward met recently with Cole who also offered to participate in the review and update of the bylaws. Ward will seek input and review from the new City Attorney Tony Chubb. A draft with proposed changes will come to the DDA Board in November.
- d. Economic Development committee: Ward provided an update that the Northville District Library has opted out of future TIF capture, all other taxing jurisdictions have stayed in. For the October 2nd City Council meeting there will be two ordinance amendments and a resolution going before City Council for action. Ward stated that the Library's TIF revenue yields about \$27,000 annually.
- e. Parking Committee: no update

BOARD AND STAFF COMMUNICATIONS

Board and Staff Communications: Cole asked what the restaurants thought of the new FOG ordinance. Currently there are grease dumpsters behind the restaurants in the parking lots where restaurants bring grease in buckets and pour it into these structures and then periodically, they are removed. It is a mess for DDA and DPW staff. Additionally, it has become a state issue so an ordinance has been given that each restaurant. Ward responded that the plan is moving forward and that all involved were ok with the plan and that there is still time to meet with the vendors to set up new grease management systems. Restaurants will be responsible for obtaining their own grease removal systems, but a vendor has been suggested.

Ward also gave announcement on Skeletons Are Alive Launch Party October 6th, 6-9 pm and that the skeletons would remain up throughout October.

Additional discussion was had on Victorian Festival to which Cozart announced that a post event report was being gathered to assist in rebuilding the event. Riley said that a group was needed to look at the entire event. Turnbull said that by the bicentennial it will be worked out, bigger and better.

Motion by Cozart, seconded by Turnbull to adjourn the DDA Board meeting. Motion carried.

Meeting adjourned at 10:22 am.

Respectfully submitted,
Stacy Pearson, Assistant DDA Director
Northville DDA

27555 Executive Drive, Suite 250
Farmington Hills, Michigan 48331
P 248.489.4100 | F 248.489.1726
www.rsjalaw.com



ROSATI | SCHULTZ
JOPPICH | AMTSBUECHLER

MEMORANDUM

*Privileged and Confidential Correspondence
From Attorney*

TO: Lori Ward, Director
Downtown Northville

FROM: Beth Saarela
Rosati, Schultz, Joppich & Amtsbuechler, PC

RE: The Downs – Draft Reimbursement Agreement and Interlocal Agreement

DATE: October 19, 2023

We are enclosing the last draft of the following Agreements:

1. Reimbursement Agreement between the Brownfield Redevelopment Authority (Authority) and the Developer of the Downs Redevelopment Project. The Reimbursement Agreement is the procedural agreement for the Brownfield Plan reimbursement and, generally, details the terms of reimbursement between the BRA and the Developer for “eligible activities,” completed by the Developer under the Plan. The Reimbursement Agreement was approved at the October 25, 2023 Northville Brownfield Redevelopment Authority Meeting and will be executed by the Authority and the Developer.
2. The Interlocal Agreement to Use Local Tax Increment Revenues for the Downs Brownfield Redevelopment Project. This is the procedural agreement between the DDA and the Brownfield Redevelopment Authority regarding the transfer of the DDA’s TIF capture to the Authority for payment to the Developer of the Project for completion of “eligible activities” in the Brownfield Plan areas that are in the DDA’s Downtown District. With the approval of the DDA boundary expansion and corresponding Development Plan and TIF Plan amendments, this will include a portion of the mixed-use office building and the entire proposed River Park. The Authority approved the attached version of this Agreement at its October 25, 2023 meeting.

The only issues raised and discussed by the Authority pertained to tax appeals by either the Developer or purchasers of the homes and commercial buildings within the development

October 27, 2023

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and how these types of appeals may impact the capture. Because property owners have the right to appeal and this may decrease the TIF capture by both the Authority and the DDA – the Reimbursement Agreement requires the Developer to repay any capture that the City is ultimately required to return to property owners as a result of a successful appeal. The Developer would then be entitled, under the Reimbursement Agreement, to recover that additional TIF capture up through the 2033 tax year when it becomes available. The Interlocal Agreement ensures that the DDA is also required to provide its capture through the 2033 tax year for this purpose. The DDA's TIF cannot be captured after the 2033 tax year without an amendment to many agreements, including the PUD Agreement for the Project, the Brownfield Plan, the Reimbursement Agreement AND this Agreement- which would require the DDA's consent to continue capture.

The DDA is not a party to the Reimbursement Agreement and will only be considering the Interlocal Agreement for approval. As suggested Motion to approve follows:

I move to approve the Interlocal Agreement to Use Local Tax Increment Revenues for the Downs Brownfield Redevelopment Project, and to authorize signature by the DDA Chair subject to_____.

Please feel free to contact me with any questions and I will be available at the meeting to answer questions.

Cc: George Lahanas, City Manager
Anthony Chubb, City Attorney

INTERLOCAL AGREEMENT TO USE LOCAL TAX INCREMENT REVENUES FOR THE DOWNS BROWNFIELD REDEVELOPMENT PROJECT

Recitals:

WHEREAS, the Urban Cooperation Act, PA 7 of 1967, Extra Session (Act 7), provides that a public agency may enter into interlocal agreements with other public agencies to exercise jointly any power, privilege, or authority that the agencies share in common and that each might exercise separately; and

WHEREAS, the City of Northville Downtown Development Authority (“NDDA”) was duly established pursuant to PA 197 of 1975, since repealed by PA 57 of 2018 (“Act 57”); and

WHEREAS, the City of Northville Brownfield Redevelopment Authority (“NBRA”) was duly established pursuant to PA 381 of 1996, as amended (“Act 381”); and

WHEREAS, the NDDA and NBRA are each considered a “public agency” under Act 7; and

WHEREAS, the NBRA has the authority to reimburse for costs of “eligible activities” and other reimbursable costs on eligible property, and capture tax increment revenues (“TIR”) generated by the levy of certain taxes on eligible property under brownfield plans approved pursuant to and as described in Act 381; and

WHEREAS, the NDDA has the authority capture TIR generated by the levy of certain taxes on parcels within the Development Area pursuant to the Amended and Restated Development Plan and Tax Increment Financing Plan, as adopted by the Northville City Council on February 17, 2015, together with the 2023 Amendment to the Amended and Restated Development Plan (collectively referred to herein as the “NDDA Plan”), and as permitted under Act 57; and

WHEREAS, the Hunter Pasteur Northville LLC, a Michigan limited liability company (hereinafter referred to as “Developer”) and its environmental consultant, SME, have prepared a Brownfield Plan (the “Brownfield Plan”) for eligible property that lies within the boundary of the Development Area identified in the NDDA Plan. Developer intends to develop or cause to be developed in accordance with the Brownfield Plan land situated in the City of Northville, Wayne County, Michigan, to be known as “The Downs Redevelopment”, as more particularly described on the attached Exhibit A, hereinafter referred to as the “Property”. To induce and facilitate the proposed redevelopment of the Property (the “Project”), on December 21, 2022, the NBRA recommended approval of, and on September 18, 2023, the Northville City Council approved the Brownfield Plan for the Downs Redevelopment of the Property (the “Plan” or “Brownfield Plan”) under which Developer may receive TIR and proceeds received by the NBRA pursuant to this Agreement (the “DDA Contributions”) for the cost of Eligible Activities undertaken by Developer and/or its affiliates and assigns and/or others on the Property with the approval of Developer. The version of the Plan approved by the City Council includes updated initial taxable values updated to reflect 2023 taxable values and revised estimated Tax Increment Revenues tax increments consistent with those updates. A portion of that eligible property in the Brownfield Plan overlaps

with a portion of the property in the NDDA's Development Area (the "Overlapping Property"); and

WHEREAS, the NDDA Plan was adopted prior to the adoption of the Brownfield Plan which results in capture of certain TIR by the NDDA with respect to certain taxes levied on the Overlapping Property; and

WHEREAS, the NDDA and the NBRA desire to enter into this Interlocal Agreement to transfer a portion of the NDDA TIR captured from the Overlapping Property to the NBRA to be used by the NBRA to reimburse eligible activities that qualify under Act 381 and other reimbursable costs pursuant to the Brownfield Plan and as authorized pursuant to the NDDA Plan.

NOW THEREFORE, in consideration of the mutual covenants, conditions and agreements set forth below, the parties agree as follows:

1. Recitals. The above recitals are acknowledged as true and correct, and are incorporated by reference into this paragraph:

Capture of Tax Increment Revenues by NDDA. The parties agree that the NDDA will capture the TIR it is authorized to capture pursuant to the NDDA Plan, including TIR captured from taxes levied against the Overlapping Property pursuant to Act 57.

Transfer and Use of Tax Increment Revenues. With the exception of the first Fifty Thousand Dollars (\$50,000) captured by the NDDA from each tax year under the NDDA Plan from TIR generated from the Overlapping Property pursuant to Act 57, one hundred percent (100%) of the TIR captured by the NDDA on the Overlapping Property pursuant to the NDDA Plan pursuant to Act 57 shall be transferred to the NBRA to first pay administrative expenses of the Brownfield Plan in accordance with the Brownfield Plan and Act 381, and then to be deposited in the Local Brownfield Revolving Fund ("LBRF") established under the Brownfield Plan until a cumulative amount of Three Hundred Thousand Dollars (\$300,000) has been deposited in the LBRF from all sources. After a cumulative amount of Three Hundred Thousand Dollars (\$300,000) has been deposited in the LBRF from all sources, the NBRA may reimburse Developer for eligible activities and other reimbursable costs as identified in the Brownfield Plan from the TIR captured by the NDDA on the Overlapping Property pursuant to Act 57.

Limitation to Tax Increment Revenues from Overlapping Property. The NDDA shall only transfer to the NBRA the TIR generated by the Overlapping Property pursuant to Act 57 to be used to reimburse the Developer for eligible activity costs and other uses identified in the approved Brownfield Plan as authorized by Act 381, NDDA Plan pursuant to Act 57, and subject to the terms of this agreement. Upon conclusion or dissolution of the Brownfield Plan, all TIR generated by the Overlapping Property pursuant to Act 57 shall be captured by the NDDA and expended as provided in the NDDA Plan.

2. NDDA Obligation Subordinate to Existing Bonds. The NDDA's obligation to transfer TIR to the NBRA pursuant to this Interlocal Agreement is subordinate to, and contingent upon the ability of the NDDA to capture sufficient TIR from the captured assessed value of the

property in its NDDA Development Area, excluding the Overlapping Property, to pay its annual debt service obligations on bonds and other obligations issued on or before the date of this Agreement by the NDDA or by the City on behalf of the NDDA, the current balance of which is Three Hundred and Twenty-Five Thousand Dollars (\$325,000.00).

In the event that the NDDA does not have sufficient funds from TIR from the property in its NDDA Development Area excluding the Overlapping Property to pay its current annual debt service on such bonds or other obligations, then the NDDA shall not be obligated to transfer TIR - generated from the Overlapping Property to the NBRA to the extent of such shortfall. In such instances where the NDDA uses TIR from the Overlapping Property to pay its annual debt service on such bonds or other obligations, it is understood that once these obligations are met the transfer of TIR from the Overlapping Property will continue until eligible activities are reimbursed or the Brownfield Plan expires, whichever occurs first.

3. NBRA as Agent under This Interlocal Agreement. The parties designate the NBRA as the agent to receive and disburse such TIR generated by the Overlapping Property as provided in Section 2 above until such time all obligations to reimburse Developer for eligible activities and other reimbursable costs have been satisfied.
4. NBRA as Agent under Reimbursement Agreements. The parties agree to designate the NBRA as agent to develop and enforce the terms of any Reimbursement Agreement executed with outside parties pursuant to the approved Brownfield Plan (“the Reimbursement Agreement”).
5. Amendment of Brownfield Plan. The Brownfield Plan may be amended in order to fund additional eligible activities, on the eligible property including the Overlapping Property associated with the Project described therein and as otherwise permitted by law upon prior recommendation by the NBRA and approval by City Council.
6. Amendment of This Interlocal Agreement. This Interlocal Agreement may be amended only (a) with the approval of the NDDA and the NBRA and (b) to the extent such amendment may affect the amount and timing of payments of TIR to the NBRA, the parties to the Reimbursement Agreement. The Parties agree that there shall be no capture of TIR on the Overlapping Property after the 2033 tax year unless this Agreement is amended by the NDDA and the NBRA.
7. Effective Date. The Interlocal Agreement shall be effective upon approval of this Interlocal Agreement by the NBRA and the NDDA pursuant to Act 7 as executed by the authorized representatives and filed with the County Clerk and Secretary of State of Michigan as required by Act 7.
8. Severability. To the extent that any provision contained in this Interlocal Agreement is deemed unenforceable, the remaining terms shall remain in effect to the fullest extent permitted by law to accomplish the intent of the parties.

9. Term. The parties agree that this agreement shall terminate after (a) the final payment by the NDDA to the NBRA of all TIR from all of the Overlapping Property with respect to all tax years through and including the 2033 tax year and the expiration of all periods during which an appeal of the applicable property taxes can be pursued, or (b) such time the developer is fully reimbursed under the Brownfield Plan and Reimbursement Agreement, whichever occurs first. Once this agreement is terminated the NDDA shall resume its capture and use of TIR on the Overlapping Property without consideration of this agreement.
10. Headings. Headings in this Interlocal Agreement are for convenience only and shall not be used to interpret or construe its provisions.
11. Governing Law. This Interlocal Agreement shall be construed in accordance with and governed by the laws of the State of Michigan.
12. Counterparts. This Interlocal Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.
13. Binding Effect. Subject to the terms herein, the provisions of this Interlocal Agreement shall be binding upon and shall inure to the benefit of each of the parties and their respective successors and assigns, heirs, and legal representatives.

The NDDA and NBRA, by their authorized representatives, have executed this Interlocal Agreement on the dates set forth below.

(Signatures on next page)

This Agreement was approved by the City of Northville Downtown Development Authority. The Chairperson was authorized to sign this Interlocal Agreement on the ___ day of _____, 2023 and was executed by the Chairperson on the ___ day of _____, 2023.

Witnesses:

CITY OF NORTHVILLE DOWNTOWN
DEVELOPMENT AUTHORITY

Chairperson

STATE OF MICHIGAN)
)
COUNTY OF _____)

The foregoing document was acknowledged before me by _____,
Chairperson, on behalf of the City of Northville Downtown Development Authority, on the ___
day of _____, 2023.

Notary Public

_____ County

Acting in _____ County

My commission expires: _____

[Signatures Continued on Next Page]

This Interlocal Agreement was approved by the City of Northville Brownfield Redevelopment Authority. The Chairperson was authorized to sign this Agreement on the ____ day of _____, 2023 and was executed by the Chairperson on the ____ day of _____, 2023.

Witnesses:

CITY OF NORTHVILLE BROWNFIELD
REDEVELOPMENT AUTHORITY

Chairperson

STATE OF MICHIGAN)
)
COUNTY OF _____)

The foregoing document was acknowledged before me by _____, Chairperson, on behalf of the City of Northville Brownfield Redevelopment Authority, on the ____ day of _____, 2023.

Notary Public
_____ County
Acting in _____ County
My commission expires: _____

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY September 2023:

PUBLICITY:

Press Received (reflects what links were discoverable):

- [Little Guide Detroit](#) Preview
- [Visit Detroit](#) Featured in Things To Do in October

Press Releases Sent:

- Orin Jewelers Celebrates 90th Anniversary.
- Skeletons Are Alive

Upcoming Press Releases:

- TBD ibalance Wellness Spa grand re-opening
- TBD Seasonal Reopening of Streets

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Skeletons are Alive Launch Party (PAID BOOST)

PAID ADVERTISING:

- Ad in September issue of The Ville
- 1/2 page ads in Northville today.
 - Q3: ran September 18 (ad will feature Skeletons & Fall in Northville)
- Full Page ad in September issues of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville for 6-month contract
 - Remaining 1/2 page ads will be October
- Ad in Maybury Park Map (overall Downtown Northville ad)
- 1/2 page ads in Northville today.
 - Q4: runs December 4 (ad will feature holidays)

September 2023:

FACEBOOK:

Facebook Page Update:

Through September 29

Followers: 16,511 (208 more than last summary)

Demo:

- Women (81.8%)/ Men (18.2%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville (16.6%, Novi (9.4%), Livonia (7.7%), Plymouth, Canton, Farmington Hills, Westland, South Lyon, Detroit, & Commerce

Monthly Total Reach: 147,194 (138,654 organic/8,568 paid)

- 55.3% followers/44.7% non-followers
- Interactions: 3,065
- Reactions: 2,545
- Comments: 296
- Shares: 224
- Photo views: 1,700 (multi photo (491)
- Link clicks: 613

Organic Post ~ Shared Streets of Treats Event from Chamber

Run date(s): September 28

Impressions: **6,903**

Reach: 6,772

Engagement: 687

Reactions: 74

Like: 64

Love: 10

Comments: 15

Shares: 0

Link Clicks: 253

Other Clicks: 345

Organic Post ~ Witches Night Out Announcement (with photo)

Run date(s): September 25

Impressions: **13,520**

Reach: 12,873

Engagement: 1,272

Reactions: 342

Like: 291

Love: 50

Ha: 1

Wow: 1

Comments: 67

Share: 69

Other Clicks: 455

Organic Post ~ SAVE THE DATE! Skeletons Are Alive Launch Party (with photo)

Run date(s): September 9

Impressions: **16,418**

Reach: 15,692

Engagement: 1,245

Reactions: 304

Like: 249

Love: 53

Comments: 43

Shares: 56

Other Clicks: 244

INSTAGRAM:

Followers: 6,760 (142 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (32%), 25-34 (27.9%), 45-54 (20.6%)

Top Locations: Northville (23.1%), Novi (12.1%), Plymouth (9.1%), Livonia (5.7%) & Canton (3.8%)

Insights from last 30 days:

Reach: 6,831 (the number of unique accounts that have seen any of our posts)

- 4,462 followers / 2,369 non-followers
- 9,853 posts / 2,019 Reels / 2,392 stories / 9 videos

Accounts Engaged: 990

- 921 Followers/69 non-followers

Account Activity: 1,417

- Profile visits: 1,368
- External Link taps: 49

Impressions: 69,654 (total number of times posts have been seen)

Content Interactions: 1,925

Post Interactions: 1,743

- Likes: 1,333
- Comments: 17
- Saves: 103
- Shares: 131
- Story Interactions: 59
 - Replies: 13
 - Shares: 46
- Reel Interactions: 123
 - Likes: 110
 - Shares: 10
 - Saves: 3

Top Post(s):

Based on likes

September 4 – Shared photo of sunset from a follower (UGC)

Reach: 3,900 (2,738 followers / 1,162 non followers)

Impressions: 4,174 (3,912 from home, 224 from profile, 3 from explore & 35 other)

Engagement: 349 (334 followers / 13 non-followers)

Post Interactions: 357

- Likes: 341
- Comments: 3
- Shares: 10
- Saved: 3

Profile Activity: 13

- Profile visits: 11
- Follows: 2

September 7 – Skeletons Are Alive Announcement

Reach: 3,085 (2,768 followers / 317 non followers)

Impressions: 4,102 (3,663 from home, 273 from profile, 4 from explore & 162 other)

Engagement: 356 (340 followers / 16 non-followers)

Post Interactions: 415

- Likes: 272
- Comments: 5
- Shares: 106
- Saved: 32

Profile Activity: 32

- Profile visits: 27
- Follows: 4
- External Link Taps: 1

September 25 – Witches Night Out Announcement

Reach: 3,319 (3,102 followers / 217 non followers)

Impressions: 3,624 (3,365 from home, 126 from profile, 12 from hashtags & 121 other)

Engagement: 241 (234 followers / 7 non-followers)

Post Interactions: 294

- Likes: 198
- Shares: 68
- Saves: 25
- Comments: 3

Profile Activity: 24

- Visits: 21
- Follows: 2
- External link taps: 1

ADVERTISING:

The Ville:

Renewed for six months starting May 2023 and upgraded to 1/2 page ads.

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.

Northville Today:

- Two half-page Ads in Northville Today
 - Q2: Ad will focus on summer concerts (MAILED WEEK OF JUNE 5)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
 - Q4: Holidays

SEEN MAGAZINE:

- Full page ad placed in SEEN Magazine (July & October issues)

Maybury State Park Map:

- Double space ad in Park Map (Overall ad about Downtown Northville)



Future Meetings / Important Dates:

November 2, 2023 – Marketing Committee Meeting

November 6, 20, 2023 - City Council Meeting

November 7, 21, 2023 – Planning Commission Meeting

November 10, 2023 – Veteran’s Day/City Hall Closed

November 17, 2023 - Holiday Lighted Parade

November 18, 19, 2023 Holiday Greens and Winter Market

November 23, 2023 – Thanksgiving (City Hall closed 23rd and 24th)

November 27, 2023 – Sustainability Meeting

November 28, 2023 – DDA Board Meeting