

**Meeting of the DDA Board of Directors
City Hall – Meeting Room A
215 West Main Street
January 21, 2020 - 8:00 a.m.**

AGENDA

1. Call to Order – Shawn Riley
2. Audience Comments
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. December 2019 Financial Statement (Attachment 4.a)
 - b. December 2019 Invoice Report (Attachment 4.b)
 - c. December 17, 2019 Meeting Minutes (Attachment 4.c)
 - d. December 17, 2019 PA 57 Informational Meeting (Attachment 4.d)
5. Election of Officers (Attachment 5)
6. Special Events Policy (Attachment 6)
7. 2020-21 DDA Goals and Objectives (Attachment 7)
8. Friday Night Concert Series Discussion
9. Committee Information and Updates
 - a. Design Committee – Robert Miller (Attachment 9.a)
 - b. Marketing Committee – Shawn Riley (Attachment 9.b)
 - c. Parking Committee – John Casey
 - d. Organizational Committee – Carolann Ayers
 - e. Economic Development Committee – Aaron Cozart
10. Future Meetings / Important Dates (Attachment 10)
11. Board and Staff Communications
 - a. DDA Board meeting schedule for 2020 (Attachment 11)
12. Adjournment – Next Meeting **February 26, 2019**

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 12/31/2019

% Fiscal Year Completed: 50.27

DECEMBER BENCHMARK 50%

GL NUMBER	DESCRIPTION	2019-20		YTD BALANCE 12/31/2019 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/19 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2019-20 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	688,553.00	717,901.00	630,679.39	4,597.13	87,221.61	87.85	
370-000-403.010	DDA OPERATING LEVY	60,209.00	60,084.00	57,010.27	198.62	3,073.73	94.88	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	30,000.00	34,144.00	34,143.93	0.00	0.07	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(2,500.00)	(2,500.00)	0.00	0.00	(2,500.00)	0.00	
PROPERTY TAXES		776,262.00	809,629.00	721,833.59	4,795.75	87,795.41	89.16	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	27,100.00	27,100.00	25,095.00	4,000.00	2,005.00	92.60	
GRANTS & OTHER LOCAL SOURCES		27,100.00	27,100.00	25,095.00	4,000.00	2,005.00	92.60	
MISCELLANEOUS REVENUES								
370-000-659.110	RENTS-SHORT TERM	150.00	400.00	400.00	0.00	0.00	100.00	
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	291.00	291.00	(91.00)	145.50	
MISCELLANEOUS REVENUES		350.00	600.00	691.00	291.00	(91.00)	115.17	
INTEREST								
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	2,500.00	5,000.00	2,554.85	416.07	2,445.15	51.10	
370-000-664.190	INTEREST - MI CLASS 1 DIST	250.00	750.00	393.10	0.00	356.90	52.41	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	5,000.00	4,413.10	0.00	586.90	88.26	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	0.00	433.45	(657.24)	(433.45)	100.00	
370-000-664.400	INVESTMENT POOL BANK FEES	(600.00)	(400.00)	(159.70)	(32.04)	(240.30)	39.93	
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(750.00)	(285.56)	(65.77)	(464.44)	38.07	
370-000-664.600	BANK LOCKBOX FEES	(300.00)	(550.00)	(219.86)	(39.85)	(330.14)	39.97	
370-000-664.700	CUSTODIAL FEES	0.00	0.00	(54.19)	0.00	54.19	100.00	
INTEREST		6,100.00	9,050.00	7,075.19	(378.83)	1,974.81	78.18	
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	62,608.00	323,230.00	0.00	0.00	323,230.00	0.00	
FUND BALANCE RESERVE		62,608.00	323,230.00	0.00	0.00	323,230.00	0.00	
Total Dept 000		872,420.00	1,169,609.00	754,694.78	8,707.92	414,914.22	64.53	
TOTAL REVENUES		872,420.00	1,169,609.00	754,694.78	8,707.92	414,914.22	64.53	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	13,250.00	13,250.00	6,722.28	390.51	6,527.72	50.73	
370-753-707.000	WAGES - REGULAR OVERTIME	1,170.00	1,170.00	353.16	0.00	816.84	30.18	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	386.14	0.00	113.86	77.23	
370-753-943.000	EQUIPMENT RENTAL - CITY	4,800.00	4,800.00	2,073.93	65.73	2,726.07	43.21	
370-753-967.000	FRINGE BENEFITS	14,355.00	14,355.00	6,903.56	395.84	7,451.44	48.09	
Total Dept 753 - DPW SERVICES		34,075.00	34,075.00	16,439.07	852.08	17,635.93	48.24	
Dept 861 - DESIGN COMMITTEE								

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GL NUMBER	DESCRIPTION	2019-20	2019-20	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	12/31/2019 NORM (ABNORM)	MONTH 12/31/19 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-861-706.000	WAGES - REGULAR FULL TIME	16,600.00	16,630.00	8,438.51	1,183.67	8,191.49	50.74
370-861-710.000	WAGES - PART TIME	20,620.00	27,520.00	14,116.80	947.49	13,403.20	51.30
370-861-726.000	SUPPLIES	625.00	625.00	146.82	51.00	478.18	23.49
370-861-740.050	DOWNTOWN MATERIALS	20,900.00	20,900.00	2,468.35	(153.00)	18,431.65	11.81
370-861-751.000	FUEL & OIL	1,000.00	1,000.00	217.27	0.00	782.73	21.73
370-861-801.000	CONTRACTUAL SERVICES	25,730.00	25,730.00	15,609.00	7,291.75	10,121.00	60.66
370-861-801.160	RESTROOM PROGRAM	2,750.00	2,750.00	1,676.50	0.00	1,073.50	60.96
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
370-861-803.590	SIGNAGE AND MARKERS PROJECTS	10,000.00	10,000.00	0.00	0.00	10,000.00	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	30,750.00	30,750.00	17,067.36	4,774.00	13,682.64	55.50
370-861-913.000	VEHICLE INSURANCE	360.00	360.00	356.00	0.00	4.00	98.89
370-861-920.010	ELECTRIC POWER	1,330.00	1,330.00	245.51	0.00	1,084.49	18.46
370-861-920.020	NATURAL GAS	4,010.00	4,010.00	299.53	0.00	3,710.47	7.47
370-861-920.030	WATER & SEWER SERVICE	8,040.00	8,040.00	6,295.26	0.00	1,744.74	78.30
370-861-967.000	FRINGE BENEFITS	8,605.00	9,295.00	4,469.17	580.77	4,825.83	48.08
370-861-976.010	STREET FURNISHINGS	85,395.00	85,395.00	18,287.80	1,687.80	67,107.20	21.42
Total Dept 861 - DESIGN COMMITTEE		239,215.00	246,835.00	89,693.88	16,363.48	157,141.12	36.34
Dept 862 - MARKETING							
370-862-706.000	WAGES - REGULAR FULL TIME	16,600.00	16,630.00	8,438.51	1,183.66	8,191.49	50.74
370-862-710.000	WAGES - PART TIME	15,080.00	19,090.00	6,153.08	987.49	12,936.92	32.23
370-862-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	32,300.00	32,300.00	23,116.00	2,330.00	9,184.00	71.57
370-862-785.000	BUSINESS RETENTION PROGRAM	1,910.00	1,910.00	0.00	0.00	1,910.00	0.00
370-862-801.000	CONTRACTUAL SERVICES	69,000.00	69,000.00	37,878.88	4,669.00	31,121.12	54.90
370-862-801.340	WEB SITE MAINTENANCE	840.00	840.00	674.97	34.99	165.03	80.35
370-862-967.000	FRINGE BENEFITS	7,745.00	8,060.00	3,853.10	583.87	4,206.90	47.81
Total Dept 862 - MARKETING		143,625.00	147,980.00	80,114.54	9,789.01	67,865.46	54.14
Dept 863 - PARKING							
370-863-706.000	WAGES - REGULAR FULL TIME	8,300.00	8,315.00	4,219.37	591.88	4,095.63	50.74
370-863-710.000	WAGES - PART TIME	1,510.00	1,910.00	615.35	98.75	1,294.65	32.22
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	25,000.00	0.00	25,000.00	50.00
370-863-950.260	OPER TFR TO PARKING FUND	115,620.00	394,134.00	45,210.00	0.00	348,924.00	11.47
370-863-967.000	FRINGE BENEFITS	3,405.00	3,440.00	1,736.07	261.35	1,703.93	50.47
Total Dept 863 - PARKING		178,885.00	457,849.00	76,780.79	951.98	381,068.21	16.77
Dept 864 - ORGANIZATIONAL							
370-864-706.000	WAGES - REGULAR FULL TIME	20,750.00	20,790.00	10,548.16	1,479.60	10,241.84	50.74
370-864-710.000	WAGES - PART TIME	7,540.00	9,545.00	3,076.54	493.76	6,468.46	32.23
370-864-726.000	SUPPLIES	1,150.00	1,150.00	636.61	8.98	513.39	55.36
370-864-730.000	POSTAGE	100.00	100.00	3.25	0.00	96.75	3.25
370-864-731.000	PUBLICATIONS	65.00	65.00	65.02	0.00	(0.02)	100.03
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	980.00	3,215.00	2,619.40	86.90	595.60	81.47
370-864-802.010	LEGAL SERVICES - GENERAL	3,000.00	3,110.00	3,878.49	768.00	(768.49)	124.71
370-864-805.000	AUDITING SERVICES	4,870.00	4,870.00	2,875.00	0.00	1,995.00	59.03
370-864-900.000	PRINTING & PUBLISHING	1,635.00	1,635.00	551.07	0.00	1,083.93	33.70
370-864-910.000	LIABILITY & PROPERTY INS POOL	4,210.00	5,000.00	3,848.00	0.00	1,152.00	76.96

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Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-864-920.000	UTILITIES	1,420.00	1,420.00	683.47	109.47	736.53	48.13
370-864-958.000	MEMBERSHIP & DUES	1,340.00	1,340.00	1,290.00	0.00	50.00	96.27
370-864-960.000	EDUCATION & TRAINING	1,400.00	1,400.00	591.19	416.19	808.81	42.23
370-864-967.000	FRINGE BENEFITS	8,805.00	8,965.00	4,557.01	690.27	4,407.99	50.83
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,100.00	12,100.00	6,050.00	0.00	6,050.00	50.00
Total Dept 864 - ORGANIZATIONAL		69,365.00	74,705.00	41,273.21	4,053.17	33,431.79	55.25
Dept 865 - ECONOMIC DEVELOPMENT							
370-865-706.000	WAGES - REGULAR FULL TIME	20,750.00	20,790.00	10,548.00	1,479.59	10,242.00	50.74
370-865-710.000	WAGES - PART TIME	3,020.00	3,820.00	1,230.63	197.51	2,589.37	32.22
370-865-726.000	SUPPLIES	200.00	200.00	0.00	0.00	200.00	0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
370-865-967.000	FRINGE BENEFITS	8,455.00	8,525.00	4,316.07	649.55	4,208.93	50.63
Total Dept 865 - ECONOMIC DEVELOPMENT		33,425.00	34,335.00	16,094.70	2,326.65	18,240.30	46.88
Dept 945 - DEBT SERVICE							
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	173,830.00	173,830.00	14,415.00	0.00	159,415.00	8.29
Total Dept 945 - DEBT SERVICE		173,830.00	173,830.00	14,415.00	0.00	159,415.00	8.29
TOTAL EXPENDITURES		872,420.00	1,169,609.00	334,811.19	34,336.37	834,797.81	28.63
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		872,420.00	1,169,609.00	754,694.78	8,707.92	414,914.22	64.53
TOTAL EXPENDITURES		872,420.00	1,169,609.00	334,811.19	34,336.37	834,797.81	28.63
NET OF REVENUES & EXPENDITURES		0.00	0.00	419,883.59	(25,628.45)	(419,883.59)	100.00
BEG. FUND BALANCE		472,307.69	472,307.69	472,307.69			
END FUND BALANCE		472,307.69	472,307.69	892,191.28			

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE
 POST DATES 12/01/2019 - 12/31/2019
 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							
370-861-726.000	SUPPLIES	LORI WARD	REIMBURSE CATERING FOR MEETING	111119	12/04/19	30.45	111800
370-861-726.000	SUPPLIES	LORI WARD	REIMBURSE FOR DESIGN COMMITTEE CATE	12092019	01/01/20	20.55	112020
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE AND INTERNET	120519	12/04/19	299.00	500375
370-861-801.000	CONTRACTUAL SERVICES	HOLMAN SURVEILLANCE SY	SECURITY CAMERA REPAIR	17481	12/18/19	2,125.00	111917
370-861-801.000	CONTRACTUAL SERVICES	HOLMAN SURVEILLANCE SY	SECURITY CAMERA REPAIRS	102327	12/18/19	250.00	111917
370-861-801.000	CONTRACTUAL SERVICES	ALLIANCE WINDOW CLEANI	WINDOW CLEANING	4352	12/18/19	85.00	111929
370-861-801.000	CONTRACTUAL SERVICES	GREEN ELECTRICAL SOLUT	REPAIRS ON TOWN SQUARE LIGHTS	1117	12/18/19	2,860.00	111946
370-861-801.000	CONTRACTUAL SERVICES	GREEN ELECTRICAL SOLUT	REPAIRS ON COMERICA WALKWAY LIGHTIN	1124	12/18/19	1,205.00	111946
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	TOWN SQUARE WIFI	12172019	01/02/20	255.75	112003
370-861-801.000	CONTRACTUAL SERVICES	LONG MECHANICAL SERVIC	BOILER START UP IN WALKWAY	19-3914M	01/02/20	212.00	112013
370-861-850.000	LANDSCAPE MAINTENANCE	COMMERCIAL GROUNDS SER	WINTER LANDSCAPE AND LANDSCAPE REPA	19-14-121919	01/02/20	4,774.00	112028
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 8/7 - 9/5/19	123119	01/15/20	90.60	
370-861-976.010	STREET FURNISHINGS	KEEHL'S WELDING SERVIC	LIGHT POLE BRACKETS	NCC-102	12/04/19	1,500.00	111828
370-861-976.010	STREET FURNISHINGS	CANDELA CORPORATION	RETROFIT INDUCTION LIGHTING KIT	SIN550775	12/18/19	187.80	111954
Total For Dept 861 DESIGN COMMITTEE						13,895.15	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & PRC	NORTHVILLE PARKS & REC	PICNIC TABLES FOR SKELETONS ALIVE	2019-3	12/18/19	200.00	111934
370-862-784.000	DOWNTOWN PROGRAMMING & PRC	PATRICK ALAN LOKEY	SANTA AND ELVES SERVICES	1119	12/18/19	2,130.00	111949
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN FOR NOV/DEC ADS	042	12/04/19	1,250.00	111804
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PR & MARKETING MONTHLY RETAINER	NORTHVILLE 1-20	12/18/19	2,000.00	111868
370-862-801.000	CONTRACTUAL SERVICES	RENAISSANCE MEDIA LLC	DEC SEEN AD	265511	12/18/19	700.00	111933
370-862-801.000	CONTRACTUAL SERVICES	JOURNEYMAN PUBLISHING	THE VILLE AD - DECEMBER	1575	12/18/19	150.00	111937
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	JAN AND FEB EVENT CARDS	4533	01/02/20	569.00	111994
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MAILCHIMP	12219	12/04/19	34.99	111800
Total For Dept 862 MARKETING						7,033.99	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	LORI WARD	REIMBURSE CATERING FOR MEETING	501	12/04/19	8.98	111800
370-864-801.190	TECHNOLOGY SUPPORT & SERVI	COMCAST CORPORATION	OFFICE INTERNET	12162019	01/02/20	86.90	112002
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE NOV 19 (7.	119027	12/18/19	768.00	111922
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE AND INTERNET	120519	12/04/19	34.47	500375
370-864-960.000	EDUCATION & TRAINING	LORI WARD	REIMBURSE HOTEL FOR DDA CONFERENCE	96440	12/04/19	176.49	111800
370-864-960.000	EDUCATION & TRAINING	LORI WARD	REIMBURSE MEALS FOR CONFERENCE	7012	12/04/19	59.90	111800
370-864-960.000	EDUCATION & TRAINING	LORI WARD	MILEAGE FOR MDA CONFERENCE	1119	12/04/19	179.80	111800
Total For Dept 864 ORGANIZATIONAL						1,314.54	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						22,243.68	

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of December 17, 2019
Meeting Room A

The regular meeting of the DDA Board was called to order at 8:20 a.m.

ROLL CALL

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

Absent: *Carolann Ayers, Mary Starring*

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, Chris Alexander/Watermark, Nancy Darga/Resident, Kathy Spillane/Resident, Dave Guteman/Resident*

AUDIENCE COMMENTS

Nancy Darga mentioned there will be a meeting on December 21, 2019 at 2:30 pm at Nankin Mills with the State of MI, SEMCOG and Wayne County Parks about the Heritage Trail. The trail will begin in Dearborn and continue all the way through Northville. Darga stated that there is an opportunity for the City to partner with Motor City's National Heritage and the State Heritage Trail to get assistance and funding for some of the historic markers we would like to have created in Northville. Lori Ward said the DDA has \$5,000 set aside in this year's budget for the historic markers program. Most of the historic marker sites are located within the DDA boundaries.

APPROVAL OF CONSENT AGENDA

Consent Agenda:

- a. November 2019 Financial Statement
- b. November 2019 Invoice Report
- c. November 19, 2019 DDA Board Meeting Minutes
- d. October 15, 2019 Amended DDA Board Meeting Minutes
- e. 2nd Quarter Budget Amendments
- f. Explanation of 2nd Quarter Budget Amendments

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

WATERMARK DEVELOPMENT UPDATE

Greg Presley introduced Chris Alexander from Watermark. Alexander made it clear that the Watermark development is a separate PUD application, no longer part of the larger Hunter Pasteur proposal. Hunter Pasteur has the entire Northville Downs property under contract and Watermark has an agreement with them to purchase the northern 10 acres. Watermark is a 30-year-old company based in Indiana and have built 41 properties nationally. Watermark is excited to be in Michigan because new-build class A apartment stock is low and rental rates are high. Watermark would be the general contractor hiring local subs. Alexander is here for the week meeting with invested parties to gather feedback about the project to see if there is potential to move forward. The most recent project is a PUD with many community amenities.

John Casey expressed concerns about occupancy level (300 units), whether Watermark would retain ownership of the property, and the traffic impact. Alexander reassured Casey that 300 units is not too many given what is currently available to rent in the downtown. The “renter by choice” population continues to grow across the board for all age groups. The density and walkability will provide support for the downtown businesses. Alexander said traffic is already an ongoing problem in Northville but Watermark would be willing to help with solutions. Watermark has just started a Management Company and is looking to grow the number of properties they currently own and manage. With that being said, Alexander stated there is no guarantee that Watermark will not eventually sell the property. Casey expressed concern that if there was a recession and the property is sold, the City may have a huge poorly maintained property in the downtown. Ward asked if there was the opportunity to diversify the project and have some owner-occupied condos. Alexander commented that the Hunter Pasteur project would have condos but that the Watermark Development would only be rental.

Patrick Sullivan mentioned that SEMCOG has a break down of the different types of housing and the percentages for all cities in Michigan. Currently, Plymouth has 3 times more rental opportunities than Northville. Alexander stated the average rent for the new apartments will be about \$2000/month which allows more people to get into the Northville community without needing to purchase a home. The metro Detroit occupancy rate for apartment living is 97%.

Alexander stated that Hunter Pasteur’s agreement with the Downs will expire in January but they are negotiating an extension. He feels confident that regardless of that contract renewal Watermark would still be able to move forward with their development.

Presley presented the new drawings to the Board and highlighted the changes that have been made. The project started out as one big super block and is now 3 separate blocks with a grid pattern. There has been 31,000 square feet of commercial (restaurants and office space) added to the project. Presley said one of the big criticisms was less parking and more greenspace and they have now tried to address that concern. Watermark has agreed to spend the week meeting with stakeholders and listening to feedback with the hope of deciding whether this project is viable.

Presley questioned whether the DDA wanted to grow the downtown area to include Cady Street. Jim Long expressed concern about public parking for the First Presbyterian Church and how it would impact the church's programming. Shawn Riley would like to see growth along Cady Street and believes the project would enhance the Northville community. He feels it would create more opportunities for business growth and would be a much better use of the property than a Downs parking lot. Cozart weighed in that the EDC would like to see development along Cady too but wants to make sure we get the right product and that the infrastructure can support the proposed density. Ward questioned whether the new drawing of the Farmer's Market space is sufficient. Presley stated they will be meeting with Jody Humphries (Chamber of Commerce Director) this week to specifically discuss the Farmers Market. Casey agreed that development on Cady would be good for the existing businesses in downtown. Casey was concerned that the housing should come first and then the retail, don't force commercial before you have the infrastructure to support the new and existing businesses. Presley highlighted the public space in the drawings that connects to town square as a possible food truck and event area. Presley stressed that whatever is done on Cady Street should not compete but enhance the downtown. There are also public parking lots included in the drawings which could be used by the Presbyterian Church, Farmer's Market or other local needs. The majority of apartment parking is under the buildings. Casey objected to food trucks being allowed on property given they have an unfair advantage not having to pay city taxes. Ryan McKindles shared his positive response to the plan and feels the development would be good for the City. As a resident he feels that having more restaurants and living space would only enhance the town.

Presley questioned if the new event space were in the DDA borders would the DDA be willing to program and maintain the space. Ward stated a contract would need to be negotiated with Watermark and the City/DDA would need to agree on the terms. Sullivan pointed out that restaurants would use the space for outdoor dining. Jeri Johnson stated it would be another possible event space that would not require street closures. Sullivan said we are struggling to program Town Square with activities and to have another event space might be problematic. The space as drawn is the top level of an underground parking deck. McKindles suggested since it is all cement, we would need more plantings to soften the look of the space. Presley said there is the ability to have trees even on top of a cement deck.

Darga thought the fact that Watermark is willing to listen and work with us is a big positive. She would like to see an extensive traffic study done of the entire City not just 7 Mile and Sheldon Roads. Darga would also like to see more public restrooms in the downtown area. She felt the additional plaza would be a great space for public restrooms and parking. Turnbull mentioned the special event issue of shutting down Main Street on a frequent basis. We don't want to say no to events. His hope is that we will have several options for event planners to choose from that don't require street closures.

Long had several concerns regarding the project. He feels traffic is a huge issue and the amount of apartment units is too dense. He wants development but does not agree with the scope and density of this project. Casey stated that given the price tag on the

property we may not be able to get the best development for the community. The sale price might need to come down to get less density. Alexander stated Watermark has done their due diligence on how many apartments Northville can support and feel 300 units is not too many. Kathy Spillane feels that the topography of the Downs property needs to be looked at more closely. It is the first impression you get when entering Northville's downtown and large apartment buildings would block the views from the North and South. Spillane feels the density of the apartments would negatively impact the other future residents of the Downs property. Margene Buckhave agreed that the project is too dense and would prefer more ranch style condos as part of the development. She questioned who would pay for all the city services and streets associated with the development. Sullivan stated Watermark would be responsible for building the streets but the City would maintain them. McKindles shared that he hopes we don't get paralyzed in fear by wanting this development to make everyone happy. The property will be developed and if we have a good partner to work with us, we should move forward and not send the message that we are anti-development. Long believes the Downs is the last frontier and we should hold off till we get the right plan since this is our only opportunity to do it right.

Presley summarized that it appears some folks are not sure this is the right development for the community and some are willing to work with Watermark. This developer has been willing to listen and see if there is common ground to move forward with the project. Presley was not expecting total agreement and appreciates everyone being honest and forthright. Alexander agreed with Presley and said Watermark needs to hear both the positives and negatives.

SPECIAL EVENT COMMITTEE UPDATE

Riley said the Special Event Committee has been meeting to address the concerns about multiple events requiring street closures. Ward stated that the Committee doesn't want to say no to events but would rather find other venue options that would not require consecutive street closures. Sullivan wanted to make sure the event organizers be included in the future meetings. Ward said she would be meeting with them next month. The committee will be sending a recommendation to City Council in early February.

COMMITTEE INFORMATION AND UPDATE

a. *Design Committee:*

D.J. Boyd said the Design Committee met with designer Buzz Bizzell about the new wayfinding signs for Northville. The designs were well received and Bizzell took feedback from the Committee and will be incorporating that feedback into the designs. Boyd expects to be able to present the new branding to the DDA by February. Ward drew attention to the attachment that had the Committee updates on the bench sponsorship program, Rebecca's alley, induction lighting, entranceway signs, and outdoor art.

b. *Marketing Committee:*

Riley said that the Marketing Committee has also been working on the new brand development project in coordination with the Design Committee. This year we hope to update our website and print ads using the new branding. A new subcommittee formed to look at the frequency of special events held in the downtown. Riley also mentioned an additional subcommittee that formed to look at relocating two pieces of outdoor art.

c. *Parking Committee:*

Casey said the Cady Deck repairs are complete and negotiations are still ongoing for the repairs on the MainCentre Deck. The Committee has been looking at the cost for upgrading the parking lot high pressure lighting to induction lighting. Also, at the early January meeting they will be discussing reestablishing parking lot counts and whether there is a need for additional electric charging stations.

d. *Organizational Committee:*

Boyd said the Organizational Committee is charged with helping the DDA subcommittees with their individual goals and objectives. They will be presented at the January 21st DDA meeting and then presented to the City Council on January 27th. Boyd shared a short tutorial video on goal setting with Ward to send out to the various committees. Less is best should be the strategy moving forward.

e. *Economic Development Committee:*

Cozart said that the EDC committee has not formally met but there has been a lot going on behind the scenes. There will be a meeting with the Watermark group next week.

FUTURE MEETINGS/ IMPORTANT DATES

A list of future meeting dates and important events were provided in the Board packet.

BOARD AND STAFF COMMUNICATION

The next DDA Board meeting is scheduled for January 21, 2020.

Meeting adjourned at 10:15 am

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

**PA 57 INFORMATIONAL MEETING
of the Northville DDA
December 17, 2019
Meeting Room A**

The PA 57 meeting of the DDA Board was called to order at 8:00 a.m.

ROLL CALL

Present: *DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long, Greg Presley, Shawn Riley, Mayor Brian Turnbull*

Absent: *Carolann Ayers, Ryan McKindles, Mary Starring*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Director, Jeri Johnson/DDA Marketing & Communications Director, Marilyn Price/City Council, Barbara Moroski-Browne/City Council, Chris Alexander/Watermark, Dave Guteman/Resident, Nancy Darga/Resident, Kathy Spillane/Resident*

AUDIENCE COMMENTS

None

NEW REQUIREMENTS OF PA 57

Lori Ward stated that with the new PA 57 regulations DDA's are required to have two informational meetings with invitations sent out to all the taxing jurisdictions in Northville. This meeting is our second for 2019 and the next meeting will take place on June 16th 2020.

a. Website Requirements

PA 57 also requires DDAs to provide a list of relevant information on either the DDA or City's website. Ward included an attachment regarding these requirements.

b. Recodified Tax Increment Revenue

Ward stated that as part of the new PA 57 requirements she has attached the DDA revenue and expenditure report.

FINANCIAL OVERVIEW

Ward provided a revenue and expenditure spread sheet with the amended budget for the fiscal year 2019/2020. Total revenue and expenditures was amended to take into consideration the fund balance transfer of 280,600.00 for the parking deck repairs. The DDA's fund balance is \$472,307.69 with \$275,000 earmarked for parking renovations.

DDA GOALS & OBJECTIVES

Ward shared that the individual committees will be focusing on their goals and objectives at their upcoming January meetings. These will be presented at the January 21st DDA meeting and at the January 27th City Council meeting. Ward included the 2019/2020 list of goals and objectives for both the DDA and individual committees.

BOARD & STAFF COMMUNICATIONS

The next Informational Meeting is June 16, 2020

Meeting adjourned at 8:10 am

Respectfully submitted,

Jeri Johnson, Marketing and Communications Director
Northville DDA



Northville DDA Election of Officers

2020- 2021

Slate of Candidates

Chair – E. Shawn Riley

Vice Chair – John Casey

Secretary – Jeri Johnson

Treasurer – Carolann Ayers

~ DDA Communications ~

To: Northville Downtown Development Authority

From: Lori Ward, DDA Director

Subject: Special Event Review – Road Closures

Date: January 21, 2020

Background:

This fall, the topic of street closures as part of a special event application was discussed at several DDA Board meetings, Marketing Committee meetings, and Northville Central Business Association (merchant) meetings. In September and early October of 2019, Main Street was closed 4 out of 5 weekends for events, including the 3-day Heritage Festival. Merchants expressed concern for the negative impact the frequent street closures was having on the downtown business community. Merchants were frustrated with the inability of their customers to reach them with the streets closed and with the lack of traffic and sales on event days when downtown patrons were focused on the special event.

At the DDA's October meeting, DDA staff was asked to research the number of special events held in the previous year that required street closures. DDA staff compiled a list of special events that required downtown street closures. In 2019 there were 16 events which closed down streets in downtown for a total of 34 days. The road closures included 4 multi-day events which closed down streets for 11 days, 3 one day events, and 20 events that range from 3-5 hours. (Attachment A)

After ample discussion, the DDA Board voted to recommend to City Council that a moratorium be established for the next 60 days on any special event application that requires the closing of Main Street and/or Center Street in the downtown. The purpose of the moratorium was to give the DDA staff an opportunity to develop a formal process for evaluating the quality and quantity of events that would be allowed to close downtown streets.

The DDA's Marketing Committee assembled a subcommittee to review the issue and make a recommendation to the DDA and City Council. The subcommittee is made up of representatives from the DDA, Art House, Chamber of Commerce, event organizers, and several merchants. The subcommittee met 3 times over the past month to discuss special events, street closure, and potential alternative venues to Main Street/Town Square.

After much discussion, the subcommittee recommends that the following criteria be met in order to approve a special event with a street closure in downtown (Attachment B):

- All Downtown events requiring street closures must contribute to the economic enhancement, cultural enrichment, and/or promotion of Downtown Northville;
- The proposed location must be suitable for the event, with consideration given to crowd size, traffic flow, parking, electricity, health and safety, and impact on the site;
- Applications should be received at least 90 days in advance of the event date;
- If the event is an annual event, the applicant may include the following year's requested date. This is intended to ensure that community events have the ability to reserve the same date year to year;
- There is a rolling deadline for special event applications. Applications are reviewed on a first come, first served basis;
- Events with full day (6 hr +) street closures downtown are limited to either 2 full day (6 hr +) per month or 1 multi-day event per month;
- Events schedule in consecutive weeks will not be permitted;
- Events have to be accessible and open to the public. Exclusively private ticketed events are not permitted;

In addition, the subcommittee recommends that the communication regarding special event applications be improved or expanded by sending out an email providing a link to the special event application and notifying the downtown merchants when the special event application will be considered by City Council, in order to provide them with the ability to comment. An evaluation of each event, through a survey or other form of communication, should be developed in order to provide information to City Administration and Council on the success and impact on the event when they are considering a renewal of the special event permit for future years.

In order to distribute some of the special events to alternate venues in town and reduce the need for street closures, the subcommittee strongly recommends that the City revisit the Ford Field Rental Reservation Policy (Attachment C) that requires special event organizers in Ford Field to pay a non-refundable Mill Race Closure Fee of \$735/day plus park rental fee. The subcommittee determined that Ford Field is often preferred by vendors but the cost or rental is significantly more than other venues in town. Northville Historical Society representatives participated on the subcommittee and have expressed a willingness to revisit the 2017 policy.

Recommendation:

DDA staff recommends that the DDA adopt the changes outlined above and forward to Northville City Council for incorporation into the City's Special Event policy and request the City revisit the Ford Field Rental Reservation Policy to encourage additional use of Ford Field and/or Mill Race Village for special events.



List of events that require road closure in Downtown Northville in 2019:

- Friday night concert (13)
- Flower Sale (2)
- Orin's Block Party (already closed for Flower Sale)
- Memorial Day Parade (1)
- Party in the 'Ville (1)
- Arts and Acts (3)
- Independence Day Parade (1)
- Buy Michigan Now (3)
- OLV Victory Run (1)
- Streets of Treats (1)
- Spectrum Fest (1)
- Northville Wine & Food Festival (1)
- Heritage Festival (3)
- Skeletons are Alive! (1)
- Holiday Lighted Parade (1)
- Homecoming Parade (1)

Total : 34 days of road closures to accommodate special events
Downtown.

Special Event Committee Notes

Reasons for Special Events

- Economic enhancement
- Cultural Enrichment
- Promotion of Downtown Northville

Criteria for Street Closures

- No more than 2 full day (6hr) events with street closures per month or
- Only one multi full day (6hr) event with street closures per month
- Events cannot be held consecutively
- Events must be accessible and open to the public Exclusively private ticketed events are not permitted

Criteria for Venue

- Number of people
- Square footage required
- 90 advance notice
- Utility needs

Priority of Event Organizers

- City sponsored
- City co-sponsored
- Non-profit
 - Northville non-profit
 - Outside non-profit
- For-profit
 - Northville for-profit
 - Outside non-profit

Special Event Venues

- Town Square
- Ford Field
- Mill Race Village
- Open Space behind City Hall
- Old Church Square

Revisit Ford Field rental agreement with Mill Race Village

Update and clarify all fees associated with events

Improved communication of event details to merchants prior to events

Evaluation of events through survey or other forms of communication

Ford Field Rental Reservation Policy

- Section 1:** Baseball field Rental. Athletic competition rental of baseball field. Section 2 cannot be rented during a section 1 rental.
- Section 2:** Outfield open space area. This section is normally rented for private functions, parties with low-impact to the surroundings. No amplified music, inflatables, etc. when this section is rented without other sections. (Vintage Baseball, Birthday Parties, Family Reunion, etc.)
- Section 3:** Robert's Rock Area. This section is rented during large major impact events. This space is used primarily for power connection, stage location, additional dumpsters, etc.

Low-Impact/Minimal Impact Events:

These events are without amplified music (live or recorded), alcohol, inflatables, food trucks, etc. These events must obtain a permit through the Parks & Recreation Department. No City Special Events application is required. These type of events have a maximum of 100 people in attendance. This event creates very minimal impact to Mill Race Village and is not required to pay closure fee. These events are short term rentals which require no overnight set-up. Maximum event time will not exceed 6 hours. Most of these events would rent either section 1, 2 or both. These events must be booked at least 1 month prior to the event.

High-Impact/Major Impact Events:

These events require City Special Events Application and approval. These events require rental of all 3 sections. Most of these events would have amplified music (live or recorded), designated alcohol area, inflatables, animals, etc. These events may require certain admission fees, and blocked off sections around the park. These events usually will attract larger crowds in excess of 100 people and may impact parking areas surrounding Ford Field.

These type of events must be booked at least one (1) calendar year in advance of event date.

Effective April 1, 2017: These events would have major impacts to Mill Race Village and would be required to pay a non-refundable Mill Race Closure Fee, applicable to events Friday through Sunday from April 1-November 30.

Ford Field Rentals

It is understood by all renters that the Parks and Recreation Department has the authority close certain sections of the park, or cancel events, due to unfavorable field conditions. Due to poor drainage in the park, certain areas, especially section 2, can become unusable at any given time during an event and proper arrangements must be made by renter to address this situation during the rental. This is mainly for High Impact events which require set-up prior to the event date and time.

The Northville Parks and Recreation Department reserves the right to refuse and decline any rental due to field overuse, conditions, schedule, and events which would not be in the best interest of the Department and City.

Prior to any type of event, the Department of Parks and Recreation will walk the site with the event representative to pre-examine locations, current field conditions, and various equipment in the area. The event representative will sign a pre-event form verifying field conditions. At the end of the event, the event representative will again re-walk the area with Department of Parks and Recreation representative to re-examine field and equipment condition. Damages to fields, equipment, etc. will be the responsibility of the event and billed accordingly.

Current Rental Rates (Established)

Athletic Field rentals based on a 2-hour time block

	<u>Resident Rate</u>	<u>Rental Rate</u>
<i>Soccer Field</i> 210' x 150'	\$ 69.00	\$ 144.00
Lights (additional)	\$ 26.00	\$ 53.00
 <i>Baseball Field</i> 225'	 \$ 53.00	 \$ 110.00
Practice only (no set-up)	\$ 17.00	\$ 33.00
Lights (additional)	\$ 26.00	\$ 53.00
 <i>Section 3:</i>	 \$ 50.00 per hour	 \$ 50.00 per hour

CITY OF NORTHVILLE Miscellaneous Fees

	Effective date	Current Fee	Cashier Code	Dept.
RENTAL - CITY-OWNED FACILITIES				
<u>Profit/Private</u>				
Council Chambers - charged by the hour	7/1/19	39	27	C. Mgr.
Meeting Room A - charged by the hour	7/1/19	28	27	C. Mgr.
Training Room - charged by the hour	7/1/19	28	27	C. Mgr.
Town Square - per day	7/1/19	100	P&R	DDA
Town Square - per half day	7/1/19	50		
Ford Field Special Event Fee - 3 Day Weekend	7/1/19	2200 + park rental fee	n/a	C. Mgr.
Ford Field Special Event Fee - Friday, Saturday, or Sunday	7/1/19	735 + park rental fee	n/a	C. Mgr.
<u>Registered Non-Profit</u>				
Council Chambers - charged by the hour	7/1/19	16	27	C. Mgr.
Meeting Room A - charged by the hour	7/1/19	11	27	C. Mgr.
Training Room - charged by the hour	7/1/19	11	27	C. Mgr.
Town Square - per day	7/1/19	50	P&R	DDA
Ford Field Rental for Special Event - 3 Day Weekend	7/1/19	2200 plus park rental fee	n/a	C. Mgr.
Ford Field Special Event Fee - Friday, Saturday, or Sunday	7/1/19	735 plus park rental fee	n/a	C. Mgr.
RETURNED CHECK FEE				
Funds returned for NSF, account closed, stop payment, etc.	7/1/19	35	38	Finance
Stop Payment Fee for lost checks to be reissued	7/1/19	20		Finance
RIGHT OF WAY				
Application Fee for Telecommunication Providers (one-time)	7/1/19	200		
Right of Way Permit	7/1/19	70		
Right of Way Bond (refundable)	7/1/19	Determined by DPW Director		
SIDEWALK CAFÉ / OUTDOOR SEATING / DINING PLATFORM PERMITS				
Annual / Renewal Application Fee	7/1/19	75	04	DDA
Amended Application (same permit year - after original app is approved)	7/1/19	45	04	DDA
Square footage fee / alcohol served (total sq. ft. x sq. ft. fee)	7/1/19	1.25	04	DDA
Square footage fee / no alcohol served (total sq. ft. x sq. ft. fee)	7/1/19	0.85	04	DDA
Square footage fee / permanent structure in the ROW (total sq. ft x sq. ft. fee)	7/1/19	1.85	04	DDA
SNOW REMOVAL CHARGES				
Minimum charge \$100, pass thru all costs incurred by City	7/1/19	see left	MR	Bldg.
SOLICITOR LICENSE				
Up to 3 Months	7/1/19	60	04	Clerk
3 Months to 6 Months	7/1/19	90	04	Clerk
12 Months	7/1/19	115	04	Clerk
Bond Required	7/1/19	3,210	04	Clerk

~ *City of Northville* ~
Downtown Development Authority
Fiscal Year 2020 Goals and Objectives

Goal	Objective	Action Steps
Organization Committee: Develop shared vision for Downtown Northville.	Conduct annual planning session with DDA, City Council, HDC and PC to discuss and coordinate issues of common interest.	Working with Organization Committee, prepare agenda and host joint meeting.
		Host meeting and produce summary for participants.
Organization Committee: Provide adequate funding for DDA operations and projects.	Review options available to the DDA to strengthen the DDA's financial position and ability to facilitate projects that enhance the downtown.	Review and evaluate cost allocation arrangement with the City.
		Explore refinancing of DDA bonds to provide revenue for DDA projects.
Design Committee: Create and maintain vibrant, attractive and environmentally friendly downtown.	Oversee construction and maintenance of Downtown amenities.	Install additional bike racks downtown.
		Repair and maintain Town Square amenities including Pavilion, Fire Pits, Fountain, decorative lighting.
		Implement, where appropriate, mural program.
		Implement design standards for Historic Markers.
	Implement sustainable practices, where feasible, throughout the downtown.	Participate in the City's newly formed Sustainability Team.
Implement guidelines to allow for sponsorship of street furnishings.	Replace High Pressure Sodium streetlights and parking lot lights in the downtown with high efficiency Induction lighting.	
Parking Committee: Ensure adequate, safe, aesthetically pleasing parking to support the Downtown.	Monitor parking occupancy in parking decks, lots, and on- street in order to provide an adequate supply of parking.	Determine method of collecting parking data.
		Review impact of potential new development on parking.
		Develop enforcement plan in conjunction with Police Department to enforce time limits.
		Explore use of additional surveillance cameras in parking lots and decks.
	Maintain and repair parking lots and decks within the DDA boundaries as needed.	Identify funding sources for both parking deck and surface parking lot repairs and maintenance.

		Begin the renovation of the MainCentre parking deck as outlined in the Carl Walker Report.
		Define responsibilities for maintenance and upkeep of the parking system between the DDA, DPW, and consultants.
		Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.
		Improve buffering of the surface parking lots.
	Provide Adequate EV charging opportunities in the Downtown.	Monitor the use of EV charging stations to determine if additional units are necessary.
		Solicit energy partner to sponsor EV program.
Marketing Committee: Attract more people to Downtown.	Promote the Downtown as a destination for shopping, services, and entertainment.	Work with Marketing Consultant and Marketing Mix Committee to develop annual advertising and public relations plan for Downtown.
		Monitor analytics to evaluate the effectiveness of the various marketing efforts.
		Update DDA website.
		Work with other Northville organizations to cross promote events and happenings in the community.
	Attract more visitors to the Downtown area for events.	Encourage the update of City's Special Event Policy.
		Oversee the rental of Town Square and encourage additional use of all special event venues.
	Attract potential new businesses and (re)developments to the Downtown area.	Encourage retail uses at ground floor.
	Continue to actively Market Available Properties.	
Economic Development Committee: Encourage quality (re)developments that are consistent with the City's Master Plan.	Attract potential developers and investors to the Downtown Area.	Work with LandUSA to better understand and communicate the results of the Target Market Analysis.
		Review potential tools and incentives that could be utilized to encourage economic development Downtown.
		Have Executive Summary of Retail and Residential Target Market Analysis prepared.
	Monitor new development and its impacts and benefits to the downtown.	Participate in the review of the economic impact of new projects on the DDA/City.
	Review Policies and documents governing downtown development.	Explore the Redevelopment Ready Program for Northville.
		Participate in the update of the City's Master Plan.

MEETING MINUTES

December 7, 2019

Meeting Called to Order: At 3:40 pm

Attendance: Lori Ward, Robert Miller, Chuck Murdock, Fred Sheill, Carol Maise, DJ Boyd, Alan Somershoe

Minutes of Prior Meeting: Not discussed.

New Brand Logo:

Buzz Bizzell, of Bizzell Design Inc., sent us revised proposals for a new branding image, based on the feedback of the last meeting. He was on standby for a conference call. Following was discussed:

- Lori read comments sent in by Suzie, as she could attend. Suzie thought the logo concept was too contemporary. Also, she did not like the green color.
- Lori also mentioned that the mayor wants to add “a clock” into the logo. The mayor mocked up a design. Also, Buzz included a full clock image in one of his revised proposals. After some discussion, it was agreed to try a proposal which included a faded “clock head” image with a rosette as the clock face (no clock numbers). Lori will explain the concept to Buzz, and he’ll work with it.
- The green color – lots of discussion. Is it too bright? Is it color that will still be relevant 10-20 years from now? Would a darker color be better, but, will it read correctly on a brown background? Is there a slightly darker green color that’s classic, and will stand the test of time?
- Color palette? There are two colors in the December proposal that look very similar, but different – a brown and a burgundy/brown. They have the same pantone number – are they the same or not? Also, what color are the welcome signs? They look more orange.
- The logo on page 2, which has the faded rosette, looks much better. But, the fading is still too abrupt – it needs to be smoother.
- The recommended graphic fonts were agreed to be acceptable.
- The fine details of the center of the rosette appear to be used in some applications, but, not others.
- Stone vs Brick -- as was discussed at the last meeting, a classic brick is more appropriate for an historic downtown image.
- Black lettering outline -- the Northville road sign in the proposal appears to have a black outline for the “Northville” lettering. This seems to be a nice enhancement.
- Backlighting – at the last meeting, we requested proposals for backlighting. We still want to see proposals. One alternative is a “stand off” letters, with internal backlighting behind the letters, creating a “halo” effect.
- The use of “Michigan” in the logo. We should not use “Michigan” in applications in which it’s obvious we’re in Michigan (like the city entry signs). We should use “Michigan” in applications which may be viewed from anywhere in the US/world (like stationary or website applications).

General Sign Discussion:

- Brick, not stone. Plus, post alternatives.
- Need backlighting alternatives.
- Darker, classic green alternatives.
- Pursue black outlining of “Northville” lettering.
- No digital message boards.

Specific Sign Discussion:

- Northville Road, near Cady St -- “City of Northville, Welcome”. “Historic Downtown”. Needs brick base. Lots of discussion about where along Northville Rd the sign should be placed – no conclusion. Backside will be rosette.
- N. Griswold St, south of 8-Mile – “City of Northville, Welcome”. “Historic Downtown”. Post design. Need to investigate easement requirements for median placement. Backside will be rosette.
- 8-Mile, near Novi Rd -- “City of Northville, Welcome”. Brick base design.
- Center St and 8-Mile Rd – “City of Northville, Welcome”. “Historic Downtown”. Brick base design. Placed parallel with 8-Mile near the location of the present sign.
- Randolph St and 8-Mile – “City of Northville, Welcome”. “Historic Downtown” with a directional arrow. Post design. In the median.
- Town Hall Building -- “City of Northville”. “Municipal Building”, City Hall”, Police Dept”. Stone design.
- Police Station -- as proposed.
- 7-Mile and Center St -- Deleted temporarily, until Downs development progresses.

Meeting Adjourned: 5:30 pm

Submitted: C. Murdock 12/11/2019



January Design Committee Updates

Bench Sponsorship Project



All 10 of the benches have been sponsored. The DDA is awaiting the plaques for 4 of the benches. Once received, they will be installed at DPW and placed in their selected spots throughout the downtown. At the Design Committee's January meeting, the group will discuss whether to

place another order for additional benches. Given how quickly the 10 benches were sponsored, the DDA may want to place an additional order. There are still 8 of the old wooden benches that need to be retired. In addition, DDA staff has identified an additional 7 locations where no bench currently exists, but is a desired location. Given the success of the sponsorship program, there may be an opportunity to create a sponsorship program for the bike racks that will be ordered this spring. The Design Committee will discuss the opportunity at its January meeting.



Induction Lighting

Approximately 75 downtown streetlights remain to be converted from High Pressure Sodium to Induction Lighting. It has been suggested that the DDA consider the replacement of the existing HPS lights with LED lighting. DDA staff has researched the two alternatives and is recommending that the DDA continue with Induction lights. Rather than replacing the head of each of the HPS lights at a cost of \$1425 a piece, staff is recommending that the DDA/City retrofit the existing head at a cost of \$187.80 per light. The total to retrofit the remaining 75 lights totals \$14,085. This does not include the cost of installation that could either be contracted out or completed by DPW. In earlier talks with the DPW Director, it was thought that the 75 lights could be rolled out this spring over time by DPW, 10 or so at a time. This would need to be confirmed by DDA. DPW has a sample retrofit kit that it will install in the next couple of weeks. DDA is currently waiting for an additional part. DDA has budgeted \$30,000 in the fiscal year 2019-20 to complete this project.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY December 2019:

PUBLICITY:

Press Materials Sent:

- January & February Events calendar

Upcoming press materials:

- Los Tres Amigos opening
- Alexander's Custom Clothier Award Winning Commercials

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

- December 9 – Fox2 Detroit in-studio Holiday Gift Idea segment

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
 - Promoted Skeletons are Alive Launch Party post
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in December issue of The Ville
- Ad in December issue of SEEN Magazine
- Tipping Point “Every Christmas Story Ever Told (And Then Some)” program
- Parks & Rec Winter Brochure
- Ad in Art House Winter Brochure

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. Ads in January – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
 1. Ads in January – April 2020 issues of The Ville
- Ad in the Art House Spring brochure
- Ad in Tipping Point 39 Steps –Show runs January 30-March 811

February Future Meetings / Important Dates

- Economic Development Committee – January 23, 2020
- Organizational Committee – TBD
- City Council – February 3, 2020
- Planning Commission Meeting – February 4, 2020
- Marketing Committee – February 6, 2020
- First Friday Experience – February 7, 2020
- Design Committee – February 10, 2020
- NCBA Meeting – February 11, 2020
- Executive Committee – February 12, 2020
- City Council – February 17, 2020
- DDA Board Meeting – February 18, 2020
- Planning Commission Meeting – February 18, 2020
- Economic Development Committee – February 27, 2020

DDA Board of Directors Meeting Schedule for 2020

January 21, 2020

February 18, 2020

March 17, 2020

April 21, 2020

May 19, 2020

June 16, 2020

July 21, 2020

August 18, 2020

September 15, 2020

October 20, 2020

November 17, 2020

December 15, 2020

All meetings held at 8:00 am in Meeting Room A of City Hall, 215 West Main Street