



The City of Ferndale

Agenda

Monthly meeting of the DDA Board of Directors to conduct regular business. Downtown Development Authority Meeting

THURSDAY, SEPTEMBER 14, 2023 @ 8:00 AM

Ferndale City Hall

City Council Chamber

300 East Nine Mile Road

Ferndale, MI 48220

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1. **Call to Order & Roll Call**
 2. **Approval of Agenda** Chair asks those in favor to say, "aye", those opposed to say "no". Any member may ask for a change in the agenda to add or move an item. The entire Board must vote on the change.
 3. **Information Items from Executive Director** General updates, dates to remember, and other items from the Executive Director. Any member can request that the Director come prepared to speak on a certain topic during this portion of the meeting.
 4. **Community Reports** Updates from any community organizations in attendance such as the Ferndale Area District Library, representatives of other Boards and Commissions, etc. (3 minute time limit)
 5. **Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
 6. **Presentations**
 - 6.a [Woodward Moves Communication contract with Franco and Project Status](#)
 - 6.b [Parking Study and Mobile Pay Parking Zone Presentation](#)
 - 6.c [Downtown Resource Officer \(DRO\) returns](#)
 7. **Consent Agenda** These items are not discussed in detail, and are voted on as a whole. Any member may ask during Approval of Agenda discussion that an item be moved from Consent to Regular Agenda. Chair asks those in favor to say, "aye", those opposed to say "no".
 - 7.a [Approval Minutes from special meeting on August 24, 2023](#)
 - 7.b [Approval Minutes from regular board of directors meeting held on August 10, 2023](#)
 8. **Regular Agenda** These items are discussed and voted on individually. Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.

8.a [FY 2024 Budget Review](#)

9. **Call to Board Members** Members are provided an opportunity to share general updates, questions, concerns, etc.

10. **Adjournment**



September 14, 2023

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Sommer Realy

SUBJECT: Woodward Moves Communication contract with Franco and Project Status

SUGGESTED ACTION

Acknowledge the contract expiration date.

Agenda Item Category

Other

Agenda Item Deadline Date

2023-09-14

Item Description

The Woodward Moves project will be entering its final stages over the coming few months. The Downtown Development Authority (DDA) will present alongside Franco Communications with details pertaining to the construction project, including communications and a timeline of what is yet to come. The contract ends on 9/30/2023.

Item Background

OVERARCHING PROJECT GOAL

Woodward Moves is a planned MDOT re-pavement project with elements to improve Ferndale's safety, promote inclusivity, and foster prosperity to welcome people to enjoy and explore the Woodward Corridor for years to come.

TIMELINE

Work for Woodward Moves has taken place in two phases, the first starting in late September of 2022, and the second from April through October 2023.

PROJECT SCOPE

- Resurfacing of Woodward from 8 Mile to I-696
- The reduction of a travel lane on each side of Woodward
- Targeted improvements to curbs
- Shortening of pedestrian crossings

- Parking-protected bike lanes
- Improved visibility at intersections
- Implementation of accessible curb ramps

GENERAL

Woodward Avenue is a major regional corridor that connects communities in Oakland and Wayne Counties from Detroit to Pontiac. Woodward is also the "front door" of Ferndale and Pleasant Ridge two communities with a lively and diverse mix of businesses. Woodward Moves is happening in partnership with the City of Ferndale, the City of Pleasant Ridge, the Michigan Department of Transportation (MDOT), and the Southeast Regional Council of Governments (SEMCOG).

Item Costs

DDA board authorized the Executive Director to enter into a contract for Woodward Moves Communication Support with Franco in an amount not to exceed \$85,000 in FTE 22, 23, and 24.

GL#

248-000-818.000

CIP#

n/a

Additional Notes

ATTACHMENTS:



September 14, 2023

Downtown Development Authority

**CITY OF FERNDALÉ
REQUEST FOR COUNCIL ACTION**

FROM: Sommer Realy

SUBJECT: Parking Study and Mobile Pay Parking Zone Presentation

SUGGESTED ACTION

n/a

Agenda Item Category

Other

Agenda Item Deadline Date

2023-09-14

Item Description

City of Ferndale approved a parking study to be done in 2023-2024.

The parking system along Woodward Ave. will change after the Woodward Moves construction is completed this fall.

The Director of ParkFerndale will provide a brief introduction and overview of the parking study and considerations for mobile-pay-only parking spaces.

Item Background

The Woodward Moves project will reconfigure how guests use the segment of Woodward Ave. in Ferndale. A number of on-street corridor parking spaces will have been replaced by other system uses, such as redesigned SMART bus stop islands and the new protected two-way cycle track that will be located in the former outer vehicle lanes. These changes will impact how users access and use the remaining on-street parking spaces along the corridor.

Item Costs

n/a to DDA

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



September 14, 2023

Downtown Development Authority

**CITY OF FERNDALÉ
REQUEST FOR COUNCIL ACTION**

FROM: Sommer Realy

SUBJECT: Downtown Resource Officer (DRO) returns

SUGGESTED ACTION

No suggested action at this time. This is a discussion.

Agenda Item Category

Other

Agenda Item Deadline Date

2023-09-14

Item Description

Review and discussion of the appointed Downtown Resource Officer.

Item Background

This appointment started in July 2022.

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



September 14, 2023

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Sommer Realy

SUBJECT: Approval Minutes from special meeting on August 24, 2023

SUGGESTED ACTION

Approve Minutes from special meeting on August 24, 2023

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2023-09-14

Item Description

n/a

Item Background

Special Meeting held to appoint new Executive Director, Jennifer Beeker

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[DRAFT_DDA_AUG24,2023 SPECIAL_minutes.pdf](#)



VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
Downtown Development Authority Meeting
THURSDAY, AUGUST 24 @ 8:00 AM

1. CALL TO ORDER: TIME 8:05 AM

MEMBERS PRESENT: Vice Chair Sarah Brown, Jess Minnick, Metari Harris, Chair PJ Jacokes, Mayor Piana, Jerome Raska, Toly Ashkenazi

MEMBERS ABSENT: Treasurer Omar George, Secretary JeDonna Dinges

STAFF PRESENT: Sommer Realy, Acting Director + Engagement Manager

GUESTS: Dan Jacey, Director of HR; Joe Gacioch, City Manager; Teresa Robinson, Fire Chief

2. APPROVAL OF AGENDA

AYES – Vice Chair Sarah Brown, Jess Minnick, Metari Harris, Chair PJ Jacokes, Mayor Piana, Jerome Raska, Toly Ashkenazi

NAYS – None

All ayes, motion carries.

3. CALL TO AUDIENCE

N/A

4. REGULAR AGENDA

4.A Consideration of the appointment of Jennifer Beeker as the Downtown Development Authority Executive Director

Dan Jacey the director of the HR department presented to the board of directors a presentation and an overview of the recruitment process.

Jennie Beeker made her introduction to the DDA Board of Directors.

Motion by Metari Harris seconded by Jerome Raska Approval of the appointment of Jennifer Beeker as the Downtown Development Authority Executive Director

AYES – Vice Chair Sarah Brown, Jess Minnick, Metari Harris, Chair PJ Jacokes, Mayor Piana, Jerome Raska, Toly Ashkenazi

NAYS – None

All ayes, motion carries.

8. CALL TO BOARD MEMBERS

N/A

9. ADJOURNMENT

Motion by Mayor Melanie Piana, seconded by Metari Harris to adjourn the meeting at 8:15 AM.

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Chair PJ Jacokes, Toly Ashkenazi, Greg Pawlica and Jerome Raska

NAYS – None

All ayes, motion carries.



September 14, 2023

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Sommer Realy

SUBJECT: Approval Minutes from regular board of directors meeting held on August 10, 2023

SUGGESTED ACTION

Approve Minutes from regular board of directors meeting held on August 10, 2023

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2023-09-14

Item Description

n/a

Item Background

n/a

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[DDA Board Meeting Minutes_AUG 8, 2023.pdf](#)



VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
Downtown Development Authority Meeting
THURSDAY, JUNE 8 @ 8:00 AM

1. CALL TO ORDER: TIME 8:09 AM

MEMBERS PRESENT: Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Chair PJ Jacokes, Toly Ashkenazi, Greg Pawlica and Jerome Raska

MEMBERS ABSENT: Mayor Melanie Piana, JeDonna Dinges

STAFF PRESENT: Sommer Realy, Acting Director + Engagement Manager

GUESTS: Joe Gacioch, City Manager for City of Ferndale; Kyle Bryce, CED Planner I; Claire Dion, Zero Waste Management; Kara Sokol, Communications Department; Dan Jacey, Director of Human Resources

AUDIENCE: Sairy Garcia, Oakland Thrive branch of Oakland County Business Forward; Kylie Smith, House of Trillium, LLC; Grant Zvoch, employee of Pure

2. APPROVAL OF AGENDA

NAYS- None

All ayes, motion carries.

3. COMMUNITY REPORTS

N/A

4. CALL TO AUDIENCE

- a. Sairy Garcia, Oakland Thrive branch of Oakland County Business Forward introduced herself and reminded all in attendance of the services they offer.
- b. Kylie Smith, House of Trillium, LLC – 23257 Woodward – Stated she was lead to attend the DDA Board Meeting to gain a better understanding of the zoning process because it directly affects her business location. Stated that massage is not classified as healthcare within the zoning ordinance and limits her ability to move her business to another location in Ferndale.
- c. Grant Zvoch, employee of Pure Honda attended to introduce himself as a resident of Ferndale who does not own a motor vehicle and mentioned he is interested in being more involved with the downtown community.

5. PRESENTATIONS

5.a Presentation of the City's Newly Designed Website, www.ferndalemi.gov

The Communications Director; Kara Sokol provided a presentation and brief overview of the City's newly designed website, www.ferndalemi.gov, which launched on June 30. The presentation highlighted where to locate DDA board member application, meeting calendar, agendas, new design features, important navigational changes, and key accessibility improvements. Presentation focused on navigation to the DDA page, how people can apply to be on the board, rotating images, and accessibility components.

5.b Presentation on the City of Ferndale Zoning Ordinance Rewrite

Community and Economic Development (CED) Department staff, Kyle Bryce provided update on the ongoing zoning ordinance rewrite and seeking input on Downtown Design standards. The presentation included information on work already completed, upcoming and planned public engagement sessions, and the general timeline of the full process. The City of Ferndale is updating its zoning ordinance, which shapes the way we live, work, and play in our beautiful community. The primary goal is to create a sustainable, inclusive, modern, and user-friendly code, consistent with the 2022 Master Plan and Climate Action Plan. The city is working hard to ensure this process reflects the vision of all Ferndale residents and stakeholders, and we want to hear from YOU.

Late winter, adopt early 2024. For the whole city, 4 areas of focus, second story requirements at transit overlay district Woodward and nine meant to make a specific form of buildings, expansion of sq ft and triggers second story requirements, renovations, courtyard enclosures, second story requirement focus. We do not know what the end product will be.

MEMBERS: Tree planting guide to include the process of putting trees into the ground, Second Floor requirement when expanding square footage, clear explanation of the process required for any business or resident, type of business and how it is zoned.

Kyle Bryce answered the questions asked and stated they would be incorporated in the process. The process of relocating business sometimes requires a business to use a variance that is approved by the board of appeals. Zoning is in place to keep industry and residents are kept separate. Members and the public can submit an online form with their thoughts, ideas and wishes by visiting www.zoneferndale.com. Send direct inquiries to ced@ferndalemi.gov.

5.c Presentation to Review Grant-Funded Research and Recommendations on Improving Services Through a Tiered Rate Structure for the Shared Compactor Areas in Ferndale's Central Business District

Clair Dion, Zero Waste Manager, presented on behalf of the fellowship research that was conducted. The 2020 Downtown Waste Reduction and Recycling Master Plan recommended moving toward a tiered rate structure for the City's shared compactor areas. This presentation outlined data collected and analyzed over the past two months from multiple stakeholders and provided potential next steps toward creating an effective tiered rate system and improving service in the shared compactor/recycling areas. Board members, Omar George and Sarah Brown were given appreciation for their insight and working with those involved in the research.

6. CONSENT AGENDA

6.a Approval of from June 8, 2023 minutes

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Chair PJ Jacokes, Toly Ashkenazi, Greg Pawlica and Jerome Raska

NAYS – None

All ayes, motion carries.

7. Regular Agenda

7.a Consideration to Approve of the License Agreement with 165 E. 9 Mile LLC for the use of 165 East Nine Mile For an Annual Cost Not to Exceed \$12,000

The board of directors discussed the consideration of signing a lease agreement with new terms that do not allow the licensee to sublease the property and increased the rent to \$1,000. It was stated that the activation of this area was specific to the pandemic and provided relief to the surrounding businesses. In the last year, this property has been used rarely. Members discussed the option of going month to month throughout the rest of the summer season or to let it go once this month is over. Rent for the month of August has been paid.

Motion by Jerome Raska seconded by Treasurer Omar George, to Authorize the Interim Director, Sommer Realy to not execute a new lease agreement and remove all assets from property no later than September 1, 2023.

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Chair PJ Jacokes, Toly Ashkenazi, Greg Pawlica and Jerome Raska

NAYS – None

All ayes, motion carries.

8. Call to Board Members

Omar George mentioned the lack of having a downtown resource officer has made a difference and stated he is hopeful that this position will be filled again as it intended to be.

Metari Harris mentioned may be an option to work with area non-profit organizations that can assist with individuals who live on the streets and or struggle with mental health.

Jess Minnick announced Not Sorry Good's two-year anniversary taking place on Saturday and reminded everyone to share the Fall Art Walk participation form with business neighbors.

9. Information Items from Executive Director

Sommer Realy, Acting Director + Engagement Manager will provide an overview of the information included in weekly status emails.

-Board members are continuously evolving, and new member come on board as other members terms expire. It was asked of the current members to recruit new members as soon as the submission form is available on the City of Ferndale's new website

-Contract with AI Lifestyle has expired and will not be extended. Previous Executive Director, Lena Stevens provided the DDA with transitional services for 60 days under the contract with AI Lifestyle. During that time the Acting Director worked with her to transfer user names, subscriptions associated with the terminated credit card, Woodward Moves communication support and updates to the downtown Ferndale website.

Downtown Mural Program installations are completed. The Vision Committee, led by member Jess Minnick with the help of this committee is organizing a Fall Art Walk to support the businesses community and celebrate the art installations that were part of this 1st annual program. The Acting Director is in the process of finalizing all paperwork, payments, and grant obligations to close out program.

Woodward Moves, the Department of Public Works and the Downtown Development Authority will present to the council on August 14, 2023. This presentation will include all the steps this project has taken and what is remaining. Contract with Franco ends on September 23rd, 2023. Construction is expected to be complete by late October 2023.

Time moves fast, let us look ahead a bit, Ferndale Dream Cruise, Art Fair Weekend, Trick or Treating downtown, Late Night Shopping nights, PATIO zone and more.

10. **ADJOURNMENT**

Motion by Jerome Raska, seconded by Greg Pawlica to adjourn the meeting at 10:23

AYES – Vice Chair Sarah Brown, Treasurer Omar George, Secretary JeDonna Dinges, Jess Minnick, Metari Harris, Chair PJ Jacokes, Toly Ashkenazi, Greg Pawlica and Jerome Raska

NAYS – *None*

All ayes, motion carries.



September 14, 2023

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Sommer Realy

SUBJECT: FY 2024 Budget Review

SUGGESTED ACTION

Approval of Q1 FY24 budget adjustment for loss of Ferndale Area District Library.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2023-09-14

Item Description

n/a

Item Background

n/a

Item Costs

(70,000)

GL#

248-000-402.000

CIP#

n/a

Additional Notes

ATTACHMENTS: