



# The City of Ferndale

## Agenda

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

**THURSDAY, OCTOBER 12, 2023 @ 8:00 AM**

**Ferndale City Hall**

**City Council Chamber**

**300 East Nine Mile Road**

**Ferndale, MI 48220**

- 
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. **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)
  4. **Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
  5. **Presentations**
    - 5.a [2023 Art Walk \(You Belong Here Mural Program Celebration\)](#)
  6. **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".
    - 6.a [Approve Minutes from September 14th Meeting](#)
  7. **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. **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.
  9. **Call to Board Members** Members are provided an opportunity to share general updates, questions, concerns, etc.
  10. **Adjournment**



October 12, 2023

Downtown Development Authority

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Jennie Beeker

**SUBJECT:** 2023 Art Walk (You Belong Here Mural Program Celebration)

**SUGGESTED ACTION**

N/A

**Agenda Item Category**

Other

**Agenda Item Deadline Date**

2023-10-12

**Item Description**

Downtown Ferndale is proud to announce the successful completion of the first annual Downtown Ferndale Mural Program, an initiative that brought together artists from diverse backgrounds to create captivating 6 murals and 1 art installation throughout our vibrant city. This program was organized by the Ferndale Downtown Development Authority (DDA) in partnership with the Ferndale Arts & Cultural Commission, aimed to enrich the visual experience of Downtown Ferndale while fostering a sense of belonging for all who visit.

Mark your calendar for the Fall Art Walk on Saturday, October 14th, from 12:00 PM to 10:00 PM to view these murals as well as others in Downtown Ferndale. The event promises a lively day filled with art, shopping, music, delectable food, and fall-themed fun. The public is invited to take a self-guided tour of the public art and business activities through a google map.

**Item Background**

The first annual Downtown Ferndale Mural Program achieved resounding success, thanks to the support of downtown property owners and grant funding from the Michigan Arts and Cultural Commission and Main Street Oakland County. This collaboration exemplifies the power of partnerships in creating vibrant and inclusive urban environments. The theme for the inaugural program, "You Belong Here," reflected the values of inclusivity and community that define Ferndale. The result has been vibrant and dynamic mix of murals that celebrate the rich diversity of our city. The mural locations were carefully chosen to enhance the pedestrian experience and activate underutilized spaces.

**Item Costs**

N/A

**GL#**

N/A

**CIP#**

N/A

**Additional Notes****ATTACHMENTS:**

[PR - 2023 Mural Program Close Out and Art Walk.pdf](#)



## Ferndale Downtown Development Authority

300 E Nine Mile Road

Ferndale, MI 48220

E. [info@downtownferndale.com](mailto:info@downtownferndale.com)

W. [downtownferndale.com](http://downtownferndale.com)

P. 248-546-1632

### PRESS RELEASE

#### FOR IMMEDIATE RELEASE

Contact: Sommer Realy, Program Manager / Engagement Manager for the Ferndale Downtown Development Authority

Phone: 248-546-1632 office / 248-818-1865 mobile

Email: [sommer@downtownferndale.com](mailto:sommer@downtownferndale.com)

Website: [downtownferndale.com/murals](http://downtownferndale.com/murals)

### **Downtown Ferndale Celebrates Diversity and Community Spirit with the First Annual Mural Program**

**Ferndale, MI (October 6, 2023)** - Downtown Ferndale is proud to announce the successful completion of the first annual Downtown Ferndale Mural Program, an initiative that brought together artists from diverse backgrounds to create captivating 6 murals and 1 art installation throughout our vibrant city. This program was organized by the Ferndale Downtown Development Authority (DDA) in partnership with the Ferndale Arts & Cultural Commission, aimed to enrich the visual experience of Downtown Ferndale while fostering a sense of belonging for all who visit.

Mark your calendar for the [Fall Art Walk on Saturday, October 14th](#), from 12:00 PM to 10:00 PM to view these murals as well as others in Downtown Ferndale. The event promises a lively day filled with art, shopping, music, delectable food, and fall-themed fun. The public is invited to take a self-guided tour of the public art and business activities through a google map.

The first annual [Downtown Ferndale Mural Program](#) achieved resounding success, thanks to the support of downtown property owners and grant funding from the Michigan Arts and Cultural Commission and Main Street Oakland County. This collaboration exemplifies the power of partnerships in creating vibrant and inclusive urban environments.

*"We wish to express our heartfelt gratitude to the talented artists who have enriched our city's cultural landscape through their outstanding work and commitment,"* said Sommer Realy, Program Manager and Engagement Manager for the Ferndale DDA. *"We are thrilled with the results of the mural program. The chosen works of art not only capture the essence of belonging but also make Downtown Ferndale an even more engaging and attractive destination for residents and visitors alike."*

The theme for the inaugural program, "You Belong Here," reflected the values of inclusivity and community that define Ferndale. The selected artists were chosen from over 50 applications for how they encapsulated the spirit of this theme in their creations. The result has been vibrant and dynamic murals that celebrate the rich diversity of our city.



## Ferndale Downtown Development Authority

300 E Nine Mile Road

Ferndale, MI 48220

E. [info@downtownferndale.com](mailto:info@downtownferndale.com)

W. [downtownferndale.com](http://downtownferndale.com)

P. 248-546-1632

Artist Stephanie Chisholm (They/Them) says *"It means a lot to have completed my first mural in Ferndale- a place that has welcomed and supported me in various ways over the years. Intuitive abstract work requires an open and curious mind and so does living in a world which embraces belonging. As a dog walker here, I spend a lot of time exploring every street in the neighborhood. There is a felt experience of energy and acceptance that takes place. I did my best to transfer that sense of upliftment and all I've soaked in over the years into the artwork to hopefully produce something others can enjoy and reflect upon too."*

The mural locations were carefully chosen to enhance the pedestrian experience and activate underutilized spaces. From the rear entrance of Natural Patch to the Emory, to Howe's Bayou, the murals now brighten several prominent locations across the city. *(A full list of locations and artists is attached to this press release.)*

*"Art has the extraordinary ability to transcend barriers, fostering connections between individuals from all walks of life",* remarked Mayor Melanie Piana. *"The mural art theme "You Belong Here" reflects our community's commitment to elevate diversity, love and belonging. I'm excited to expand on our small collection of mural art. Blank downtown building walls are a perfect canvas for expressing Ferndale's uniqueness."*

The selection process was overseen by an advisory committee comprising representatives from the DDA, Ferndale Arts and Cultural Committee, and City of Ferndale. The committee evaluated each artist's proposal based on artistic quality, feasibility, location appropriateness, and diversity of styles and artists. Properties submitted for consideration were evaluated to prioritize highly visible public sites, underutilized pedestrian spaces, or those with safety and security issues. The goal was to create a collection of murals throughout downtown that would celebrate the unique voices of the artists while reflecting the vibrant tapestry of Ferndale's community.

*"Our inaugural mural program has been an absolute success! We had a great turnout from a wide variety of artists, both in style and constitution. The process was fun and efficient (rare bedfellows). It's hard to believe how quickly it all came together. Ferndale is a little more colorful now and I couldn't be prouder."* said Pj Jacokes, DDA Board Chair

For more information about the annual Downtown Ferndale Mural Program, please visit our website at [www.downtownferndale.com/murals](http://www.downtownferndale.com/murals).

### About Ferndale Downtown Development Authority:

The Ferndale Downtown Development Authority is committed to the continued growth and revitalization of Downtown Ferndale, creating an inclusive and dynamic environment that fosters economic vitality and community engagement. Through innovative initiatives like the Downtown Ferndale Mural Program, the DDA aims to showcase the rich cultural tapestry and creative energy of the city. For more information, visit [downtownferndale.com](http://downtownferndale.com).

### ARTISTS AND LOCATIONS:

**Artist: India Solomon (She/Her),** Ferndale resident

Location: Natural Patch, West Troy St entrance, 221 West Nine Mile West Troy

Mural Title: A Chance to Thrive

Website: indiasolomon.com

Instagram: @indiasolomon

India's mural, "A Chance to Thrive," explores what it means to live well and feel good. With a balanced color scheme and warmth, the artwork symbolizes Ferndale's commitment to inclusivity and offers a meditation on thriving.



**Artist: Shana Preuett (She/Her),** Royal Oak resident

Location: Bakehouse46, 301 West Nine Mile

Mural Title: Celebrate All That You Are

Website: smpartanddesign.com

Instagram: @art.design

Shana's mural celebrates individuality and belonging with playful imagery. The mural's simplicity allows viewers to find their own stories within the symbolism, reflecting the spirit of community support and acceptance in Ferndale.



**Artist: Stephanie Chisholm (They/Them)**, Sterling Heights resident

Location: Breckenridge Parking Lot, 22901-22965 Woodward Avenue

Mural Title: Destination Paradise

Instagram: @stephanieprism

"Destination Paradise," is an abstract mural abundant with colors and patterns, inspired by Yusef Lateef's song of the same name. The artwork represents an active neighborhood where each mark contributes to completing the larger harmonious composition, symbolizing a sense of belonging.



**Artist: Ammy Amorette Spencer (She/Her)**, Grant Township resident

Location: Broock Real Estate, 413 West Nine Mile

Mural Title: UNO

Website: [ammyamorette.scd.cl](http://ammyamorette.scd.cl)

Facebook: @ammyamorettepainter

Ammy's mosaic mural, "UNO," symbolizes unity and collaboration, demonstrating that everyone is part of the same world. The artwork aims to foster a sense of belonging and happiness among viewers.





**Artist: Tony Whlgn (He/Him),** Detroit resident

Location: Howe's Bayou, rear entrance, 22848 Woodward

Mural Title: You Belong Here

Website: [toneytonytone.com](http://toneytonytone.com)

Instagram: @tonywhlgn

Tony envisioned a vibrant and fun safari-themed mural, where plants, trees, and hidden characters represent the diversity of the city and spell the phrase "You Belong Here." The artwork aims to activate and celebrate the community's youth and new businesses.



**Artist: Melanie Formica (She/Her),** Detroit resident

Location: The Emory, rear entrance, 22700 Woodward Ave

Mural Title: Dolls of Identity

Website: [melanieformicaart.com](http://melanieformicaart.com)

Instagram: @melk666art

This piece is about sending joy, light and encouragement into the universe. "Living life is hard for all of us in very different and relative ways. The world needs all sorts of people who have lived all sorts of lives," says Melanie of her inspiration for her art.







**Ferndale Downtown Development Authority**

300 E Nine Mile Road

Ferndale, MI 48220

E. [info@downtownferndale.com](mailto:info@downtownferndale.com)

W. [downtownferndale.com](http://downtownferndale.com)

P. 248-546-1632

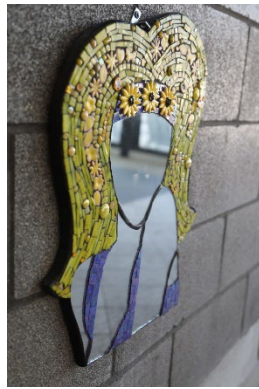
**Artist: Su Majewski (She/Her)**, St. Clair Shores resident

Location: The dot Parking Garage, 221 West Troy Street, and several other locations around downtown

Website: [www.sumajetski.weebly.com](http://www.sumajetski.weebly.com)

Instagram: @sumajetski

Su's mirror faces mural series reflects the diversity of Ferndale, where visitors can see themselves within the artwork. The portraits represent equality and togetherness, embodying the theme "You Belong Here." What began as a pandemic project for this artist will now be shared with the entire Downtown Ferndale community!





October 12, 2023

Downtown Development Authority

**CITY OF FERNDALÉ  
REQUEST FOR COUNCIL ACTION**

**FROM:** Sommer Realy

**SUBJECT:** Approve Minutes from September 14th Meeting

**SUGGESTED ACTION**

Approve Minutes from September 14th, 2023 Meeting

**Agenda Item Category**

Operational Item

**Agenda Item Deadline Date**

2023-10-12

**Item Description**

Approval of minutes from the regular meeting of the DDA Board of Directors held on Thursday, September 14, 2023.

**Item Background**

N/A

**Item Costs**

n/a

**GL#**

n/a

**CIP#**

n/a

**Additional Notes**

**ATTACHMENTS:**

[DDA Board Meeting Minutes\\_SEPTEMBER 14, 2023.pdf](#)



**VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors**  
**Downtown Development Authority Meeting**  
**THURSDAY, SEPTEMBER 14 @ 8:00 AM**

**1. CALL TO ORDER: 8:14 AM**

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

MEMBERS ABSENT: Mayor Melanie Piana

STAFF PRESENT: Jennie Beeker, Executive Director; Sommer Realy, Acting Director + Engagement Manager

GUESTS: Joe Gacioch, City Manager for City of Ferndale; Dan Jacey, Director of Human Resources; Bruce Campbell, Park Ferndale; Chief Emmi, Police Department; DRO Andy Roth, Police Department; Emily Herbert, Franco Communications

AUDIENCE: Robert Tolbert, Ferndale Schools; Jenny Marr, Ferndale Area District Library; Annaka Norris, Main Street Oakland County; Doug Smith, Coeur

**2. Approval of Agenda**

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

*NAYS- None*

***All ayes, motion carries.***

**3. Information Items from Executive Director**

The new executive director, Jennie Beeker introduced herself to the board with details about who she is as a human, her professional experience, education and explained the ice breaker question game.

**4. Community Reports**

Jenny Marr, Ferndale Area District Library spoke about the following activities: Fall mailer has gone out, book out on story trail, September is library card sign up month, community outreach is in full swing, horror movie night, reading riot for kids, High School social justice and snacks and Storytime for children with sensory challenges.

Robert Tolbert, Ferndale Public Schools reported; enrollment is up in the Ferndale School district, Open houses/curriculum nights are in full swing, Homecoming parade is coming up on October 13<sup>th</sup>, Coffee hours are available for the community before school board

meeting, taking place at 6 PM before each board meeting, provided update on construction which can be found on the school's website.

Annaka Norris, Main Street Oakland County spoke about the services Main Street Oakland County provides downtown associations within Oakland County, State of Michigan and Nationwide. Mentioned the following resources and events; small microbusiness microgrant – Genesis \$2,500 new business – marketing new systems, not signage.

Downtown Day – September 23rd (MDA) Governor recognizes downtown. A new ecommerce online marketplace with 9 communities will launch with a celebration taking place in Rochester. Training seminar registration available for “Grow with google”. Local Gem sweepstakes comes back for Shop Small Saturday, which is on the Saturday after Thanksgiving

## **5. Call to Audience**

Doug Smith, Coeur introduced himself to the DDA board and audience. Doug is part owner for the new restaurant that has opened where Assaggi Bistro was and his son, Jordan is the executive chef. Stated that they have seen a lot of success with hosting wine tastings that generate visitors who have not yet been to Ferndale.

## **6. Presentations**

### **6.a Woodward Moves Communication contract with Franco and Project Status**

DDA staff member, Sommer Realy started presentation with an update on the status of construction and introduced Emily with Franco to talk about the work performed in association to the communication contract that was approved in 2022. Contract ends on September 30<sup>th</sup>, 2023. Communication of Woodward Moves will be handled by the City's communication team with the assistance of the DDA staff. Communication focus for DDA is focused on the central business district and supports the stakeholders within the TIF.

### **6.b Parking Study and Mobile Pay Parking Zone Presentation**

Bruce Campbell, Director of Park Ferndale led a virtual presentation by Fishbeck and provided insight on the council approved parking study. Director Campbell provided a demonstration of a new pay to park system called text to park that will be implemented when Woodward Ave. reopens with a new parking configuration.

### **6.c Downtown Resource Officer (DRO) returns**

DDA staff member, Sommer Realy lead the presentation by welcoming back Downtown Resource Officer Andy Roth. The DDA board discussed the importance of the DRO position and why they feel it is important.

## **7. Consent Agenda**

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

Motion by Jerome Raska seconded by Vice Chair Sara Brown, to approve the consent agenda.

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

*NAYS – None*

***All ayes, motion carries.***

## 8. Regular Agenda

### 8.a FY 2024 Budget Review

Motion by Jerome Raska seconded by Vice Chair Sara Brown, to approve the FY 2024 budget adjustment to reflect the loss of funds from Ferndale Area District Library.

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

*NAYS – None*

***All ayes, motion carries.***

## 9. Call to Board Members

Member Pj Jacokes mentioned the debut of Quicksand Movie he stars in is available on Amazon iTunes, Google Play.

## 10. Adjournment

Motion by Jerome Raska, seconded by Omar George to adjourn the meeting at **11:03 AM**

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

*NAYS – None*

***All ayes, motion carries.***