



Plymouth Downtown Development Authority

Meeting Agenda

December 14, 2020 7:00 p.m.

Plymouth Downtown Development Authority
831 Penniman
Plymouth, Michigan 48170

www.downtownplymouth.org
Phone 734-455-1453
Fax 734-459-5792

Meeting will be held online at zoom.us. Meeting ID: 878 8667 8168
Join Zoom Meeting <https://us02web.zoom.us/j/87886678168>
Passcode – 259205

Statement on explanation of the reason why the public body is meeting electronically:

On March 10, 2020 the Governor of the State of Michigan declared a State of emergency across the State of Michigan under section 1 of Article 5 of the Michigan Constitution of 1963, the Emergency Management Act, 1976 PA 390, as amended, MCL 30.401 – 421, and the Emergency Powers of the Governor Act of 1945, 1945 PA302, as amended, MCL 10.31 – 33. These sections provide the Governor with broad powers and duties to cope with dangers to this state or to the people of the state.

As a part of the response to the emergency, the Governor has deemed it reasonable and necessary to temporarily suspend rules and procedures relating to physical presence at meetings and hearings of public bodies and other governmental entities in Michigan. These public bodies and entities must continue to conduct public business during this emergency. Due to the emergency situation and the request of the Governor to not gather in groups of 10 or more it is necessary for some public boards to meet electronically.

1) CALL TO ORDER

Kerri Pollard, Chairperson
Oliver Wolcott, Mayor
Ellen Elliott
Daniel Farmer
Scott Foess
Maura Hynes
Dan Johnson
Andre Martinelli
Patrick O'Neill
Brent Rieli

2) CITIZENS COMMENTS

3) APPROVAL OF THE AGENDA

4) APPROVAL OF MEETING MINUTES

A. Regular meeting 10-12-2020

5) BOARD COMMENTS

6) OLD BUSINESS

A. Strategic Planning Session

7) NEW BUSINESS--None

8) REPORTS AND CORRESPONDENCE

9) ADJOURNMENT

Citizen Comments - This section of the agenda allows up to 3 minutes to present information or raise issues regarding items not on the agenda. Upon arising to address the Board, speakers should first identify themselves by clearly stating their name and address. Comments must be limited to the subject of the item.

Persons with disabilities needing assistance with this should contact the City Clerk's office at 734-453-1234 Monday through Friday from 8:00 a.m. -4:30 p.m., at least 24 hours prior to the meeting. An attempt will be made to make reasonable accommodations.

City of Plymouth Strategic Plan 2017-2022

GOAL I - QUALITY OF LIFE

OBJECTIVES

1. Support the neighborhoods with high-quality customer service
2. Engage in collaboration with private entities and surrounding municipalities to implement the [Joint Recreation Master Plan](#)
3. Improve communication with the public across multiple platforms
4. Maintain a high level of cleanliness throughout the City
5. Support and host a diverse variety of events that foster community and placemaking

ONE YEAR TASKS 2019-2020

- Restore operations for recreation programs after Hines Park bridge repairs are completed
- Explore funding and partnership opportunities to increase and enhance pedestrian crossings
- Finalize [City website](#) update
- Develop and adopt a Master Plan for Kellogg Park, including the fountain
- Develop and implement strategy to market sponsorship opportunities to improve publicly owned assets
- Draft and approve amendments to [Tree Ordinance](#) to clarify implementation, enforcement, and scope

GOAL II - FINANCIAL STABILITY

OBJECTIVES

1. Approve balanced budgets that maintain fiscal responsibility
2. Advocate for increased revenue sharing with the State of Michigan
3. Encourage and engage in partnerships, both public and private, to share costs of services and equipment
4. Address the issue of legacy costs
5. Seek out and implement efficient and effective inter-departmental collaboration
6. Market our successes to attract new economic and investment opportunities

ONE YEAR TASKS 2019-2020

- Continue to support [Michigan Municipal League \(MML\)](#) efforts to [coordinate state initiatives](#) related to revenue sharing with municipalities
- Increase awareness of and support the [MML Save MI City campaign](#)
- Target revenue enhancements that support large capital projects, including grants and millages
- Explore internal and external potential for supplemental funding of legacy costs
- Develop a plan for capital improvement funding projects and purchases
- Explore enhanced investment opportunities

GOAL III - ECONOMIC VITALITY

OBJECTIVES

1. Continue to support and improve active, vibrant downtown branding
2. Support community and economic development projects and initiatives
3. Support a mix of industrial, commercial and residential development
4. Reference the [Master Plan](#) in economic decision-making

ONE YEAR TASKS 2019-2020

- Complete and approve the [DDA Master Plan](#)
- Address and implement recommendations in the [Redevelopment Ready Communities baseline report](#)
- Develop and approve city-wide economic development strategies (Saxton's property, parking system, connections between Old Village and the DDA, Bathey property remediation and development, 240 N. Main, Lumber Mart site)
- Identify other properties of significance to the economic development strategy
- Complete a community survey
- Increase collaborations with partners in the community
- Administer the City's [Master Plan](#) using implementation matrix ([Appendix Table 5](#))

GOAL IV - SERVICE AND INFRASTRUCTURE

OBJECTIVES

1. Support administration and staff by providing professional development opportunities, supplying resources, and maintaining a commitment to recruitment, retention and succession planning
2. Support and deliver safe and responsive emergency services
3. Maintain a sophisticated and responsive technology to communicate and manage data
4. Continually record, maintain, update, and improve City infrastructure

ONE YEAR TASKS 2019-2020

- Begin implementation of parking recommendations for City parking system
- Develop and utilize consistent message and branding across all platforms
- Develop and approve of plan for future delivery of emergency services
- Implement infrastructure asset management plan
- Approve agreement on sanitary sewer with [Western Township Utilities Authority \(WTUA\)](#)



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, October 12, 2020 - 7:00 p.m.

City of Plymouth
201 S. Main
Plymouth, Michigan 48170-1637

www.plymouthmi.gov
Phone 734-453-1234
Fax 734-455-1892

Online Zoom Meeting

1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:04 p.m.

Present: Mayor Oliver Wolcott, Chair Pollard, Members Ellen Elliott, Daniel Farmer, Scott Foess, Maura Hynes, Dan Johnson (arrived at 7:07), and Andre Martinelli

Excused: Patrick O'Neill and Brent Rieli

Also present: DDA Director Tony Bruscato, DDA Coordinator Sam Plymale

2. CITIZENS COMMENTS

There were no citizen comments.

3. APPROVAL OF THE AGENDA

Wolcott offered a motion, seconded by Elliott, to approve the agenda. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, Pollard, and Wolcott

MOTION PASSED 8-0

4. APPROVAL OF THE MEETING MINUTES

Hynes offered a motion, seconded by Foess, to approve the minutes of the September 14, 2020 meeting. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, Pollard, and Wolcott

MOTION PASSED 8-0

Wolcott offered a motion, seconded by Foess, to approve the minutes of the September 23, 2020 meeting. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, Pollard, and Wolcott

MOTION PASSED 8-0

5. BOARD COMMENTS

Elliott thanked Bruscato and Plymale for their support of downtown businesses. Wolcott did so as well. Pollard asked whether the recent Supreme Court decision regarding Governor Whitmer's executive orders would impact online board and commission meetings. Bruscato said the City's attorney is researching it and will report as soon as possible.

6. OLD BUSINESS

- a. Strategic Plan Update

Bruscato reported that City administration and the DDA staff are studying proposals for supporting restaurants when outdoor seating is no longer viable due to cold weather. He also said demolition at the curved section of Saxton’s was scheduled to begin on October 19.

7. NEW BUSINESS

- a. Strategic Planning Session – Carlisle Wortman Contract Resolution

Elliott offered the following motion, which was seconded by Wolcott.

WHEREAS The DDA Board annually updates its goals and strategic plan; and

WHEREAS The DDA Board has finalized versions of both a Kellog Park Master Plan and a DDA Infrastructure Master Plan; and

WHEREAS City Planner Sally Elmiger from Carlisle Wortman and Associates of Ann Arbor conducted the 2018 DDA goals session and routinely serves as the City Planner of the City of Plymouth; and

WHEREAS The 2018 DDA strategic plan has served as a useful document for prioritizing projects and planning for long term goals;

NOW THEREFORE BE IT RESOLVED THAT the DDA Board approves the attached contract in the amount of \$4,135 to hire Sally Elmiger from Carlisle Wortman and Associates to facilitate its 2021 strategic planning session. The expense will be taken from account number 248.290.818.000. The session will tentatively be scheduled for January 11, 2021 during the DDA Board’s regularly scheduled meeting.

After a discussion, it was agreed that Bruscato would ask Elmiger to schedule the session for December.

There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, Pollard, and Wolcott

MOTION PASSED 8-0

8. REPORTS AND CORRESPONDENCE

None.

9. ADJOURNMENT

Wolcott offered a motion, seconded by Johnson, to adjourn the meeting at 7:26 p.m. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, Pollard, and Wolcott

MOTION PASSED 8-0

DRAFT

DDA 2018 Five Year Strategic Plan

City of Plymouth

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update as of 12/14/2020
Identify Alternative Funding Sources	Develop a vision/plan to explore and identify alternative funding mechanisms for capital improvement projects. Plan should include "Action Plan" that identifies steps for obtaining funding via each funding source.	DDA Board	Short Term	DDA Funding/Grants/Public-Private Partnerships	Delayed because of COVID-19. The Finance Committee consisting of DDA Board directors Maura Hynes, Scott Foess and Ellen Elliott held its first meeting on January 13, 2020. The assignment for each member is to bring two suggestions for potential funding. The 4/13/2020 meeting was cancelled.
	Establish a DDA Finance Committee.	DDA Board	Short Term	No Cost	The 4/13/2020 meeting cancelled because of COVID-19
Increase Parking Inventory	Create Comprehensive Parking Plan that determines existing and future parking needs, and 1-5 year vision for parking facilities, including reconstruction of parking deck. Plan should also identify, evaluate and prioritize funding and revenue sources (paid parking, assessments, private/public partnerships, advertising, etc.).	DDA Board/Parking Sub-Committee	Short Term	Paid Parking, Assessments, Public-Private Partnerships	Delayed because of COVID-19. City staff will reconvene working on plan when appropriate. DDA Staff is analyzing kiosks and quotes from two vendors to give a recommendation to the project team at the next meeting.
	Assist in moving Saxton's development project forward by hosting/participating in joint planning meeting to discuss site plan features with the City Commission and Planning Commission.	City Administration/DDA Staff/Planning Commission	Short Term	No Cost	The closing on the Saxton's property was completed on 8/5/2020. Wade Trim has been authorized by city administration to develop plans for a parking lot on the site.
Make Downtown More Pedestrian Friendly	Repair/replace tree grates; maintain existing and install where needed. Investigate tree grates made of more flexible material to avoid heaving.	DDA Staff	Short Term	DDA Funding/Public-Private partnerships	DDA Board accepted DDA Infrastructure Master Plan at September Board Meeting. Next strategic planning session to determine next steps.
	Create a sense of arrival/entryway into downtown by improving pedestrian crossings identified in 2017 goals (Main/Church, Harvey/Penniman, Harvey/Wing and Main/Wing)	DDA Staff	Medium Term	DDA Budget/City Budget/Grants	The Plymouth City Commission on 8/4/2020 approved push button upgrades to be added to the pedestrian signals at the Main Street and Ann Arbor Trail intersection. The pedestals have been installed. Complete installation expected in December 2020
	Create tree lighting plan to provide full LED display on all trees within desired boundary (purchase, installation and maintenance)	DDA Staff	Short Term	DDA Budget/Partnerships with Property and Business Owners	Tree lights on Penniman and half the trees on Forest Ave. either installed, repaired or replaced.
	Increase lighting, especially in alleys	DDA Staff	Short Term	DDA Budget	Some of the lights on the the Central Parking Deck were repaired on 8/6/2020
Kellogg Park	Develop and implement Kellogg Park improvements (turf, preserve tree canopy, more permanent solution for bandstand) by creating a fundraising campaign (brick pavers, corporate sponsorship, donations).	City Commission/DDA Board	Medium Term	Fundraising/Grants	Wade Trim presented a final report to the DDA Board on 8/10/2020
	Fountain Completion	City Commission	Short Term	Wilcox Foundation	City administration is working on an updated contract with the fountain supplier, and developing plans for a construction timeline
Support Businesses	Support business mix by creating a clearinghouse of all requirements (i.e. site development, marketing properties to decrease vacancies, façade improvement program, Redevelopment Ready Communities (RRC) Program)	DDA Staff/ City Administration/ City Commission	Short Term	No Cost	City Commission approved the extension of outdoor public property patios until December 31
New Items	Develop plan for DDA future street lighting upgrade and phased implementation	DDA Staff	Long Term	No Cost	Wade Trim gave final DDA Master Plan report on 9/14/2020
	Complete a study of infrastructure in the DDA including electricity, plumbing, water, sidewalks, and trees	DDA Staff/City Administration	Short Term	DDA Budget	Completed by Wade Trim as part of the DDA Master Plan.



Information Only

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2020\December2020
Date: 12/14/2020
Re: DDA Strategic Planning Session

The Downtown Development Authority Board annually evaluates its goals and strategic plan. At its October 2020 meeting, the board voted to contract with Sally Elmiger of Carlisle-Wortman Associates of Ann Arbor, the city's planner, to conduct the 2021 Strategic Planning sessions to determine the future direction of Downtown Plymouth.

In 2018, the DDA hired Elmiger to conduct a strategic planning session to coordinate short-term and long-term goals of the DDA. DDA staff believes that Elmiger's planning session in 2018 and the subsequent DDA strategic planning document has served as a valuable resource in prioritizing projects and planning for some longer term DDA goals.

Some long-term goals of the 2018 Strategic Plan have been on hold until both the Kellogg Park Master Plan and the DDA Infrastructure Master Plan were completed by Wade Trim, which submitted finalized versions of both plans earlier this year. With the recent development of both master plans, now is a good time to move forward with developing the long and short term goals for 2021 and beyond.

Attached is an introduction from Sally Elmiger, as well as information and exercises that will move the process forward over the next few DDA board meetings.



**DDA Board Goal-Setting Session
Zoom Meeting – December 14, 2020
AGENDA**

- | | |
|----------------|---|
| 7:00 pm | Welcome
<i>Sally Elmiger, Carlisle/Wortman Associates</i> |
| 7:10 pm | Presentation – Current Goals and Status of Each
<i>Sally Elmiger</i> |
| 7:30 pm | Gallery Walk Goal-Setting Exercise
<i>Sally Elmiger</i>
<i>Melissa Kalnsay</i> |
| 8:30 pm | Prioritizing Goals |
| 9:00 pm | Thank you and next steps |



Carlisle | Wortman
ASSOCIATES, INC.

117 NORTH FIRST STREET SUITE 70 ANN ARBOR, MI 48104 734.662.2200 734.662.1935 FAX

MEMORANDUM

TO: City of Plymouth Downtown Development Authority Board

FROM: Sally M. Elmiger, AICP

DATE: February 25, 2020

RE: DDA Board Goal Setting Session

The December 14, 2020 DDA Board meeting is dedicated to establishing goals for the DDA District for the next several years. This meeting will be set up in Zoom, which will allow the Board members, staff, and residents to attend and participate in the meeting. We will be facilitating a goal-setting exercise at this meeting.

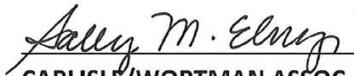
We will start the meeting with a short presentation that summarizes the completed and incomplete 2018 DDA goals, and the goals of other city boards. This will help the DDA Board coordinate its efforts with the efforts of these other boards.

Then, we will facilitate a “Gallery Walk” goal-setting exercise. Rather than posting questions on flip charts arranged around a room and Board Members writing their responses on the flip chart, questions will be posted on a shared screen, and each Board Member will provide their responses to the question in the “chat” function. We will ask members to respond to one question at a time. When the members have completed their responses to each question, we will move onto the next question, and their responses to the previous question will be recorded into a WORD document. Questions will be based on incomplete 2018 DDA goals, and possibly city-wide issues.

Once participants have supplied their responses to all the questions, the WORD document with the responses will be shared with the meeting participants via a shared screen. Then, we will have a full-group discussion of the responses. I will facilitate the discussion, and a colleague will record additional comments and refinements to the ideas on the WORD document. To establish priorities, we will use the “polling” function on Zoom and ask Board Members to vote for their top priorities.

To help prepare for the meeting, we have developed a background presentation that summarizes the 2020 goals for the City Commission, the City Master Plan, and the 2018 goals for the DDA Board. A copy of the presentation is attached. We have also attached the questions for the exercise in a “worksheet” format to allow you to think about the questions before the meeting, and make notes of your thoughts. Please review all of this information and complete the worksheets before the meeting.

We look forward to seeing you in December, and discussing your vision for Plymouth's DDA District.



CARLISLE/WORTMAN ASSOC., INC.

Sally M. Elmiger, AICP, LEED AP

Principal

Cc: Tony Bruscato, DDA Director



Downtown Development Authority
Goal Setting Session

December 14, 2020



Presentation Overview

1. 2020 City Commission One-Year Tasks
2. 2018 Master Plan Goals & 2019 Planning Commission Goals
3. 2018 DDA Goals





2020 City Commission One-Year Tasks



◇ Quality of Life:

- √ - Adopt DDA Master Plan and identify funding sources for implementation.
- √ - Begin implementation of Kellogg Park Master Plan with fountain replacement.
- Complete update to Special Events policy.

◇ Financial Stability:

- √ - Identify cost estimates, timeframe, and potential funding sources for central parking deck.



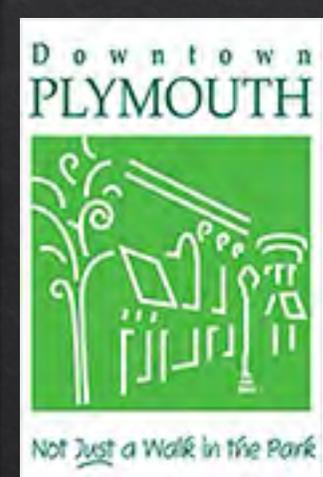
2020 City Commission One-Year Tasks

◆ Economic Vitality:

- ✓ - Continued administration of development projects and proposals (Saxton's)
- Branding – consistency across all communications (e-mail, letterhead, agenda).

◆ Service and Infrastructure:

- ✓ - Administration to make parking recommendation to City Commission by end of first quarter.
- ✓ - Implement updates to parking system according to direction given by City Commission.
- Define process/educate citizenry/pursue adoption/implement form-based codes.





2018 Master Plan Goals

◆ Streetscape and Public Spaces:

- √ - Promote plazas open to the public, green space and pedestrian amenities.
- √ - Maintain and enhance the downtown's quality pavers, landscaping, lighting, public art, street furniture and attractive signage.





2018 Master Plan Goals

◇ Parking and Circulation:

- √ - Continue improvements of the central parking deck and acquire additional public parking at strategic locations.
- If new parking structures are developed, the City should integrate retail buildings and pedestrian amenities within the structure.
- √ - New parking lots and structures must make a positive contribution to the street edge and pedestrian areas.
- √ - Public parking should be connected to the central business areas through well-maintained sidewalks and pedestrian passageways.



2019 Planning Commission Goals

- √ ◇ Collaborate with the City Commission and other City boards to create a comprehensive nonmotorized plan and implement tactical steps as opportunities are identified.
- ◇ Research the use of form-based codes and overlay districts in the appropriate areas identifying appropriate incremental changes for a pilot implementation of form-based coding principles.





2018 DDA Five Year Strategic Plan

- ◆ Identify alternative funding sources
- ◆ Increase parking inventory
- ◆ Make downtown more pedestrian friendly
- ◆ Kellogg Park
- ◆ Support businesses
- ◆ Plan for DDA streetlighting upgrade
- ◆ Study of infrastructure in DDA (electricity, plumbing (i.e. sewer), water, sidewalks and trees)



2018 DDA Five Year Strategic Plan

	Goal	Status
Identify Alternative Funding Sources	Develop a vision/plan to explore and identify alternative funding mechanisms for capital improvement projects. Plan should include "Action Plan" that identifies steps for obtaining funding via each funding source .	Finance Committee was established and met in January 2020. Future meetings postponed due to COVID.
	Establish a DDA Finance Committee .	
Increase Parking Inventory	Create Comprehensive Parking Plan that determines existing and future parking needs, and 1-5 year vision for parking facilities, including reconstruction of parking deck. Plan should also identify, evaluate and prioritize funding and revenue sources (paid parking, assessments, private/public partnerships, advertising, etc.).	Continued DDA discussions. DDA Staff analyzing kiosks and quotes from two vendors for paid parking scheme
	Assist in moving the Saxton's development plan forward .	Site Plan for re-development approved; property transferred to developer; DDA to determine improvements to public lot

2018 DDA Five Year Strategic Plan

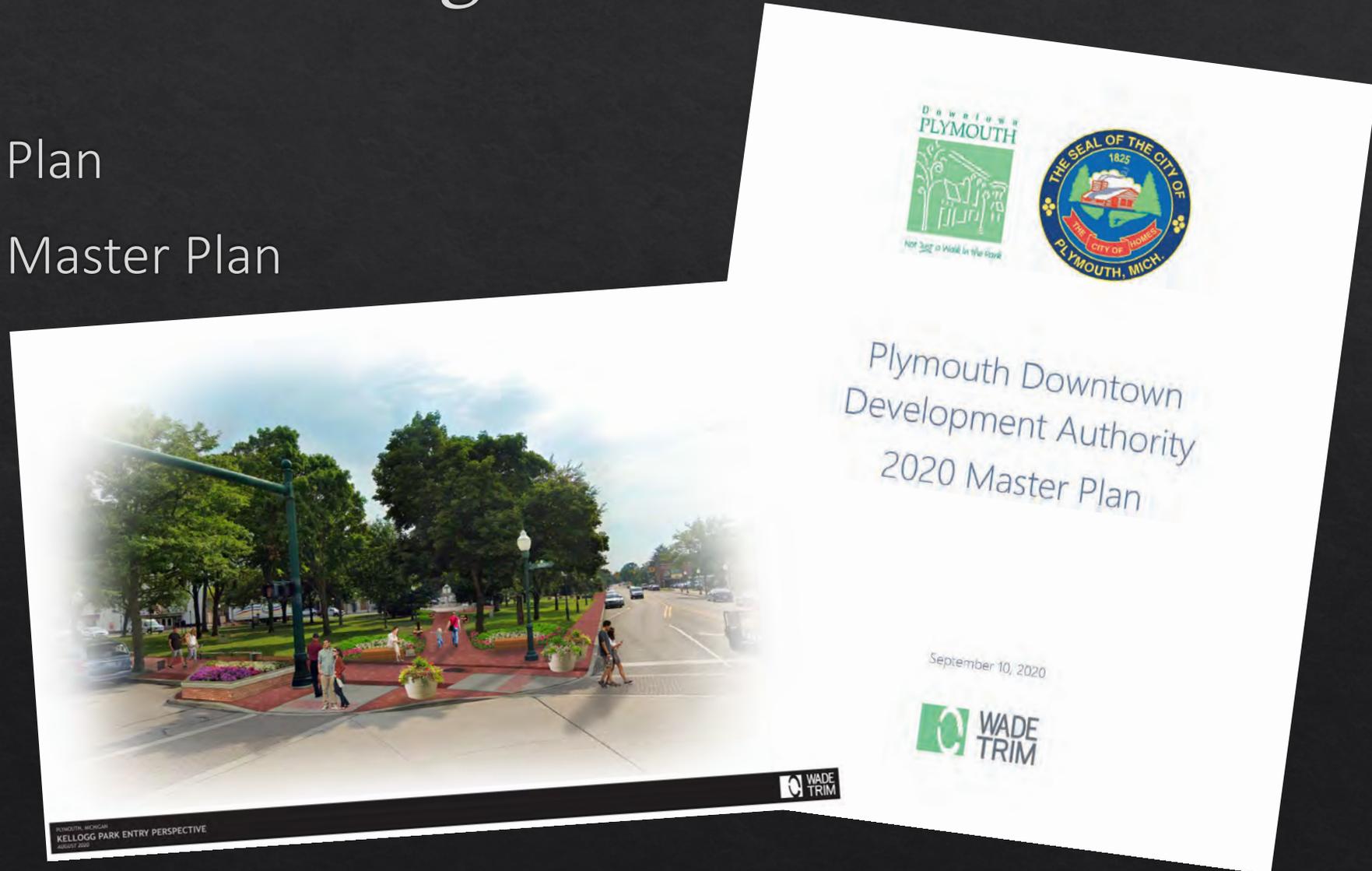
	Goal	Status
Make Downtown more Pedestrian Friendly	Repair/replace tree grates ; maintain existing and install where needed. Investigate tree grates made of more flexible material to avoid heaving.	Addressed in DDA Infrastructure Master Plan
	Create a sense of arrival/entryway into downtown by improving pedestrian crossings identified in 2017 goals (Main/Church, Harvey/Penniman, Harvey/Wing and Main/Wing)	Push button upgrades added to pedestrian signals at the Main/Ann Arbor Trail intersection. Complete installation expected in November.
	Create tree lighting plan to provide full LED display on all trees within desired boundary (purchase, installation and maintenance)	Installation of lights for eight trees on Penniman in September.
	Increase lighting , especially in alleys	Some of the lights on Central Parking Deck repaired.

2018 DDA Five Year Strategic Plan

	Goal	Status
Kellogg Park	Develop and implement Kellogg Park improvements (turf, preserve tree canopy, more permanent solution for bandstand) by creating a fundraising campaign (brick pavers, corporate sponsorship, donations.	Wade Trim presented a final Kellogg Park Master Plan the DDA Board. Fountain project in City Commission hands.
	Fountain Completion	
Support Businesses	Support business mix by creating a clearinghouse of all requirements (i.e. site development, marketing properties to decrease vacancies, façade improvement program, Redevelopment Ready Communities (RRC) Program	City administration discussing potential options for restaurants to increase seating capacity during the winter.
Other Items	Develop plan for DDA future street lighting upgrade and phased implementation	Poles addressed in DDA Infrastructure Master Plan. Light fixtures not addressed.
	Complete a study of infrastructure in the DDA including electricity, plumbing, water, sidewalks, and trees	Addressed in DDA Infrastructure Master Plan.

Current Planning Documents

- ◆ 2020 DDA Master Plan
- ◆ 2020 Kellogg Park Master Plan



Goal Setting Exercise

For the next two years, what are your top priorities for the following topic categories?

- ◆ Parking. i) Number; ii) Condition
- ◆ Saxton's Lot. Important Features (Max. number of spaces, screening, trees, etc.)
- ◆ Pedestrian Features. i) Tree grates; ii) Crossings at various intersections; iii) Tree lighting; iv) Street/alley lighting
- ◆ Kellogg Park. Features of Kellogg Park Master Plan



Goal Setting Exercise

For the next two years, what are your top priorities for the following topic categories?

- ◆ Support Businesses. On-line informational clearing house.
- ◆ All categories will be influenced by work of Finance Committee to find alternative sources of funding for various projects.





Questions?



Please use these worksheets to gather your thoughts in preparation for the December 14 DDA Board Goal-Setting session.

For the next two years, what are your top priorities for the following topic categories?

1. Parking

- i) Number of spaces
- ii) Condition of existing lots
- iii) Other

2. Saxton's Lot

Important Features (maximize number of spaces, screening, trees, etc.)

For the next two years, what are your top priorities for the following topic categories?

3. Pedestrian Features

- i) Tree grates
- ii) Pedestrian Crossings (Main/Church, Main/Wing, Harvey Penniman – all in DDA Master Plan)
- iii) Tree lighting
- iv) Street/alley lighting
- v) Other

4. Kellogg Park

- i) Implement improvements to park
- ii) Implement shared-street concept

For the next two years, what are your top priorities for the following topic categories?

5. Support Businesses

- i) On-line informational clearing house
- ii) Other