



Plymouth Downtown Development Authority

Meeting Agenda

February 8, 2021 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.

Webinar ID: 859 4683 2671

Join Zoom Webinar: <https://us02web.zoom.us/j/85946832671>

Passcode: 472501

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
Richard Matsu
Dan Johnson
Andre Martinelli
Patrick O'Neill

2) CITIZENS COMMENTS

3) APPROVAL OF THE AGENDA

4) APPROVAL OF MEETING MINUTES

A. Regular meeting 1-11-2020

5) BOARD COMMENTS

6) OLD BUSINESS

A. Strategic Planning Update
B. Strategic Planning Session
C. Update on DDA events

7) NEW BUSINESS

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.

GOAL I - QUALITY OF LIFE
<p>OBJECTIVES</p> <p>Support the neighborhoods with high-quality customer service Engage in collaboration with private entities and surrounding municipalities to implement the Joint Recreation Master Plan Improve communication with the public across multiple platforms Maintain a high level of cleanliness throughout the City Support and host a diverse variety of events that foster community and placemaking</p>

ONE-YEAR TASKS 2021

- Restore sports and recreational programs that were halted by COVID-19 as soon as possible
- Review and evaluate the special event policy with safety considerations
- Address challenges with the Kellogg Park improvements with safety considerations
- Move Kellogg Park Fountain project forward
- Continue to re-engage service clubs to help enhance parks and public properties
- Increase followers by 2,000 on all our platforms
- Develop an internal and external communications plan
- Upgrade City Hall facilities to accommodate remote meetings
- Continue investigating multi-modal transportation opportunities
- Revisit noise ordinance

GOAL II - FINANCIAL STABILITY
<p>OBJECTIVES</p> <p>Approve balanced budgets that maintain fiscal responsibility Advocate for increased revenue sharing with the State of Michigan Encourage and engage in partnerships, both public and private, to share costs of services and equipment Address the issue of legacy costs Seek out and implement efficient and effective inter-departmental collaboration Market our successes to attract new economic and investment opportunities</p>

ONE-YEAR TASKS 2021

- Find a mechanism to identify funding sources for capital improvement projects
- Increase funding to the Public Improvement Fund
- Create a potential package for financing emergency structural repairs
- Develop a comprehensive asset management plan that includes a review of the equipment fleet
- Search out other possible revenue streams through continued association with the CWW and the MML
- Develop a financial plan for public safety
- Continue to make extra payments towards legacy costs
- Monitor outside influences on our revenue sources, including unfunded mandates, the 35th District Court and the PCCS
- Negotiate three labor contracts

GOAL III - ECONOMIC VITALITY
<p>OBJECTIVES</p> <p>Continue to support and improve active, vibrant downtown branding Support community and economic development projects and initiatives Support a mix of industrial, commercial and residential development Reference the Master Plan in economic decision-making</p>

ONE-YEAR TASKS 2021

- Complete Saxton's development
- Develop municipal parking lot at Saxton's site
- Support development of 23 parcels adjacent to the Starkweather School property
- Continue to administer the grant and the brownfield plan to support the Pulte project's completion
- Finish RRC by the end of the year
- Develop an annual training calendar for the Planning Commission, the Historic District Commission, the Zoning Board of Appeals and the DDA, and identify a funding source
- Implement temporary plans to assist businesses in recovery efforts

GOAL IV - SERVICE AND INFRASTRUCTURE
<p>OBJECTIVES</p> <p>Support administration and staff by providing professional development opportunities, supplying resources, and maintaining a commitment to recruitment, retention, succession planning Support and deliver safe and responsive emergency services Maintain a sophisticated and responsive technology to communicate and manage data Continually record, maintain, update, and improve City infrastructure</p>

ONE-YEAR TASKS 2021

- Explore pedestrian safety opportunities into targeted intersections
- Research funding opportunities for ADA compliance at the PCC
- Implement 2021 infrastructure program
- Continue training for future career development and succession planning
- Conduct a traffic study to determine whether to make additional streets one way
- Update mapping resources including parcel data, completing 50% by the end of the year
- Continue to add multi-modal transportation opportunities where applicable
- Update/replace current technology to ensure compliance with new regulations, rules, and operating systems
- Revisit paid parking



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, January 11, 2021 - 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

Hybrid Online and In-Person at Plymouth Cultural Center

1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:01 p.m.

Present: Mayor Oliver Wolcott, Chair Pollard, Members Ellen Elliott, Daniel Farmer, Scott Foess, Maura Hynes, Andre Martinelli, Richard Matsu, and Patrick O'Neill

Excused: Dan Johnson

Also present: DDA Director Tony Bruscato, City Planner Sally Elmiger, DDA Coordinator Sam Plymale

2. CITIZENS COMMENTS

There were no citizen comments.

3. APPROVAL OF THE AGENDA

O'Neill offered a motion, seconded by Farmer, to move agenda item 7.a to before item 4. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Martinelli, Matsu, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

7.a. DDA BOARD ELECTION

Elliott nominated Pollard for the position of chair. Wolcott seconded the nomination. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Martinelli, Matsu, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

Hynes nominated Martinelli for the position of vice chair. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Martinelli, Matsu, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

4. APPROVAL OF THE MEETING MINUTES

Wolcott offered a motion, seconded by O'Neill, to approve the minutes of the December 14, 2020

meeting as amended to correct spelling errors. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Martinelli, Matsu, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

5. BOARD COMMENTS

Pollard and Wolcott welcomed Matsu to the board. Elliott asked that the DDA board look at the issue of improving crosswalks to respond to citizen concerns. Wolcott acknowledged the importance of responding to citizen concerns and said the City would need financial assistance to add additional crosswalk improvements to the planned infrastructure improvements being funded by the road bond. O'Neill said artist Tony Roko created an art project for the walkway near Pizza Vino. O'Neill said he was working with Roko to expand the project with other artists in more of the City's walkways.

6. OLD BUSINESS

a. Strategic Planning Update

Bruscato said the City Commission approved outdoor patios until March 31, and that the City is working on plans to help downtown businesses in the spring and summer. He also provided an update on the status of a repair of the stairwell that leads to the St. Joseph building on the Central Parking Deck. The cost of the project is anticipated to be approximately \$90,000, half of which the DDA would be responsible for paying.

b. Strategic Planning Session

City Planner Sally Elmiger led the session, referring board members to a document she prepared summarizing the December 14, 2020 session. The group agreed to prioritize action items in four main categories: parking, pedestrians, Kellogg Park and helping businesses. It's expected that a draft of the DDA's five-year action plan will be the result of this session.

7. NEW BUSINESS

b. DDA Covid-19 Downtown Initiatives

Bruscato provided a list of programs the DDA has offered to help businesses and promote Plymouth since February 2020. He also shared responses to a survey of business owners. The group discussed ideas for projects in the immediate future, including a winter market. Pollard, Hynes, Deal, Elliott and Farmer agreed to meet again in several days to plan ways to put these ideas into action.

8. REPORTS AND CORRESPONDENCE

There were no reports or correspondence.

9. ADJOURNMENT

Foess offered a motion, seconded by Hynes, to adjourn the meeting at 9:04 p.m. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Martinelli, Matsu, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

DDA 2018 Five Year Strategic Plan

City of Plymouth

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update as of 2/08/2021
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	City Commission has requested administration revisit the paid parking issue as part of its strategic planning goals.
	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	Administration has asked attorneys to talk with Mark Wira about his property adjacent to the city's portion of the Saxton's parking lot.
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.
	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 Commission on 2/1/21 approved the contract with OTL to construct the Kellogg Park fountain, as well as the grant agreement between OTL and The Wilcox Foundation to pay \$1.1 million for the fountain. The City is allocating \$30,000 toward the project, the DDA will allocate \$20,000...as previously approved.
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	DDA is hosting a Bingo card scavenger hunt for the Plymouth Ice Festival with nearly 30 downtown businesses participating.
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 2021\February 2021
Date: 2/08/2021
Re: DDA Strategic Planning Session-February 2021

The Downtown Development Authority Board annually evaluates its goals and strategic plan. At its December 2020 meeting, the board held its first strategic planning session with Sally Elmiger of Carlisle-Wortman Associates of Ann Arbor, the city's planner, to begin determining goals for the future direction of Downtown Plymouth.

At the January 2021 meeting, the DDA Board prioritized short, medium and long-term goals for the newest Strategic Plan.

At the February meeting, Sally Elmiger will present her observations of the goals and responsible parties to accomplish those goals.

The DDA Board will have an opportunity to make final changes to what will be the finalized 2021 Strategic Plan.



Carlisle | Wortman
ASSOCIATES, INC.

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MEMORANDUM

TO: Tony Bruscato, DDA Director
FROM: Sally M. Elmiger, AICP
DATE: January 18, 2021
RE: DDA Board Goals and Action Plan Table - Revised

Based on the comments received at the January 11, 2021 DDA Board meeting, we have updated the DDA Goals Table to include the Board's comments. Also, we have identified the "responsible party" next to each goal based on our conversation today.

We will attend the February DDA Board meeting to further discuss the items in this table, and gather any additional comments to finalize the table.

I look forward to discussing this with you and the Board at the upcoming meeting.



CARLISLE/WORTMAN ASSOC., INC.

Sally M. Elmiger, AICP, LEED AP

Principal

2020 Five-Year Action Plan

January 18, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source
Improve Parking	<p>**Top Priority**</p> <p>Improve condition, aesthetics, and/or functionality of existing parking lots by:</p> <ul style="list-style-type: none"> - Resurface existing lots that are in need (such as Liberty/Penniman lot, and lot at Harvey/Wing); consider lot re-configuration to improve flow, street edge and pedestrian connections as part of projects. 	City Administration/ DDA Board	Short-term	
	<p>Finance parking lot maintenance and improvements via a paid parking system. Includes demolition/reconstruction of parking deck.</p>	City Administration/ DDA Staff/ DDA Board	Short to Mid-term	
	<p>Maximize number of parking spaces</p>	City Administration/ DDA Staff	Short to Long-term	
Improve pedestrian safety	<p>**Top Priority**</p> <p>Improve pedestrian crossings for safety (also goal of DDA Infrastructure Plan), alerting cars that pedestrian is in crosswalk, specifically:</p> <ul style="list-style-type: none"> - At Penniman/Harvey, Harvey/AA Trail, and Main/Church St. intersections (coordinate with City Commission). - Increase size of waiting area at crossings. - Add alert system for cars as pedestrians enter walkways, especially at midblock crossings such as Main St. between AA Trail and Penniman, or on AA Trail @ Forest. Alerts could include pedestrian activated flashing lights; however, a system with flashing lights may not be appropriate downtown. 	City Commission/ DDA Board	Short-term	
	<p>Maintain sidewalks for safety, making them pedestrian friendly by:</p> <ul style="list-style-type: none"> - Repair concrete where needed. - Replace tree grates (either overall or where needed). - Maintain/update pavers. - Extend sidewalks where needed. 	City Administration/ DDA Staff	Short-term	
	<p>Plant trees (Also goal of DDA Infrastructure Plan) along sidewalks; replace trees in poor condition as identified; investigate organizations (Keep Plymouth Leafy) that supply/plant trees</p>	City Commission/ DDA Board	Mid-term	
	<p>Improve street and alley lighting for safety; determine decorative lighting style for alleys (ex. illuminating artwork)</p>	DD/ Board/ DDA Staff	Mid to Long-term	
	<p>Improve alley "ambiance" via artwork to enhance appearance. Potential locations include DDA office alley, alley around parking structure, alley between theater & gathering area, and by St. Joes (near Subway))</p>	DDA Board	Short-term	

2020 Five-Year Action Plan

January 18, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source
Kellogg Park	Install the new fountain.	City Administration	Short-term	
	<p>**Top Priority**</p> <p>Implement Kellogg Park Master Plan by:</p> <ul style="list-style-type: none"> - Prioritize action items identified in Goal Setting Session (12-14-20) - Identify potential funding sources priority short-term action items. - Recommend City Commission adopt Kellogg Park Master Plan as an amendment to the Plymouth Five-Year Parks and Recreation Master Plan. - Submit grant application to MDNR to implement top action-item priorities of Kellogg Park Master Plan. 	City Commission/ DDA Board	Short to Long-term	
Support Businesses	<p>**Top Priority**</p> <p>Rethink café/outdoor dining policy to include:</p> <ul style="list-style-type: none"> - Closing some streets. - Creating woonerf on Pennimal (in front of theater). - Create semi-permanent dining extension into parallel parking spaces.* - Expand entertainment opportunities in Kellogg Park and throughout downtown. - Create "Social District" for common outdoor liquor sales. <p>*Approved by City Commission starting in April and extending through 2021.</p>	City Commission/ DDA Board	Short-term	
	Expand use of technology	DDA Board	Short to Mid-term	
	Engage with businesses to create artwork throughout the DDA	DDA Board/ DDA Staff	Short-term	
	Attract new businesses and engage with existing businesses	DDA Board/ DDA Staff	Short to Long-term	