



Plymouth Downtown Development Authority

Meeting Agenda

March 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: 882 4248 5194

Join Zoom Webinar: <https://us02web.zoom.us/j/88242485194>

Passcode: 641450

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 2-08-2020

5) BOARD COMMENTS

6) OLD BUSINESS

A. Strategic Plan Update
B. DDA events update

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.

City of Plymouth Strategic Plan 2017-2021

| 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, February 8, 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 In-Person and Online Zoom Meeting

1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:00 p.m.

Present: Mayor Oliver Wolcott, Chair Pollard, Members Ellen Elliott, Daniel Farmer, Scott Foess, Dan Johnson, Andre Martinelli, and Patrick O'Neill

Excused: Maura Hynes

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

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

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

MOTION PASSED 8-0

4. APPROVAL OF THE MEETING MINUTES

O'Neill offered a motion, seconded by Johnson, to approve the minutes of the January 11, 2021 meeting. There was a roll call vote.

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

MOTION PASSED 8-0

5. BOARD COMMENTS

Wolcott thanked the members for helping organize and promote the Ice Fest. Elliott said the Kellogg Park Fountain project is moving forward and that the City Commission approved contracts for the project at their February 1 meeting. She said business owners should be reminded that no vendors will be participating in the Ice Fest, so restaurants should be prepared for "grab and go" service.

6. OLD BUSINESS

a. Strategic Planning Update

Bruscato provided updates on the following.

- Parking plan: The City Commission put a review of paid parking in its Strategic Plan

- Saxton's: Construction continues on the Jewell building, and it's expected that the condo project will break ground this spring
- Supporting Business: Staff organized a Bingo game for the Ice Fest. Visitors will get stickers from businesses to fill their cards and to have a chance to win gift cards.
- Ice Fest Publicity: They have made contact with numerous media outlets and expect a great deal of publicity

b. Strategic Planning Session

City Planner Sally Elmiger reviewed a draft of goals for the Strategic Plan. The group discussed the goals and made several changes to the draft. Elmiger will update the document and send it to the DDA Board.

c. Update on DDA Events

Pollard said a committee of DDA members met three times to work on plans to assist on Ice Fest and to discuss ideas for Downtown festival-type events in March and April.

7. NEW BUSINESS

There was no new business.

8. REPORTS AND CORRESPONDENCE

There were no reports or correspondence.

9. ADJOURNMENT

Foess offered a motion, seconded by Wolcott, to adjourn the meeting at 8:04 p.m. There was a roll call vote.

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

MOTION PASSED 8-0



Carlisle | Wortman
ASSOCIATES, INC.

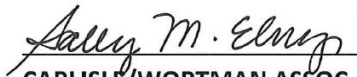
117 NORTH FIRST STREET SUITE 70 ANN ARBOR, MI 48104 734.662.2200 734.662.1935 FAX

MEMORANDUM

TO: Tony Bruscato, DDA Director
FROM: Sally M. Elmiger, AICP
DATE: February 11, 2021
RE: DDA Board Goal Setting Session – FINAL Results

As discussed at the February 8, 2021 meeting, we have finalized the DDA Action Plan table with the topic areas, specific action items, responsible party, and timeframes identified by the DDA Board. This table is attached in both Excel and PDF formats.

It is always a pleasure working with you, your staff, and DDA Board. If you have any questions or need additional information, please don't hesitate to call.



CARLISLE/WORTMAN ASSOC., INC.
Sally M. Elmiger, AICP, LEED AP
Principal

2020 Five-Year Action Plan

FINAL: February 8, 2021

| Goal | Task | Responsible Party | Timeframe | Funding Source |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------|----------------|
| Improve Parking | <p>**Top Priority** Improve condition, aesthetics, and/or functionality of existing parking lots by: - 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.</p> | DDA Staff/ DDA Board | Short-term | |
| | <p>Finance parking lot maintenance and improvements via a paid parking system. Includes demolition/reconstruction of parking deck.</p> | DDA Staff/ DDA Board | Short to Mid-term | |
| | <p>Maximize number of parking spaces</p> | DDA Staff | Short to Long-term | |
| Improve pedestrian safety | <p>**Top Priority** Improve pedestrian crossings for safety (also goal of DDA Infrastructure Plan), alerting cars that pedestrian is in crosswalk, specifically: - 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.</p> | City Commission/ DDA Board | Short-term | |
| | <p>Maintain sidewalks for safety, making them pedestrian friendly by: - Repair concrete where needed. - Replace tree grates (either overall or where needed). - Maintain/update pavers. - Extend sidewalks where needed.</p> | 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>Research overall lighting strategy in line with DDA Infrastructure Plan.</p> | DDA Board/ DDA Staff | Mid to Long-term | |
| | <p>Improve lighting for safety on streets/alleys (including decorative lighting and illuminating artwork)</p> | DDA Board/ DDA Staff | Short-term | |
| | <p>Improve alley "ambiance" and business engagement 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

FINAL: February 8, 2021

| Goal | Task | Responsible Party | Timeframe | Funding Source |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-----------------------|----------------------|
| Kellogg Park | Install the new fountain. | City Commission/ DDA Staff | Short-term | Wilcox Foundation |
| | <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 Penniman (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 | |
| | Attract new businesses and engage with existing businesses | DDA Board/ DDA Staff | Short to Long-term | |