



# Plymouth Downtown Development Authority

## Meeting Agenda

May 10, 2021 7:00 p.m.

Plymouth Downtown Development Authority  
831 Penniman  
Plymouth, Michigan 48170

[www.downtownplymouth.org](http://www.downtownplymouth.org)  
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**Meeting will be held online at zoom.us. Webinar ID: 864 5434 2506**

**Join Zoom Webinar <https://us02web.zoom.us/j/86454342506>**

**Passcode: 071267**

**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 4-12-2021**

**5) BOARD COMMENTS**

**6) OLD BUSINESS**

- A. Five-year Action Plan Update**
- B. DDA Events Update—market, concerts**

**7) NEW BUSINESS**

**A. Budget preview**

**8) REPORTS AND CORRESPONDENCE**

- A. Bob's Soup Talk**
- B. Merchant's Meeting**

**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><b>OBJECTIVES</b></p> <p>Support the neighborhoods with high-quality customer service  Engage in collaboration with private entities and surrounding municipalities to implement the <a href="#">Joint Recreation Master Plan</a>  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><b>OBJECTIVES</b></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 35<sup>th</sup> District Court and the PCCS
- Negotiate three labor contracts

GOAL III - ECONOMIC VITALITY
<p><b>OBJECTIVES</b></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 <a href="#">Master Plan</a> 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><b>OBJECTIVES</b></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, April 12, 2021 - 7:00 p.m.

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201 S. Main  
Plymouth, Michigan 48170-1637

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#### Online Zoom Meeting

##### 1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:02 p.m.

Present: Mayor Oliver Wolcott, Chair Pollard, Members Ellen Elliott, Scott Foess (arrived at 7:10), Maura Hynes, Andre Martinelli, Richard Matsu and Patrick O'Neill

Excused: Daniel Farmer and Dan Johnson

Also present: DDA Director Tony Bruscato, DDA Coordinator Sam Plymale, City Commission Liaison Suzi Deal, DMS Director Chris Porman, Finance Director John Scanlon

##### 2. CITIZENS COMMENTS

There were no citizen comments

##### 3. APPROVAL OF THE AGENDA

Pollard offered a motion, seconded by Wolcott, to approve the agenda with the addition of item 6.a – Plymouth Art Walk Presentation. There was a roll call vote.

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

MOTION PASSED 7-0

##### 4. APPROVAL OF THE MEETING MINUTES

O'Neill offered a motion, seconded by Hines, to approve the minutes of the March 8, 2021 meeting. There was a roll call vote.

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

MOTION PASSED 7-0

##### 5. BOARD COMMENTS

Elliott said work at The Gathering is done and looks great.

O'Neill said there should be more 15-minute parking spots downtown, possibly on Fleet St. Porman said they tried to be equitable when deciding where the 15-minute spots would be placed, but are considering adding back some business-specific spots and standing spots. O'Neill also asked if there were coverings available for the water barricades that block off patio dining spaces. Porman said covers were on order.

##### 6. OLD BUSINESS

- a. Plymouth Art Walk Presentation

O'Neill introduced Greg Hoffman of *Art of Tony Roko*. Hoffman gave a presentation about the proposed project, which would include 12-15 pieces of art mounted in four City alleys with the potential to expand. The Art Foundation would install the mounting systems and artwork, which would be changed twice a year. Sponsorships would be expected to cover the ongoing maintenance for \$1,000 annually per space.

b. Strategic Plan Update

Bruscato gave an update on parking lots, paid parking, pedestrian safety, sidewalks, street and alley lighting, the Kellogg Park Fountain, outdoor dining, technology, and art.

O'Neill asked to add crosswalk lights on Main St. between Penniman and Ann Arbor Trail to a potential project list.

c. DDA Events Update

Bruscato said there would be 30-35 vendors at the Downtown Plymouth Spring Artisan Market at The Gathering on April 24. Some businesses are expected to have sidewalk sales during the event.

**7. NEW BUSINESS**

a. Mast Arms/Pedestrian Signals joint resolution.

The following resolution was offered by Elliott and seconded by Foss.

**Joint Resolution between the City and the DDA for Traffic Signals**

WHEREAS The City of Plymouth has a number of major and local streets to help protect the quality of life in our community; and

WHEREAS The voters of the City passed a road bond issue in November of 2019 to help improve the roadways in our community; and

WHEREAS Each year the City Commission selects streets to be paved based on a number of criteria, including the PASER report; and

WHEREAS The City Commission has selected Harvey Street between Penniman and Ann Arbor Trail as one of the streets to be completed in 2021; and

WHEREAS The City Commission is desirous of incorporating improvements to the streetscape and public spaces as outlined in the City's Master Plan to include the installation of new traffic light mast arms with pedestrian signals; and

WHEREAS There is a desire to partner with the Downtown Development Authority to jointly fund the mast arm improvements as a part of this year's infrastructure program.

NOW THEREFORE BE IT RESOLVED THAT the City Commission does hereby authorize approximately \$250,000 from the road bond revenues to partially fund new mast arm signals. This authorization is contingent upon the Downtown Development Authority Board authorizing a like amount of money to be able to complete the upgrades at both intersections of Harvey at Ann Arbor Trail and at Penniman. This authorization, if jointly adopted would then allow the continued work on design and bid documents for the final installation of new mast arms at these intersections.

***Citizen Comment***

Karen Sisolak, 939 Penniman, said new pedestrian signals are greatly needed at that intersection.

Members discussed the cost of the signals and consulted with Scanlon regarding the DDA budget. There was a roll call vote

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

MOTION PASSED 8-0

**8. REPORTS AND CORRESPONDENCE**

There were no reports or correspondence.

**8. ADJOURNMENT**

Prior to adjournment, Elliott suggested the group schedule a discussion to prioritize short term goals to help budget.

O’Neill offered a motion, seconded by Wolcott, to adjourn the meeting at 8:49 p.m. There was a roll call vote.

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

MOTION PASSED 8-0

## 2020 Five-Year Action Plan

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 5/7/2021
Improve Parking	<b>**Top Priority**</b> <b>Improve condition, aesthetics, and/or functionality of existing parking lots by:</b> - 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.	DDA Staff/ DDA Board	Short-term		Proceeds from the sale of the Saxton's property will be used to pave a municipal parking lot
	<b>Finance parking lot maintenance and improvements via a paid parking system. Includes demolition/reconstruction of parking deck.</b>	DDA Staff/ DDA Board	Short to Mid-term		City administration goal is to have a decision on paid parking by the end of the year
	<b>Maximize number of parking spaces</b>	DDA Staff	Short to Long-term		
Improve pedestrian safety	<b>**Top Priority**</b> <b>Improve pedestrian crossings for safety (also goal of DDA Infrastructure Plan), alerting cars that pedestrian is in crosswalk, specifically:</b> - 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		DDA Board on 4/12/21 passed a cost-sharing resolution with the City Commission calling for mast arm/crossing signal upgrades at Harvey/Penniman and Harvey/Ann Arbor Trail
	<b>Maintain sidewalks for safety, making them pedestrian friendly by:</b> - Repair concrete where needed. - Replace tree grates (either overall or where needed). - Maintain/update pavers. - Extend sidewalks where needed.	DDA Staff	Short-term		DMS crews have been replacing sidewalk sections downtown, with repairs to brick pavers and tree grate areas. DDA contractor to repair brick pavers in spring.
	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	City Commission/ DDA Board	Mid-term		
	Improve street and alley lighting for safety; determine decorative lighting style for alleys (ex. illuminating artwork)	DDA Board/ DDA Staff	Mid to Long-term		Director Pat O'Neill to lead
	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))	DDA Board	Short-term		Tony Roko's art group presented the Plymouth Art Walk project in the Fleet St. alley at the 4/12/2021 meeting.

## 2020 Five-Year Action Plan

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 5/7/2021
Kellogg Park	Install the new fountain.	DDA Staff	Short-term		Old fountain demolished. New fountain ordered.
	<b>**Top Priority**</b> <b>Implement Kellogg Park Master Plan by:</b> - 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	<b>**Top Priority**</b> <b>Rethink café/outdoor dining policy to include:</b> - 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. *Approved by City Commission starting in April and extending through 2021.	City Commission/ DDA Board	Short-term		Extended patios are in place for both retail and restaurants. 15-minute parking spaces strategically spread throughout downtown
	Expand use of technology	DDA Board	Short to Mid-term		Staff to investigate vehicle charging stations
	Engage with businesses to create artwork throughout the DDA	DDA Board/ DDA Staff	Short-term		Director Pat O'Neill to lead
	Attract new businesses and engage with existing businesses	DDA Board/ DDA Staff	Short to Long-term		

# Downtown Plymouth Spring Artisan Market Survey Results

- **How impactful was the Downtown Plymouth Spring Artisan Market and Sidewalk Sales for your business?**

I did very well considering the amount of time and participation costs. I have a strong Plymouth following and many of them were grateful for in person shopping.

very

Very good!!

very small increase in sales over normal april

It had a great impact in the amount of traffic through our store and in our sales that day.

It was great!

It increased foot traffic

Very good day of sales.

The Artisan Market was great, and we would definitely like to participate in a future event. My regular customers really liked seeing us outside the shop, and it was nice to introduce ourselves to new customers that had never been in. Sidewalk sales were not really a draw, although my girls did say that a fair amount did go from the event over.

Very good the market was great people were buying and we did well at the boutique that day thank you!

It was great! I had a lot of people stop by to learn about the business.

Very impactful! It was so wonderful to interact with customers and showcase my products!

I don't think we have ever done that much business at a single-day show. We also met with many customers who know us from the summer Plymouth Farmer's Market, so we were able to advertise our presence there again this year. It was a great start to the season!

It was good

Very impactful- busiest day of last 2 years

It was great

Very, we had a lot of traffic and new customers for our (indoor) sidewalk sale

It helped some



not much of an impact

It was a great event for business

Sales were up but by a small margin

Very impactful. We had a great time and it was definitely a successful market for us in terms of sales and networking!

Very

Very impactful, made the most at this market out of all the markets I've done so far!!

- **What types of things would you like to see in a future market?**

I thought it had a nice variety of vendors with local businesses, independent artists and market vendors. I do think that if you continue to invite independent artists, you could end up with a lot of applicants once the word gets out.

More opportunities for local vendors to especially during the holiday season.

It was perfect

I think the market was great. We just didn't see a huge return in store.

Perhaps more vendors in a future market (pandemic permitting)

You had a good mix of vendors. You could add a few vin

Bag stuffers one month ahead of event, so that the stores can help in the advertising.

Went amazing, not sure what to change, honestly.

More trash cans.

Music

I thought it had a nice mix of everything.

The only thing I would say is maybe live music if possible!

A food cart with hot fast-food meals.

Nothing comes to mind. I think it was a good mix

No recommendation

I liked how DDA handed out flyers listing retailers to shop sales,. definitely drove people over

Local musicians or artists who a customer can sit and get a quick picture painted of themselves

I love that the dda is creative. Thank you

The "name" of event should not include sidewalk sale-- the emphasis on swlk sale brings out a bargain hunter mindset which is never helpful for the stores--maybe spring or summer sale as alternative

Not sure. We think it was great!

Maybe more advertising of the market and featuring the vendors who will be there

- **FOR DOWNTOWN PLYMOUTH BUSINESSES: Did you see increased traffic in your store the day of the market?**

**59% Yes**

**4% No**

**37% Not applicable**

- **Additional comments:**

I truly appreciate the opportunity to participate. This was a great way for me to get a jump start on introducing the new collections (up close) that I had been working on the previous year. It was so good to get out and interact with people again!

no

I would like to do a booth once a month if possible

most traffic we thought stayed in the market area but love having activity in town

Thank you very much for setting this up!

We asked most of our customers if they lived in Plymouth and about 60% of them lived outside of the Plymouth area.

Don't advertise "Sidewalk Sales", instead maybe say "Sales at Participating Businesses. I feel like if the event is to be in April the chances of rain are high and therefore it is hard for the stores to put merchandise on the sidewalks. I felt like people were looking for tables outside and were maybe disappointed. s

I don't think you need to print so many cards with what people are doing. Honestly, I don't pass them out they can get the same thing at every booth... and I don't want them crowding my space. What do you do with adds you get? Also, I feel the artwork needs to be updated and simplified on signage... it's just too much to look at and take in. At this point we are all used to using QR codes we should be utilizing those, so that they can just scan a poster and be directed to a website. Where up to date info could be posted about the event

Thanks for doing this. I enjoyed it and I think people that came, enjoyed it too.

Thank you so much for the opportunity to participate in such a wonderful event! I really learned a lot and it was great to be able to interact with the community while representing my small business. I greatly appreciate everything that was done to make this event possible!

Very organized. Good variety of vendors. Great job!

I would like to see you do this at least once a month. Maybe on Sunday  
Thank you!

Great idea! Let's do it again!

Not as much as if the weather was nicer. Hopefully we can have another when its warmer.

It was a great event. I did see a nice increase in traffic and business

Sales should have been higher based on amount of store traffic---Overall I like the idea of doing it again with fine tuning the details

The Artisan Event was a great success thanks for stopping by our spot to say hello Looking forward to other DDA events.

Thank you again for giving Cookie Lab LLC the opportunity to participate in such a wonderful market event. I really enjoyed interacting with customers in the community and I know the exposure will help me continue to grow my small business. I appreciate everything that was done to ensure the event was a success! Thanks again!



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2021\May2021  
**Date:** 5/10/2021  
**Re:** Budget preview

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Following the passage of a resolution at the DDA Board's April meeting to spend up to \$250,000 to partner with the City to install new traffic signals and crosswalk lights at Harvey and Penniman, as well as Harvey and Ann Arbor Trail, there was some discussion as to how much money is left for additional projects.

A complete look at the DDA 2021-22 fiscal budget will be presented at the June meeting, a week after the City Commission...by state law...passes the entire city budget.

According to Finance Director John Scanlon, "as of last year the DDA had a total fund balance between the Operating and Capital Improvement funds of \$542,356. I think we can reasonably project that stays flat. For 2022, with the increase in tax, but the addition of the street signals (and no other projects i.e. deck cross walk), I think we could expect at least a \$100,000 increase if not more."

All of your questions can be answered during the presentation of the 2021-22 budget at the June DDA Board meeting.