



Plymouth Downtown Development Authority Meeting Agenda December 12, 2022 7:00 p.m. Plymouth City Hall & Online Zoom Webinar

Plymouth Downtown Development Authority
831 Penniman
Plymouth, Michigan 48170

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Join Zoom Webinar: <https://us02web.zoom.us/j/82833985073>

Webinar ID: 828 3398 5073

Passcode: 773821

1) CALL TO ORDER

*Kerri Pollard, Chairperson
Andre Martinelli, Vice Chair
Nick Moroz, Mayor
Jack Ayoub
Ellen Elliott
Scott Foess
Brian Harris
Richard Matsu
Dan Johnson
Patrick O'Neill
Shannon Perry*

2) CITIZENS COMMENTS

3) APPROVAL OF THE AGENDA

4) APPROVAL OF MEETING MINUTES

A. Regular Meeting 11-14-2022

5) BOARD COMMENTS

6) OLD BUSINESS

7) NEW BUSINESS

A. 1st Quarter Budget Amendments

8) REPORTS AND CORRESPONDENCE

A. 2022 Digital Media Year in Review

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 2022-2026

GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE

OBJECTIVES

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35th District Court, recreation department, and public safety
2. Incorporate eco-friendly, sustainable practices into city assets, services, and policies; including more environmentally friendly surfaces, reduced impervious surfaces, expanded recycling and composting services, prioritizing native and pollinator-friendly plants, encouraging rain gardens, and growing a mature tree canopy
3. Partner with or become members of additional environmentally aware organizations
4. Increase technology infrastructure into city assets, services, and policies
5. Continue sustainable infrastructure improvement for utilities, facilities, and fleet
6. Address changing vehicular habits, including paid parking system /parking deck replacement plan, electric vehicle (EV) charging stations, and one-way street options

GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION

OBJECTIVES

1. Create a 5-year staffing projection
2. Review current recruitment strategies and identify additional resources
3. Identify/establish flex scheduling positions and procedures
4. Develop a plan for an internship program
5. Review potential department collaborations
6. Hire an additional recreation professional
7. Review current diversity, equity, and inclusion training opportunities
8. Seek out training opportunities for serving diverse communities

GOAL AREA THREE - COMMUNITY CONNECTIVITY

OBJECTIVES

1. Engage in partnerships with public, private and non-profit entities
2. Increase residential/business education programs for active citizen engagement
3. Robust diversity, equity, and inclusion programs
4. Actively participate with multi-governmental lobbies (Michigan Municipal League, Conference of Western Wayne, etc.)

GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY

OBJECTIVES

1. Create vibrant commercial districts by seeking appropriate mixed-use development, marketing transitional properties, and implementing Redevelopment Ready Communities (RRC) practices
2. Improve existing and pursue additional recreational and public green space opportunities and facilities for all ages
3. Develop multi-modal transportation plan which prioritizes pedestrian and biker safety
4. Improve link between Hines Park, Old Village, Downtown Plymouth, Plymouth Township, and other regional destinations
5. Maintain safe, well-lit neighborhoods with diverse housing stock that maximizes resident livability and satisfaction
6. Modernize and update zoning ordinance to reflect community vision
7. Implement Kellogg Park master plan



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, November 14, 2022 - 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

1. CALL TO ORDER

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

Present: Chair Pollard, Vice Chair Andre Martinelli, Mayor Nick Moroz, Members Jack Ayoub, Ellen Elliott, Scott Foess, Dan Johnson, Richard Matsu, and Patrick O'Neill

Excused: Members Brian Harris and Shannon Perry

Also present: Economic Development Director John Buzuvis,

2. CITIZENS COMMENTS

Benjamin Stasa, 671 S. Harvey, asked who he should speak to about garbage in the downtown. Plymale said he should call him at the DDA office.

3. APPROVAL OF THE AGENDA

Foess offered a motion, seconded by Martinelli to approve the agenda for Monday, November 14, 2022.

MOTION PASSED 9-0

4. APPROVAL OF THE MEETING MINUTES

Martinelli offered a motion, seconded by O'Neill, to approve the minutes of the October 10, 2022, meeting.

MOTION PASSED 9-0

5. BOARD COMMENTS

Moroz thanked the DDA, DMS, Sun and Snow, Community Financial Credit Union and EG Nicks for putting on the Salvation Army Red Kettle Kickoff. He also thanked all the businesses for donating gift cards.

6. OLD BUSINESS

a. Five-Year Action Plan Update

Plymale reported that the Historic District Commission approved the design for the new Saxton's lot, and that the plan would go to the Planning Commission in November or December. He also said all dining patios had been removed for the winter and the sidewalks were power washed.

b. Paid Parking Discussion

Citizen Comments

Karen Sisolak, 939 Penniman, said she supports paid parking to generate revenue but would like a minimal approach to learn from before moving to other areas.

Liz Kerstens, executive director of the Plymouth Historical Museum, said there would be fewer volunteers and visitors to the museum if they had to pay to park.

Scott Lorenz, 1310 Maple, said free parking provides a competitive advantage and that the businesses that create the problem should pay for it.

Debora Kuptz, 997 Carol, said more study should be undertaken prior to formulating a solution.

Dean Rovinelli, of Barrio, said charging for parking could negatively impact visitors' perceptions of the city.

Jeff Sisolak, 939 Penniman, said he supports paid parking if it starts slowly.

Wes Graff, Plymouth Community Chamber of Commerce, said the needs of the employers and employees must be considered, and that all options should be on the table.

Warren Stobbe, of Bella Mia, said paid parking would push parking into the neighborhoods and that if any group or event was given an exception, many more groups would ask.

Cindy Epply, of Frameworks, said she had experienced paid parking systems that didn't work, and that if the city installs a system, they should ensure it works properly.

Board Member Comments

Plymale provided background information and Moroz explained that making a decision on a direction for paid parking this year was part of the strategic plan. He said the group needed to decide if paid parking should be one of the revenue sources for maintenance, improvement, and expansion of parking, and, if so, what is the scope.

Elliott offered a motion, seconded by Johnson, to table the discussion due to an upcoming Committee of the Whole meeting.

There was a roll call vote.

YES: Elliott, Johnson

NO: Ayoub, Foess, Martinelli, Matsu, Moroz, O'Neill, Pollard

MOTION FAILED

The discussion continued. It was mentioned that the DDA has spent significant funds on parking deck maintenance and repairs, and that perhaps that money could be better spent toward a new deck. Others said that paid parking would be detrimental to employees and volunteers. A bond sale was proposed, and it was stated that bonding sources would look favorably on a revenue stream. The question was raised about what the parking needs are and where the parking credit revenue is spent. Buzuvis and Moroz assured the group that parking credit revenue is only spent on parking maintenance and improvement.

O'Neill offered a motion, seconded by Moroz, to state the DDA is in favor of paid parking provided it is used, along with other financing alternatives, for the construction of a new parking deck.

Moroz offered a friendly amendment to reword the motion as follows.

The DDA recommends to the City Commission to direct administration to proceed with a plan for paid parking such that revenue is used to expand parking in the DDA.

O'Neill accepted the amendment.

Discussion ensued about not knowing the amount of revenue needed and whether the cost of a new deck was worth the cost of not enough parking. It was stated that if the group was committed to expanding the number of parking spaces, they would have to decide whether to use paid parking as a revenue stream.

There was a roll call vote.

YES: Matsu, Moroz, O'Neill, Pollard

NO: Ayoub, Elliott, Foess, Johnson, Martinelli

MOTION FAILED

Elliott offered a motion, seconded by Johnson, to table the discussion.

There was a roll call vote.

YES: Elliott, Johnson, Martinelli

NO: Ayoub, Foess, Matsu, Moroz, O'Neill, Pollard

MOTION FAILED

There was further discussion about bonding. Buzuvis said the administration was working on the numbers for the Committee of the Whole meeting next week.

7. NEW BUSINESS

a. 2023 Central Parking Deck Renovation Proposal

The following motion was offered by Elliott and seconded by Foess.

WHEREAS The upkeep of the Central Parking Deck is the responsibility of the Downtown Development Authority; and

WHEREAS Every five to eight years significant restoration is needed to maintain a safe Central Parking Deck for visitors, employees and business owners; and

WHEREAS Justin Thomson and his team at Fishbeck are familiar with this parking structure, providing engineering analysis reports and construction documents for more than a decade; and

WHEREAS The Central Parking Deck is scheduled for a major renovation project in 2023.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby authorize DDA Staff to contract with Fishbeck of Grand Rapids, MI, for inspection, design development, creation of construction documents, bidding, and construction administration of the 2023 Central Parking Deck Renovation Project in an amount not to exceed \$45,500 from Acct. No. 405.290.977.813.

There was a voice vote.

MOTION PASSED

b. Music in the Air Concert Production Contract Extension

The following motion was offered by Elliott and seconded by Martinelli.

WHEREAS The Downtown Development Authority Board of Directors desires to continue the Friday Night Music in the Air concert series; and

WHEREAS JAG Entertainment has provided turn-key services from talent booking, sound and stage management and emcee services for other local municipalities and special events; and

WHEREAS JAG Entertainment has provided excellent production service for the Music in the Air concert series in Downtown Plymouth and has also provided, as a subcontractor, sound equipment, engineering and stage management services, and live streaming services on the DDA's YouTube channel; and

WHEREAS the DDA wishes to enter into a long-term agreement with JAG Entertainment through 2025 with the ability to extend the contract through 2027.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority extends the Concert Production Services and entertainment contract for the Friday Night Music in the Air concert series with JAG Entertainment through 2025 with the potential for a two-year extension through 2027. The cost for the services in 2023 is \$56,460, in 2024 is \$57,589, and in 2025 is \$58,740. Funding for this effort is authorized from account # 248.811.794.000.

There was a voice vote.

MOTION PASSED

8. REPORTS AND CORRESPONDENCE

There were no reports or correspondence.

9. ADJOURNMENT

O'Neill offered a motion, seconded by Ayoub, to adjourn the meeting at 8:40 p.m.

There was a voice vote.

MOTION PASSED

DRAFT

MEMORANDUM

Date: December 6, 2022
To: DDA Board, DDA Staff
From: John Scanlon, Finance Director
Subject: First Quarter Budget Amendments

Issue: 2022-23 First Quarter Budget Amendments – December 6, 2022

Analysis: The City's DDA is a separate legal corporation from the City and, as such, requires the adoption of an annual budget and the authorization of any budget amendments during the fiscal year, if necessary.

Please find the attached Revenue and Expenditure reports through September 30, 2022, for the 2022-23 fiscal year for the Downtown Development Authority (248) operating fund, as well as the capital improvement fund (405). Additionally, you will find a Budget Adjustment Summary. An explanation of these budget adjustment is below:

DDA Operating Fund and Capital Improvement Fund

The overall fiscal health of the DDA Operating Fund and associated Capital Improvement Fund is strong. They are currently reflecting a combined fund balance of \$439,700 at the end of fiscal year 2021-22. There is a proposed budget amendment of \$56,445 in the DDA Operating Fund. This will allow for additional transfer of \$161,390 to the DDA Capital Improvement Fund. The additional transfer amount will support the approved \$186,386 parking deck restoration project. Consistent with Public Act 57 of 2018, these amendments were approved by the City Commission at their November 21st regular meeting.

BUDGET AMENDMENTS

The proposed budget amendments required through the end of the third quarter of the 2022-22 fiscal year, as shown on the Budget Adjustment Summary, relate to changes in budgetary patterns which were not anticipated when the budget was originally adopted in June of 2022.

BUDGET ADJUSTMENT SUMMARY
FIRST QUARTER - FY 22-23

FUND DEPT/ACTIVITY	Approved Budget	1st Qtr. Amendments	2nd Qtr. Amendments	3rd Qtr. Amendments	4th Qtr. Amendments	Tot. All Amendments	Amended Budget
DDA OPER FUND REV: #248							
Property Taxes-Non School	1,135,110	-				-	1,135,110
Program Fees & Other	76,550	8,200				8,200	84,750
Appropriation of Surplus	-	48,245				48,245	48,245
TOTAL REVENUES	1,211,660	56,445	-	-	-	56,445	1,268,105
DDA OPER FUND EXP: #248							
Administration	346,125	10,000				10,000	356,125
Police Services	34,990	-				-	34,990
Parking System	54,120	-				-	54,120
Saxton Parking Facility	-	-				-	-
DDA Marketing	100,700	-				-	100,700
Streetscape Maintenance	312,220	-				-	312,220
Contrib to DDA Debt Funds	223,560	-				-	223,560
Contrib to DDA Cap Imp Fund	25,000	161,390				161,390	186,390
Contingency	114,945	(114,945)				(114,945)	-
TOTAL EXPENDITURES	1,211,660	56,445	-	-	-	56,445	1,268,105

BUDGET ADJUSTMENT SUMMARY
FIRST QUARTER - FY 22-23

FUND DEPT/ACTIVITY	Approved Budget	1st Qtr Amendments	2nd Qtr. Amendments	3rd Qtr. Amendments	4th Qtr. Amendments	Tot. All Amendments	Amended Budget
DDA CAP IMP FUND REV: #405							
Contrib. & Other	25,050	161,390				161,390	186,440
Appropriation of Surplus	-	-				-	-
TOTAL REVENUES	25,050	161,390	-	-	-	161,390	186,440
DDA CAP IMP FUND EXP: #405							
Capital Improvements	25,000	161,390				161,390	186,390
Contingency	50	-				-	50
TOTAL EXPENDITURES	25,050	161,390	-	-	-	161,390	186,440

PERIOD ENDING 09/30/2022

GL NUMBER	DESCRIPTION	YTD BALANCE	END BALANCE	2022-23		YTD BALANCE	ACTIVITY FOR	% BGD USED
		09/30/2021	06/30/2022	ORIGINAL	2022-23	09/30/2022	MONTH 09/30/22	
		NORM (ABNORM)	NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	
Fund 248 - DOWNTOWN DEV AUTH/OPERATING FD								
Revenues								
Dept 000 - GENERAL REVENUES								
248-000-403.000	CURRENT PROPERTY TAX/REAL	943,213.23	1,099,264.98	1,130,610.00	1,130,610.00	984,121.08	66,121.08	87.04
248-000-405.000	TAXES RECOVERED BY COUNTY	0.00	0.00	(3,000.00)	(3,000.00)	0.00	0.00	0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION	0.00	15,328.95	7,500.00	7,500.00	0.00	0.00	0.00
248-000-620.000	CONCERT REVENUES	42,350.00	63,524.00	75,000.00	75,000.00	76,776.00	0.00	102.37
248-000-621.000	BENCH SALE REVENUES	0.00	1,000.00	0.00	0.00	5,000.00	1,000.00	100.00
248-000-665.000	INTEREST ON INVESTMENTS	0.00	972.45	50.00	50.00	(972.45)	0.00	(1,944.90)
248-000-675.095	CONTRIBUTIONS FOR LIGHT DECORA	1,050.00	1,050.00	1,500.00	1,500.00	0.00	0.00	0.00
248-000-679.000	ADVERTISING REVENUE	0.00	3,791.50	0.00	0.00	0.00	0.00	0.00
248-000-680.000	OTHER INCOME	0.00	0.00	0.00	0.00	2,200.00	0.00	100.00
Total Dept 000 - GENERAL REVENUES		986,613.23	1,184,931.88	1,211,660.00	1,211,660.00	1,067,124.63	67,121.08	88.07
TOTAL REVENUES		986,613.23	1,184,931.88	1,211,660.00	1,211,660.00	1,067,124.63	67,121.08	88.07
Expenditures								
Dept 290 - ADMINISTRATION								
248-290-706.000	SALARY & WAGES/ FULL TIME	27,739.99	117,891.56	123,950.00	123,950.00	15,541.30	7,334.78	12.54
248-290-706.050	SALARY & WAGES/PART TIME	0.00	0.00	0.00	0.00	1,503.00	1,503.00	100.00
248-290-706.100	SALARY & WAGES/SICK	0.00	265.92	5,225.00	5,225.00	0.00	0.00	0.00
248-290-706.300	SALARY & WAGES/RETENTION	0.00	600.00	650.00	650.00	0.00	0.00	0.00
248-290-706.600	SALARY & WAGES/VACATION PAYOFF	0.00	4,627.01	3,275.00	3,275.00	0.00	0.00	0.00
248-290-707.000	SALARY & WAGES/TEMP-SEASONAL	0.00	1,660.16	0.00	0.00	3,914.50	1,656.00	100.00
248-290-709.000	SALARY & WAGES/OVERTIME	1,507.73	3,697.50	3,000.00	3,000.00	0.00	0.00	0.00
248-290-721.000	FRINGE BENEFITS	12,366.93	53,736.40	63,600.00	63,600.00	8,523.07	3,694.75	13.40
248-290-721.500	POST RETIREMENT BENEFITS	6,230.01	24,920.04	29,425.00	29,425.00	4,327.77	1,442.59	14.71
248-290-727.000	OFFICE SUPPLIES	32.02	254.98	500.00	500.00	74.40	74.40	14.88
248-290-728.000	POSTAGE	0.00	32.94	200.00	200.00	0.00	0.00	0.00
248-290-740.000	OPERATING SUPPLIES	58.98	1,395.58	1,200.00	1,200.00	1,096.14	0.00	91.35
248-290-815.000	ADMINISTRATIVE SERVICES	15,825.00	63,300.00	65,200.00	65,200.00	16,299.99	5,433.33	25.00
248-290-818.000	CONTRACTUAL SERVICES	3,713.42	11,525.31	14,000.00	14,000.00	4,137.13	380.31	29.55
248-290-850.000	COMMUNICATIONS	771.51	3,490.11	3,000.00	3,000.00	945.96	320.82	31.53
248-290-860.000	TRANSPORTATION	0.00	121.80	1,000.00	1,000.00	0.00	0.00	0.00
248-290-864.000	CONFERENCES & MEETINGS	0.00	225.00	2,000.00	2,000.00	223.00	223.00	11.15
248-290-865.000	PUBLIC RELATIONS EXPENSE	0.00	40.00	300.00	300.00	0.00	0.00	0.00
248-290-900.000	PRINTING & PUBLISHING	0.00	0.00	300.00	300.00	213.26	71.10	71.09
248-290-920.000	PUBLIC UTILITIES	234.00	2,375.92	2,580.00	2,580.00	459.02	161.94	17.79
248-290-925.000	SUBSCRIPTIONS & PUBLICATIONS	0.00	0.00	100.00	100.00	0.00	0.00	0.00
248-290-930.000	REPAIRS & MAINTENANCE	0.00	62.54	2,000.00	2,000.00	0.00	0.00	0.00
248-290-938.000	EQUIPMENT LEASE EXPENSE	0.00	0.00	1,200.00	1,200.00	55.63	0.00	4.64
248-290-940.000	EQUIPMENT RENTAL - FORCE ACCT	150.00	600.00	500.00	500.00	150.00	50.00	30.00
248-290-942.000	OFFICE RENT	6,250.00	19,050.00	19,920.00	19,920.00	6,450.00	1,650.00	32.38
248-290-957.000	TRAINING EXPENSES	0.00	250.00	1,000.00	1,000.00	0.00	0.00	0.00
248-290-958.000	MEMBERSHIPS & DUES	730.00	840.00	2,000.00	2,000.00	400.00	0.00	20.00
248-290-962.000	RESERVE FOR CONTINGENCIES	0.00	0.00	114,945.00	114,945.00	0.00	0.00	0.00
Total Dept 290 - ADMINISTRATION		75,609.59	310,962.77	461,070.00	461,070.00	64,314.17	23,996.02	13.95
Dept 301 - POLICE DEPARTMENT								
248-301-706.000	SALARY & WAGES/ FULL TIME	4,925.18	15,369.24	21,275.00	21,275.00	3,766.59	2,517.74	17.70
248-301-706.200	SALARY & WAGES/HOLIDAY PAY	0.00	889.92	935.00	935.00	0.00	0.00	0.00
248-301-706.300	SALARY & WAGES/RETENTION	0.00	75.00	80.00	80.00	0.00	0.00	0.00
248-301-706.400	SALARY & WAGES/UNIFORM ALLOW	0.00	60.41	225.00	225.00	0.00	0.00	0.00
248-301-709.000	SALARY & WAGES/OVERTIME	0.00	0.00	1,825.00	1,825.00	0.00	0.00	0.00

PERIOD ENDING 09/30/2022

GL NUMBER	DESCRIPTION	YTD BALANCE	END BALANCE	2022-23		YTD BALANCE	ACTIVITY FOR	% BGDG USED
		09/30/2021	06/30/2022	ORIGINAL	2022-23	09/30/2022	MONTH 09/30/22	
		NORM (ABNORM)	NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	
Fund 248 - DOWNTOWN DEV AUTH/OPERATING FD								
Expenditures								
248-301-721.000	FRINGE BENEFITS	2,198.69	7,397.92	10,650.00	10,650.00	1,629.06	996.77	15.30
Total Dept 301 - POLICE DEPARTMENT		7,123.87	23,792.49	34,990.00	34,990.00	5,395.65	3,514.51	15.42
Dept 443 - PARKING								
248-443-815.000	ADMINISTRATIVE SERVICES	9,980.01	39,920.04	41,120.00	41,120.00	10,280.01	3,426.67	25.00
248-443-818.000	CONTRACTUAL SERVICES	7,635.00	10,867.00	13,000.00	13,000.00	449.00	0.00	3.45
Total Dept 443 - PARKING		17,615.01	50,787.04	54,120.00	54,120.00	10,729.01	3,426.67	19.82
Dept 445 - SAXTON PARKING FACILITY								
248-445-818.000	CONTRACTUAL SERVICES	1,380.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 445 - SAXTON PARKING FACILITY		1,380.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 811 - MARKETING								
248-811-727.000	OFFICE SUPPLIES	32.10	85.10	1,000.00	1,000.00	0.00	0.00	0.00
248-811-728.000	POSTAGE	178.85	178.85	200.00	200.00	0.00	0.00	0.00
248-811-740.000	OPERATING SUPPLIES	400.00	906.14	1,500.00	1,500.00	0.00	0.00	0.00
248-811-794.000	CONCERT EXPENSES	28,799.42	63,523.37	75,000.00	75,000.00	31,030.96	2,003.00	41.37
248-811-818.000	CONTRACTUAL SERVICES	6,937.46	10,512.46	16,000.00	16,000.00	5,315.95	0.00	33.22
248-811-900.000	PRINTING & PUBLISHING	636.80	5,674.40	7,000.00	7,000.00	113.10	0.00	1.62
Total Dept 811 - MARKETING		36,984.63	80,880.32	100,700.00	100,700.00	36,460.01	2,003.00	36.21
Dept 820 - INFRASTRUCTURE MAINTENANCE								
248-820-707.000	SALARY & WAGES/TEMP-SEASONAL	2,558.38	2,708.38	6,000.00	6,000.00	128.00	0.00	2.13
248-820-721.000	FRINGE BENEFITS	195.73	207.20	500.00	500.00	9.80	0.00	1.96
248-820-740.000	OPERATING SUPPLIES	0.00	0.00	100.00	100.00	0.00	0.00	0.00
248-820-815.000	ADMINISTRATIVE SERVICES	34,655.01	138,620.04	142,780.00	142,780.00	35,694.99	11,898.33	25.00
248-820-818.000	CONTRACTUAL SERVICES	9,997.67	56,869.14	76,800.00	76,800.00	10,615.45	0.00	13.82
248-820-931.000	REPAIRS & MAINT/SUMMER	0.00	18,255.65	18,540.00	18,540.00	0.00	0.00	0.00
248-820-932.000	REPAIRS & MAINT/WINTER	0.00	33,889.91	42,500.00	42,500.00	0.00	0.00	0.00
248-820-933.000	HOLIDAY LIGHTS MAINTENANCE	24,100.00	24,100.00	25,000.00	25,000.00	10,050.00	10,050.00	40.20
Total Dept 820 - INFRASTRUCTURE MAINTENANCE		71,506.79	274,650.32	312,220.00	312,220.00	56,498.24	21,948.33	18.10
Dept 965 - CONTRIBUTIONS								
248-965-965.315	CONTRIB TO 2015 LTGO CAP IMPDE	0.00	223,560.00	223,560.00	223,560.00	0.00	0.00	0.00
248-965-965.394	CONTRIBUTION TO DDA DEBT FUND	0.00	0.00	25,000.00	25,000.00	0.00	0.00	0.00
248-965-965.405	CONTRIBUTION TO DDA/CAP IMP FE	6,250.02	301,500.08	0.00	0.00	6,249.99	2,083.33	100.00
Total Dept 965 - CONTRIBUTIONS		6,250.02	525,060.08	248,560.00	248,560.00	6,249.99	2,083.33	2.51
TOTAL EXPENDITURES		216,469.91	1,266,133.02	1,211,660.00	1,211,660.00	179,647.07	56,971.86	14.83

User: JOHN

DB: Plymouth

PERIOD ENDING 09/30/2022

GL NUMBER	DESCRIPTION	YTD BALANCE		END BALANCE		2022-23		YTD BALANCE		ACTIVITY FOR MONTH 09/30/22	% BDT USED
		09/30/2021	06/30/2022	09/30/2021	06/30/2022	ORIGINAL BUDGET	2022-23 AMENDED BUDGET	09/30/2022	09/30/2022		
		NORM (ABNORM)	NORM (ABNORM)	NORM (ABNORM)	NORM (ABNORM)			NORM (ABNORM)	NORM (ABNORM)	INCR (DECR)	
Fund 248 - DOWNTOWN DEV AUTH/OPERATING FD											
	TOTAL REVENUES	986,613.23	1,184,931.88	1,211,660.00	1,211,660.00	1,211,660.00	1,211,660.00	1,067,124.63	1,067,124.63	67,121.08	88.07
	TOTAL EXPENDITURES	216,469.91	1,266,133.02	1,211,660.00	1,211,660.00	1,211,660.00	1,211,660.00	179,647.07	179,647.07	56,971.86	14.83
	NET OF REVENUES & EXPENDITURES	770,143.32	(81,201.14)	0.00	0.00	0.00	0.00	887,477.56	887,477.56	10,149.22	100.00
	BEG. FUND BALANCE	519,144.41	519,144.41	437,943.27	437,943.27	437,943.27	437,943.27	437,943.27	437,943.27		
	END FUND BALANCE	1,289,287.73	437,943.27	437,943.27	437,943.27	437,943.27	437,943.27	1,325,420.83	1,325,420.83		

User: JOHN

DB: Plymouth

PERIOD ENDING 09/30/2022

GL NUMBER	DESCRIPTION	YTD BALANCE		END BALANCE		2022-23		YTD BALANCE		ACTIVITY FOR MONTH 09/30/22	% BDGT USED
		09/30/2021	06/30/2022	09/30/2021	06/30/2022	ORIGINAL BUDGET	2022-23 AMENDED BUDGET	09/30/2022	09/30/2022		
		NORM (ABNORM)	NORM (ABNORM)	NORM (ABNORM)	NORM (ABNORM)			NORM (ABNORM)	NORM (ABNORM)	INCR (DECR)	
Fund 405 - DOWNTOWN DEV AUTH/CAP IMP FUND											
Revenues											
Dept 000 - GENERAL REVENUES											
405-000-665.000	INTEREST ON INVESTMENTS	0.00	0.00	50.00	50.00			0.00		0.00	0.00
405-000-675.248	CONTRIBUTION FROM DDA/OPERATE	6,250.02	301,500.08	25,000.00	25,000.00			6,249.99		2,083.33	25.00
Total Dept 000 - GENERAL REVENUES		6,250.02	301,500.08	25,050.00	25,050.00			6,249.99		2,083.33	24.95
TOTAL REVENUES		6,250.02	301,500.08	25,050.00	25,050.00			6,249.99		2,083.33	24.95
Expenditures											
Dept 290 - ADMINISTRATION											
405-290-818.450	CONT SVCS/STREET CONSTRUCTION	0.00	250,000.00	0.00	0.00			1,975.00		1,975.00	100.00
405-290-962.000	RESERVE FOR CONTINGENCIES	0.00	0.00	50.00	50.00			0.00		0.00	0.00
405-290-972.437	CAP OUTLAY/LAND IMP - PUBLIC F	0.00	1,585.00	0.00	0.00			0.00		0.00	0.00
405-290-977.813	CAP OUTLAY/DDA PARKING	0.00	51,550.00	25,000.00	25,000.00			10,745.18		1,585.18	42.98
Total Dept 290 - ADMINISTRATION		0.00	303,135.00	25,050.00	25,050.00			12,720.18		3,560.18	50.78
TOTAL EXPENDITURES		0.00	303,135.00	25,050.00	25,050.00			12,720.18		3,560.18	50.78
Fund 405 - DOWNTOWN DEV AUTH/CAP IMP FUND:											
TOTAL REVENUES		6,250.02	301,500.08	25,050.00	25,050.00			6,249.99		2,083.33	24.95
TOTAL EXPENDITURES		0.00	303,135.00	25,050.00	25,050.00			12,720.18		3,560.18	50.78
NET OF REVENUES & EXPENDITURES		6,250.02	(1,634.92)	0.00	0.00			(6,470.19)		(1,476.85)	100.00
BEG. FUND BALANCE		3,391.31	3,391.31	1,756.39	1,756.39			1,756.39			
END FUND BALANCE		9,641.33	1,756.39	1,756.39	1,756.39			(4,713.80)			
TOTAL REVENUES - ALL FUNDS											
		992,863.25	1,486,431.96	1,236,710.00	1,236,710.00			1,073,374.62		69,204.41	86.79
TOTAL EXPENDITURES - ALL FUNDS											
		216,469.91	1,569,268.02	1,236,710.00	1,236,710.00			192,367.25		60,532.04	15.55
NET OF REVENUES & EXPENDITURES											
		776,393.34	(82,836.06)	0.00	0.00			881,007.37		8,672.37	100.00
BEG. FUND BALANCE - ALL FUNDS											
		522,535.72	522,535.72	439,699.66	439,699.66			439,699.66			
END FUND BALANCE - ALL FUNDS											
		1,298,929.06	439,699.66	439,699.66	439,699.66			1,320,707.03			

RESOLUTION

The following resolution was offered by Board Member _____ and
Seconded by Board Member _____.

WHEREAS, certain expenditures require allocation to departments differently than originally projected in the 2022-2023 City Budget, as adopted; and

WHEREAS, revenue forecasts and expenditure patterns require modifications to the original budgetary allocations as established in June 2022;

NOW, THEREFORE BE IT RESOLVED, that the 2022-2023 DDA Budget is hereby amended as indicated in the 1st quarter amendments column of the attached Budget Adjustment Summary which is hereby made a part of this resolution.

BE IT FURTHER RESOLVED, that the Finance Director is hereby authorized to make the line item changes necessary to implement these budgetary amendments.

Requested Action: Approve 2022-23 First Quarter Budget Amendments Resolution

Attachment(s): Quarterly Financial Reports and Budget Amendment Summary



Information Only

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2022\December
Date: 12/12/2022
Re: 2022 Digital Media Review

The Downtown Plymouth website and social media channels continue to be a primary marketing tool for the Plymouth DDA. DDA staff regularly sends updates and posts content on the Downtown Plymouth Facebook page, the Downtown Plymouth Instagram page, and the Downtown Plymouth Twitter page. We also use the Downtown Plymouth YouTube page to live stream and post videos, and regularly update the www.downtownplymouth.org website. DDA staff has attached a report that highlights some analytics from the last year of our digital media outlets.

Facebook continues to be our biggest social media channel with more than 15,000 followers. Across all our channels, Downtown Plymouth has nearly 25,000 followers and the following continues to grow. DDA staff is additionally looking into the creation of a TikTok account and using the YouTube shorts platform in 2023.

DDA staff is also working on a redesign of the www.downtownplymouth.org website for 2023. With our contract with CivicPlus, we can redesign or “refresh” the site every five years at no additional cost. DDA staff started this process in November and hopes to have the redesign complete by the end of spring 2023. We will keep the DDA Board updated with progress of the redesign and will present the new look once it has launched.

Digital Metrics

For the Year of 2022

x x x x
x x x x
x x x x
x x x x

01



Why Track Analytics?

In an increasingly digital world, having a solid online presence will continue to serve an ever-increasingly important role in municipal communications and advertisements.

Americans are increasingly spending more time on their phones and on social media, and for many these have become or remain their top sources of news and information. We must meet them where they are, and to be successful in doing so, we must ensure that we do the best we can in improving our messaging and the delivery of our messaging.

Reviewing our analytics, and learning from them, will help us in striving to meet that goal.

The Year That Was

PROGRESS

Our message continues to reach new, relevant audiences. The metrics will show we've had a net gain across all platforms.

KEY ACHIEVEMENTS

- Increased follower count
- Publication redesigns
- Exploring new content delivery methods



12.15%

OVERALL FOLLOWER INCREASE

Aggregate from Facebook, Twitter, Instagram, and
YouTube

Growth Highlights

Notable Platforms

FACEBOOK

+1458

TWITTER

+29

INSTAGRAM

+1079

YOUTUBE

+130

Facebook

Facebook Page reach ⓘ

709,677 ↓ 2.1%



A 2.1% loss indicates a negligible loss in reach, likely from deactivated accounts, bots, or some other reason.

-06

Instagram

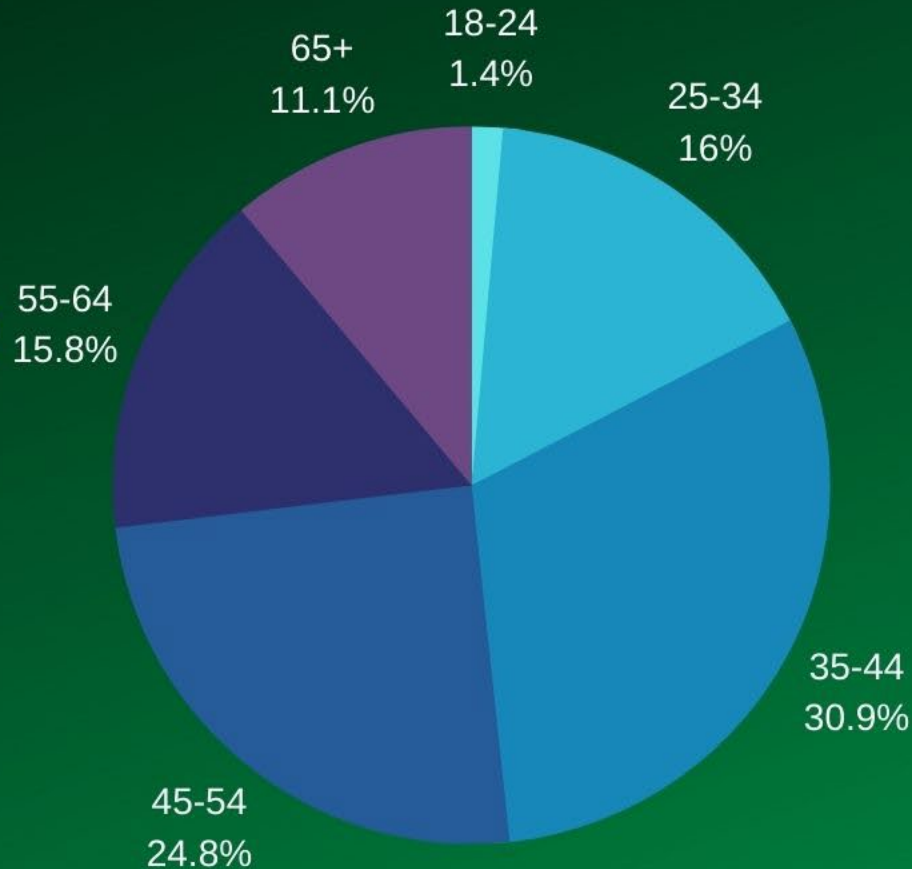
Instagram reach ⓘ

28,950 ↑ 69.4%



Our reach on Instagram skyrocketed this year, nearly increasing by 70%. Might merit exploring using Instagram 'Reels' (like YouTube Shorts) and using more regularly.

-07



Women: 80.4%
Men: 19.4%

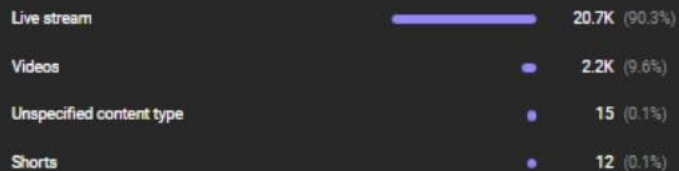
Facebook Demographics

Our biggest demographic for Facebook users is women aged 35-54 years old.

YouTube

Views [▲]

2022



[SEE MORE](#)

Typical views

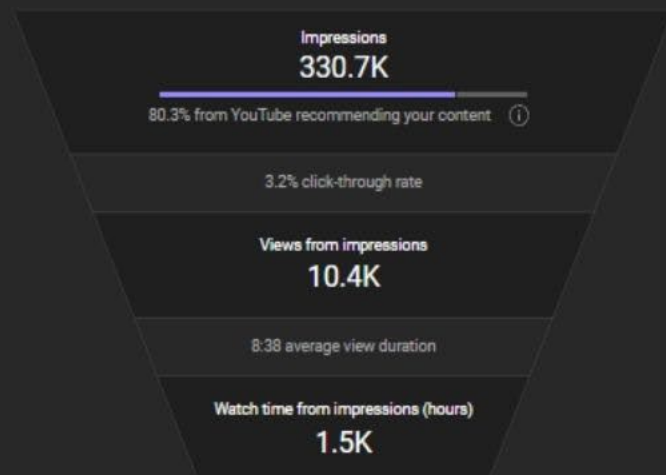
First 28 days



[SEE MORE](#)

Impressions and how they led to watch time [▲]

Data available Jan 1 - Dec 1, 2022 (335 days)



Published content [▲]

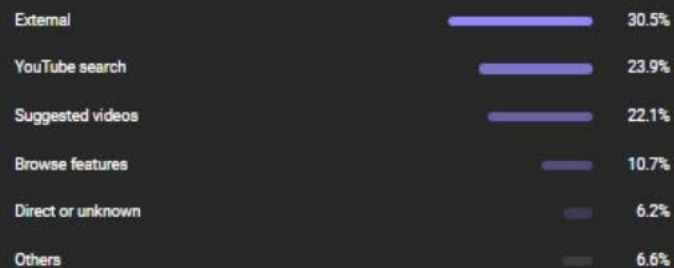
2022



[SEE MORE](#)

How viewers find you [▲]

Views - 2022



[SEE MORE](#)

Twitter

- Added 29 followers over the past year
- Mainly used as a quick update account, rather than a purpose-built account, so this explains low follower count
- Twitter for the moment is becoming a bit unstable due to transition, possibility of our content appearing next to content we wish to not be represented alongside

Website Analytics

Top Level Information

Review of January 1 – November 14, 2022

Population: 9,313

✓ Total Users 99,298

✓ Total Pageviews 154,960

✓ Average Time On Page 1:56

Top Visited Pages

1	Music-In-The-Air-Concert-Series	31,371	4	Restaurants	9,940
2	Special-Events-List	23,676	5	Live-Music	8,939
3	Events-Entertainment	16,214	6	Specialty-Shops	6,672

Top Downloaded Documents

Total Downloads: 30,344

1	DTP Update 3-4-2022	1,509	4	Available Properties March 2022	788
2	DDA Parking Map	1,310	5	DTP Update 6-3-2022	784
3	DTP Update 1-7-2022	1,293	6	DDA Walking Map	766