



# Plymouth Downtown Development Authority

## Meeting Agenda

October 12, 2020 7:00 p.m.

Plymouth Downtown Development Authority  
831 Penniman  
Plymouth, Michigan 48170

[www.downtownplymouth.org](http://www.downtownplymouth.org)  
Phone 734-455-1453  
Fax 734-459-5792

**Meeting will be held online at zoom.us. Meeting ID: 885 3610 8043**

**Join Zoom Meeting <https://us02web.zoom.us/j/88536108043>**

**Password – 356477**

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

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

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

**1) CALL TO ORDER**

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

**2) CITIZENS COMMENTS**

**3) APPROVAL OF THE AGENDA**

**4) APPROVAL OF MEETING MINUTES**

- A. Regular meeting 9-14-2020
- B. Special meeting 9-23-2020

**5) BOARD COMMENTS**

**6) OLD BUSINESS**

- A. Strategic Plan update

**7) NEW BUSINESS**

- A. Strategic Planning Session Carlisle-Wortman contract resolution

**8) REPORTS AND CORRESPONDENCE**

**9) ADJOURNMENT**

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

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

# City of Plymouth Strategic Plan 2017-2022

## GOAL I - QUALITY OF LIFE

### OBJECTIVES

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

### ONE YEAR TASKS 2019-2020

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

## GOAL II - FINANCIAL STABILITY

### OBJECTIVES

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

### ONE YEAR TASKS 2019-2020

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

## GOAL III - ECONOMIC VITALITY

### OBJECTIVES

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

### ONE YEAR TASKS 2019-2020

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

## GOAL IV - SERVICE AND INFRASTRUCTURE

### OBJECTIVES

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

### ONE YEAR TASKS 2019-2020

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



# Plymouth Downtown Development Authority

## Regular Meeting Minutes

### Monday, September 14, 2020 - 7:00 p.m.

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

[www.plymouthmi.gov](http://www.plymouthmi.gov)  
Phone 734-453-1234  
Fax 734-455-1892

#### Online Zoom Meeting

#### 1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:06 p.m.

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

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

#### 2. CITIZENS COMMENTS

There were no citizen comments.

#### 3. APPROVAL OF THE AGENDA

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

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

MOTION PASSED 10-0

#### 4. APPROVAL OF THE MEETING MINUTES

Wolcott offered a motion, seconded by Johnson, to approve the minutes of the August 10, 2020 meeting. There was a roll call vote.

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

MOTION PASSED 10-0

#### 5. BOARD COMMENTS

Elliott thanked downtown businesses for supporting each other. She asked that planters at Penniman and Main not be so tall as to obstruct views next summer. Wolcott said there would be a meeting on September 17 at 3:00 outside City Hall to brainstorm ideas for getting businesses through the winter months with limited outdoor options. Pollard congratulated the DDA for a second successful live-stream concert. She acknowledged that ending the August meeting abruptly when the quorum was lost seemed awkward, but, in consultation with the City attorney, she confirmed it was the proper procedure.

#### 6. OLD BUSINESS

##### a. Strategic Plan Update

Bruscato reported that striping for the road diet on Main St. from Ann Arbor Trail to Ann Arbor Rd. was underway. He said he expects all trees on both sides of Penniman to be lighted this year.

b. Kellogg Park Master Plan Resolution

Elliot offered the following resolution, which was seconded by Foess.

WHEREAS The Downtown Development Authority Board of Directors desires to keep Kellogg Park the crown jewel of Downtown Plymouth; and

WHEREAS The DDA Board hired City Engineer Wade Trim of Taylor, MI, in December 2019 to develop a Kellogg Park Master Plan; and

WHEREAS Wade Trim presented to the DDA Board at the August 2020 meeting its final report with various concepts for Kellogg Park; and

WHEREAS The DDA Board rejects option two so the final plan will reflect what the Board has approved.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors accepts the report from Wade Trim, and acknowledges that it supports and accepts what is labeled Option 1, which is considered the plan with the most popular public opinions for Kellogg Park improvements based on past feedback.

*Board Comments*

Board members expressed both positive opinions of the plan and ideas for revision. It was agreed that specific items would be discussed at the next strategic plan meeting.

*Citizen Comments*

Dave Rucinski, 1392 Maple, said he believes adding a walkway would destroy the overall appearance of the park.

Martha Walton, 1465 Palmer, also said she would not be in favor of an additional walkway.

Denise Burrows, 1014 Dewey , concurred with the two previous speakers.

There was a roll call vote.

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

MOTION PASSED 10-0

**7. NEW BUSINESS**

a. DDA Master Plan Final Report

Scot Lautzenheiser of Wade Trim presented a final version of the DDA Master Plan.

*Board Comments*

Elliott expressed disappointment that back-in angle parking was still in the plan, since surveys showed residents didn't want it. Other board members said they felt its inclusion was appropriate as an idea that could be discussed at future strategic planning sessions. The possibility of a pilot program was discussed as a way to determine the public's satisfaction after trying it.

*Citizen Comments*

Dave Rucinski, 1392 Maple, said back-in angle parking seems to be addressing a safety issue that doesn't exist.

Pete Mundt, 643 N. Harvey, asked for a time limit on any pilot program.

Karen Patrosso, 1456 W. Ann Arbor Trail, said she did not want back-in angle parking in the City.

**8. REPORTS AND CORRESPONDENCE**

Bruscato said the next meeting would likely be online via Zoom.

**9. ADJOURNMENT**

Wolcott offered a motion, seconded by O'Neill, to adjourn the meeting at 7:53 p.m. There was a roll call vote.

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

MOTION PASSED 10-0



# Plymouth Downtown Development Authority Regular Meeting Minutes Wednesday, September 23, 2020 - 12:00 p.m.

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

[www.plymouthmi.gov](http://www.plymouthmi.gov)  
Phone 734-453-1234  
Fax 734-455-1892

## Online Zoom Meeting

### 1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 12:04 p.m.

Present: Chair Pollard, Members Ellen Elliott, Scott Foess, Dan Johnson, and Andre Martinelli, Patrick O'Neill and Brent Rieli

Excused: Mayor Oliver Wolcott and Members Daniel Farmer and Maura Hynes

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

### 2. OLD BUSINESS

- a. Authorization of contract for parking deck repairs

Elliot offered the following resolution, which was seconded by O'Neill.

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

WHEREAS In the spring and fall of 2018, under the direction of consultants WGI Michigan of Kalamazoo (formerly Carl Walker) major renovations were completed at a cost of \$372,000 to bring the Central Parking Deck to current standards; and

WHEREAS The DDA Board in August 2020 approved a proposal by WGI for what are termed high and moderate priority repairs to the Central Parking Deck, plus the addition of asphalt repairs, parking space striping and parking block replacement; and

WHEREAS A bid process resulted in RAM Construction of Livonia, MI, the low bid among four companies that submitted proposals for construction,

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby authorize DDA staff to contract with RAM Construction of Livonia, MI, for rehabilitation on the Central Parking Deck in the total amount of \$144,427, plus a 10% contingency, for renovation work approved by the DDA Board in August 2020 from Acct. No. 405 290 977 813.

There was a roll call vote.

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

MOTION PASSED 7-0

### 9. ADJOURNMENT

O'Neill offered a motion, seconded by Johnson to adjourn the meeting at 12:11 p.m. There was a roll call vote.

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

MOTION PASSED 7-0

DRAFT

**DDA 2018 Five Year Strategic Plan**

City of Plymouth

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update as of 10/08/2020
Identify Alternative Funding Sources	Develop a vision/plan to explore and identify alternative funding mechanisms for capital improvement projects. Plan should include "Action Plan" that identifies steps for obtaining funding via each funding source.	DDA Board	Short Term	DDA Funding/Grants/Public-Private Partnerships	Delayed because of COVID-19. The Finance Committee consisting of DDA Board directors Maura Hynes, Scott Foess and Ellen Elliott held its first meeting on January 13, 2020. The assignment for each member is to bring two suggestions for potential funding. The 4/13/2020 meeting was cancelled.
	Establish a DDA Finance Committee.	DDA Board	Short Term	No Cost	The 4/13/2020 meeting cancelled because of COVID-19
Increase Parking Inventory	Create Comprehensive Parking Plan that determines existing and future parking needs, and 1-5 year vision for parking facilities, including reconstruction of parking deck. Plan should also identify, evaluate and prioritize funding and revenue sources (paid parking, assessments, private/public partnerships, advertising, etc.).	DDA Board/Parking Sub-Committee	Short Term	Paid Parking, Assessments, Public-Private Partnerships	Delayed because of COVID-19. City staff will reconvene working on plan when appropriate. DDA Staff is analyzing kiosks and quotes from two vendors to give a recommendation to the project team at the next meeting.
	Assist in moving Saxton's development project forward by hosting/participating in joint planning meeting to discuss site plan features with the City Commission and Planning Commission.	City Administration/DDA Staff/Planning Commission	Short Term	No Cost	The closing on the Saxton's property was completed on 8/5/2020. The next step for the DDA will be to improve the public parking lot at the site.
Make Downtown More Pedestrian Friendly	Repair/replace tree grates; maintain existing and install where needed. Investigate tree grates made of more flexible material to avoid heaving.	DDA Staff	Short Term	DDA Funding/Public-Private partnerships	DDA Board accepted DDA Infrastructure Master Plan at September Board Meeting. Next strategic planning session to determine next steps.
	Create a sense of arrival/entryway into downtown by improving pedestrian crossings identified in 2017 goals (Main/Church, Harvey/Penniman, Harvey/Wing and Main/Wing)	DDA Staff	Medium Term	DDA Budget/City Budget/Grants	The Plymouth City Commission on 8/4/2020 approved push button upgrades to be added to the pedestrian signals at the Main Street and Ann Arbor Trail intersection. The pedestals have been installed. Complete installation expected in November.
	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	Installation of lights for eight trees on Penniman in September.
	Increase lighting, especially in alleys	DDA Staff	Short Term	DDA Budget	Some of the lights on the the Central Parking Deck were repaired on 8/6/2020
Kellogg Park	Develop and implement Kellogg Park improvements (turf, preserve tree canopy, more permanent solution for bandstand) by creating a fundraising campaign (brick pavers, corporate sponsorship, donations).	City Commission/DDA Board	Medium Term	Fundraising/Grants	Wade Trim presented a final report to the DDA Board on 8/10/2020
	Fountain Completion	City Commission	Short Term	Wilcox Foundation	City administration is working on an updated contract with the fountain supplier, and developing plans for a construction timeline
Support Businesses	Support business mix by creating a clearinghouse of all requirements (i.e. site development, marketing properties to decrease vacancies, façade improvement program, Redevelopment Ready Communities (RRC) Program)	DDA Staff/ City Administration/ City Commission	Short Term	No Cost	City administration discussing potential options for restaurants to increase seating capacity during the winter.
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.



## ADMINISTRATIVE RECOMMENDATION

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2020\October2020  
**Date:** 10/8/2020  
**Re:** Strategic Planning Session Contract Resolution

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### BACKGROUND:

The Downtown Development Authority annually evaluates its goals and strategic plan. In 2018, the DDA hired Sally Elmiger of Carlisle Wortman and Associates of Ann Arbor, the city' planner, to conduct a strategic planning session to coordinate short-term and long-term goals of the DDA. In the past, Elmiger has been hired by the Planning Commission and other Plymouth boards and commissions to provide planning services.

Prior to 2018, the DDA would vote only on yearly goals at its annual planning sessions. DDA staff believes that Elmiger's planning session in 2018 and the subsequent DDA strategic planning document has served as a valuable resource in prioritizing projects and planning for some longer term DDA goals.

Some long-term goals of the 2018 Strategic Plan have been on hold until both the Kellogg Park Master Plan and the DDA Infrastructure Master Plan were completed. Wade Trim submitted finalized versions of both plans earlier this year.

### RECOMMENDATION:

With the recent development of both the Kellogg Park Master Plan and the DDA Infrastructure Master Plan by Wade Trim, DDA staff recommends updating the DDA Strategic Plan. Because of the successful session in 2018 and the familiarity Sally Elmiger has developing plans for the Planning Commission and other City of Plymouth boards and commissions, DDA staff recommends hiring Carlisle Wortman to facilitate DDA strategic planning sessions via Zoom, beginning at January's regular DDA Board meeting. While meeting in-person is much better for goal setting, Ms. Elmiger has assured us that in the COVID period we will still be able to have focused participation and develop a viable strategic plan via Zoom.

DDA staff has attached a contract proposal that includes an outline of the planning session. DDA staff has also attached a proposed resolution to hire Sally Elmiger to facilitate the DDA strategic planning sessions in the amount of \$4,185.



**Carlisle | Wortman**  
ASSOCIATES, INC.

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

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**MEMORANDUM**

**TO:** Tony Bruscato, DDA Director  
**FROM:** Sally M. Elmiger, AICP  
**DATE:** October 6, 2020  
**RE:** DDA Board Goal Setting Session - Revised

As requested, I have revised the work plan to facilitate a goal-setting session with the DDA Board into an “online” version that is a safe alternative to an in-person meeting during the pandemic.

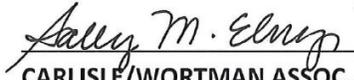
We will set up the meeting in Zoom, which will allow the Board members, staff, and residents to attend and participate in the meeting. We will start the meeting with a short presentation that summarizes the completed & incomplete 2018 DDA goals, and the goals of other city boards, such as the City Commission and Planning Commission. This will help the group coordinate their efforts with the efforts of these other boards.

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

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

The attached workplan lays out the estimated time needed for each step of the goal-setting process, and follow-up meetings to draft and finalize the goals. My colleague, Melissa Kalnsay will assist with technical aspects of setting up the Zoom meeting, and assist with hosting the meeting, making sure all attendees can connect, have video/microphones, etc.

As always, we are flexible and can modify the approach. Please let me know if you have any questions or would like to discuss further.



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CARLISLE/WORTMAN ASSOC., INC.

Sally M. Elmiger, AICP, LEED AP

Principal

# Downtown Development Authority Goal Setting Session

City of Plymouth

Rev. October 6, 2020

Task	Estimated time:	
	S. Elmiger	M. Kalnsay
<b>Preparation</b>		
1. CWA to develop background presentation for goal setting session identifying completed and uncompleted 2018 goals, City Commission goals, Master Plan goals, etc. Send to DDA Director and Chair for comments; revise as needed.	8	
2. CWA to develop exercise materials, including agenda, questions and other necessary materials for "Gallery Walk" goal setting exercise. Send to DDA Director and Chair for comments; revise as needed.	8	
3. Set up Zoom meeting in software; send links to DDA Director and include on Agenda.	0.5	2
<b>Goal Setting Session</b>		
4. Setup and facilitate goal setting session with DDA Board.	3	3
5. Compile meeting results and send to DDA Director and Chair; revise as needed. Provide finalized results for distribution to DDA Board and other stakeholders.	2	2
<b>Reviewing/Finalizing Goals</b>		
6. Draft proposed goals and provide to DDA Director for distribution.	2	
7. Setup and facilitate Zoom meeting to review draft goals with DDA Board.	3	3
8. Revise draft goals, as needed and provide to DDA Director for distribution.	2	
9. Setup and facilitate Zoom meeting to review finalized goals with DDA Board. Revise as needed and send to DDA Director.	5	3
	Estimated Hours: 33.5	13
	Hourly Fee: \$90/hr.	\$80/hr.
	Sub-Total: \$3,015	\$1,170
<b>TOTAL:</b>	<b>\$4,185</b>	

## RESOLUTION

*The following resolution was offered by Director \_\_\_\_\_ and  
seconded by Director \_\_\_\_\_.*

*WHEREAS the DDA Board annually updates its goals and strategic plan, and*

*WHEREAS the DDA Board has finalized versions of both a Kellogg Park Master Plan and a DDA Infrastructure Master Plan, and*

*WHEREAS City Planner Sally Elmiger from Carlisle Wortman and Associates of Ann Arbor, the city's planner, conducted the 2018 DDA goals session and routinely serves as the City Planner of the City of Plymouth, and*

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

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