1. Roll Call
   Sava Lelcaj Farah, Bob Guenzel, Marie Klopf, Howard Lazarus, Joan Lowenstein, Darren McKinnon, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr, John Splitt, Phil Weiss

2. Audience Participation (4 people maximum, 4 minutes each)
   1. Ray Detter
   2. Betsy Jackson, Main Street BIZ
   3. 
   4. 

3. Reports from City Boards and Commissions

4. DDA Members Communications

5. Executive Director Communications

6. Approval of Minutes: November meetings (Pages 3-13)

7. Subcommittee Reports
   a. Partnerships/Economic Development Committee – J. Lowenstein & A. McWilliams
      • Next Committee meeting: Wednesday, December 14 at 9am
   b. Capital Improvements Committee – J. Mouat
      • South University project - status
      • Fifth/Detroit project - status
      • Huron Street project - status
      • Next meeting: Wednesday, December 21 at 11am
   c. Finance Committee – M. Klopf
      • Next Committee meeting: Tuesday, December 20 at 1pm
   d. Operations Committee – J. Splitt, K. Orr
      • Monthly parking & transportation report (Pages 14-17)
      • 4th & William Improvements Project – status
      • Ann Ashley proposal (Pages 18-23)
      • Circulator study - status
      • Next Committee meeting: Wednesday, December 21 at 9am
   e. Executive Committee – R. Narayan, A. McWilliams, M. Klopf, P. Weiss
Next Committee meeting: Wednesday, January 4 at 11am

8. New Business
   • DDA/City work session, Monday, January 9 7pm, CTN Studios 2805 S. Industrial Highway, Ste 200
   • Review 2017 meeting calendar (Page 24)

9. Other Audience Participation (4 minutes each)

10. Adjournment
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: Mr. Narayan called the meeting to order at 12:01 p.m.

1. **ROLL CALL**

Present: Bob Guenzel, Marie Klopf, Howard Lazarus, Joan Lowenstein, Darren McKinnon, Al McWilliams, John Mouat, Rishi Narayan, John Splitt, Phil Weiss

Absent: Sava Lelcaj Farah, Keith Orr

Staff: Susan Pollay, Executive Director
       Joseph Morehouse, Deputy Director
       Amber Miller, Capital & Private Projects Manager
       Liz Rolla, Project Manager
       Jada Hahlbrock, Manager of Parking Services

Audience: Ray Detter
          Bob Doyle, Smith Group JJR
          Christian Gribaux, Oxford Companies
          Dave Orfield, Republic Parking
          Marianne James, The Ark
          Charlotte Csicsila, The Ark
          Omari Rush, Ann Arbor Art Center
          Sabra Briere

2. **AUDIENCE PARTICIPATION**

Mr. Detter said near downtown residents met the night before, to discuss downtown and near downtown projects. The location of the future new train station was also discussed.

Marianne James said the Ark would be making a grant request. DDA funding would be directed to making the Ark’s front door more pedestrian friendly and interesting. This request is part of a larger package of building improvements.

Omari Rush said the Ann Arbor Art Center would be making a grant request. DDA funding would be directed to helping the Art Center expand its offerings to the public.

3. **REPORTS FROM CITY BOARDS AND COMMISSIONS**

None

4. **DDA MEMBERS COMMUNICATIONS**

Although she was not present, Mr. Narayan welcomed Sava Lelcaj Farah to the DDA Board.
5. EXECUTIVE DIRECTOR COMMUNICATIONS

Ms. Pollay reminded the DDA that a board retreat will take place on November 15th at 1pm at the Residence Inn at 120 W. Huron Street. She also reminded the group that on January 9th at 7 pm the DDA and City Council will meet for a joint work session at the CTN studios on S. Industrial. Ms. Pollay said both sessions will be opportunities for discussion about the DDA/City parking agreement, DDA & City coordination on projects, and possible future partnerships.

6. APPROVAL OF MINUTES

Mr. Guenzel moved and Mr. Splitt supported approval of the October 2016 DDA meeting minutes.

A vote on the motion showed:
AYES: Guenzel, Klopf, Lazarus, Lowenstein, McKinnon, McWilliams, Mouat, Narayan, Splitt, Weiss
NAYS: None
ABSENT: Lelcaj-Farah, Orr
ABSTAIN: None
The motion carried.

7. A. SUBCOMMITTEE REPORTS - PARTNERSHIPS COMMITTEE

Mr. McWilliams said the Partnerships Committee did not meet in October.

The next Partnerships Committee meeting will take place on November 9th at 9:00 am.

7. B. SUBCOMMITTEE REPORTS - CAPITAL IMPROVEMENTS COMMITTEE

Fifth & Detroit Project. Ms. Miller and Mr. Doyle gave a presentation on initial findings of the pilot which is reducing traffic to one lane on Fifth Ave. from Kingsley to Catherine, and reuses this right of way for a bike lane buffer and shortened pedestrian crossing. The results of this examination will enable the design team to put forward ideas that respond to feedback from the public conveying concerns about the current pedestrian and bike conditions in this area. Traffic data gathered during the pilot will be compared to previous data, and several pop-up workshops have been held on site during the pilot to receive feedback from the public. DDA members shared feedback about their own experiences as pedestrians, bicyclists, and car drivers during this pilot.

South University Project. Mr. Mouat said the City staff review process is almost done and the project is expected to go out to bid this month.

Huron Street Project. Mr. Mouat said the Committee discussed project goals and began to think about setting priorities for street and curb use. He said survey work is underway on Huron from First Street to State Street.
The next Capital Improvements Committee meeting will be November 16th at 11:00 am.

7. C. SUBCOMMITTEE REPORTS- FINANCE

Resolution to Accept DDA Audit. Ms. Klopf moved and Mr. Splitt supported the following resolution.

RESOLUTION TO ACCEPT THE DDA FISCAL YEAR 2016 FINANCIAL AUDIT

Whereas, The auditing firm of Rehmann Robson, LLC. was contracted by the DDA to audit the DDA’s financial records for the fiscal year ending June 30, 2016;

Whereas, The Finance Committee went through the document in detail with the DDA auditor and recommends acceptance of the audit by the DDA;

RESOLVED, The DDA accepts the Fiscal Year ending June 30, 2016 financial audit prepared by Rehmann Robson, LLC.

Ms. Klopf said Ms. Kasparek from Rehman attended the Committee meeting to go over in detail the audit. Ms. Klopf said it was a clean audit, and the Finance Committee recommends acceptance of the audit by the full DDA Board.

A vote on the resolution showed:

AYES: Guenzel, Klopf, Lazarus, Lowenstein, McKinnon, McWilliams, Mouat, Narayan, Splitt, Weiss

NAYS: None

ABSENT: Lelcaj-Farah, Orr

The resolution passed.

Financial Statements. Ms. Klopf said the Committee reviewed first quarter financial statements, as well as the expense listing.

The next Finance Committee meeting will be Tuesday, November 29 at 1:00 p.m.

7. D. SUBCOMMITTEE REPORTS- OPERATIONS

Parking & Transportation Report. Mr. Splitt provided an overview of the October report. He said that installation of the new epark machines will be done incrementally as the equipment and space markers arrive. He said the Committee reviewed the first quarter parking patrons and revenue report.

4th & William. Mr. Splitt said glass is being installed for the new elevator tower. Elevator installation will begin in mid-November and the project is expected to be complete by the end of February 2017.
Mr. Mouat shared information from a recent conference he attended regarding shared use mobility, and the potential changes this will bring downtown, including potentially changing the need for parking.

The next Operations Committee meeting will be November 30 at 11:00 a.m.

7. E. SUBCOMMITTEE REPORTS – EXECUTIVE COMMITTEE
Mr. Narayan said the committee reviewed the agenda, and in particular, discussed the Fifth Avenue pilot.

The next Executive Committee meeting will be December 7 at 11:00 a.m.

8. NEW BUSINESS
Mr. Narayan reminded the group of the following meetings:
- November 15th at 1 pm, DDA retreat at the Residence Inn at 120 W Huron Street
- January 9 at 7 pm, DDA/City Council work session at the CTN Studios at 2805 S Industrial

9. OTHER AUDIENCE PARTICIPATION
None.

10. ADJOURNMENT
There being no other business, Mr. Weiss moved and Mr. Mouat supported a motion to adjourn. Mr. Narayan declared the meeting adjourned at 1:08 pm.

Respectfully submitted,
Susan Pollay, Executive Director
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:11 a.m.
Present: Marie Klopf, Al McWilliams, Rishi Narayan, Susan Pollay (ex officio), Phil Weiss
Absent: none
Others: Makala Bowen, UM School of Social Work

Committee actions and discussions

Agenda Review. The group reviewed the November DDA monthly meeting agenda. Ms Pollay reported that two speakers had signed up to convey information about projects they would seek DDA grant funds for. Ms. Klopf said that she would announce at the board meeting a conflict of interest with one of the projects, and would recuse herself from any discussion or decisions. Ms. Pollay reported that Sava Lelcaj Farah had been appointed to serve on the DDA, but would not be able to attend today’s meeting due to a business conflict. Ms. Pollay explained the current membership status of the Citizens Advisory Council. Ms. Pollay said that during the Capital Improvements Committee portion of the meeting, a short presentation would be made to convey information about the pilot project currently underway on N. Fifth Avenue between Kingsley and Catherine Streets. The group had a general discussion about the advantages/disadvantages of protected bike lanes, and about traffic planning that reprioritizes public right of way to improve the safety and comfort of pedestrians and bicyclists.

There being no other business, the meeting adjourned at 11:32 a.m.
Susan Pollay, Executive Director
ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
PARTNERSHIPS & ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES
WEDNESDAY, NOVEMBER 9, 2016

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 9:00 a.m.
Present: Bob Guenzel, Joan Lowenstein, Al McWilliams, Darren McKinnon, John Mouat, Keith Orr
Absent: Marie Klopf, Howard Lazarus, Rishi Narayan, John Splitt, Phil Weiss, Sava Lelcaj-Farah
Others: Shannon Gibb-Randall/ City Planning Commission, Graydon Krapohl/ City Council, Jane Lumm/City Council,
Staff: Susan Pollay, Jada Hahlbrock, Amber Miller, Patti Wheeler
Public: Ray Detter

Partner Updates
City Council. Ms. Lumm and Mr. Krapohl said the CORE project was slated to come before Council on
11/10, but the developer has asked for additional time. A Council retreat will be held 12/12. Councilmember Briere announced her resignation effective 12/5; Ms. Lumm said Council aims to fill
this position within 30 days of that date. Ms. Lumm said the Taxi Cab Board will be replaced with a
new Transportation Committee, which will also focus on Pedestrian Taskforce recommendations,
including an initial focus on safe walks to schools.

Planning Commission. Ms. Gibb-Randall said the Planning Commission approved a site plan for an
affordable housing project on Maple, which will now come to City Council for consideration.

Mr. Mouat and Mr. Orr provided an overview of the N. 5th traffic pilot. Ms. Lumm said that she had
received complaints about traffic delays. Ms. Pollay and Ms. Miller gave DDA project updates, and an
overview of the DDA’s retreat on 11/15. Ms. Pollay said the Core project may include the potential
for the DDA to purchase additional affordable units in addition to those provided by the developer in
response to City Council’s request. There was a discussion about this possibility, with feedback both
for and against the idea.

Public Comment
Mr. Detter spoke about the potential use of the YMCA site for workforce housing and other near-downtown sites that don’t include a need for parking.

The next Partnerships Committee meeting is scheduled for December 14 at 9:00 am.

The meeting adjourned at 10:30 am.
Respectfully submitted, Susan Pollay, Executive Director
Allen Creek Greenway. Ms. Pulcipher presented information, saying that the project is anticipated to take two years, it is approximately half-way done, and an adopted plan is expected in January, 2018. She showed maps and photos of the general proposed route. The group discussion touched issues such as how urban trails function in other cities, and how this project could be coordinated with DDA & City infrastructure projects.

5th Avenue Traffic Pilot. Ms. Miller presented video showing how the pilot is working. Mr. Wahl answered questions and said that a meeting with staff to discuss pilot findings will take place in the new couple weeks.

DDA Retreat Debrief. The group reviewed outcomes of the Board Retreat held 11/15. They talked about next steps, including having staff bring more information about the projects that were prioritized, including those that may help spur future development and those that will help strengthen downtown.

Next Meeting. The Committee will meet again on Wednesday, December 21 at 11:00 am.

Public Comment. Mr. Detter said future development needs to be considered when thinking of where to take DDA future projects and needs to include follow-up with commercial developers.

The meeting adjourned at 1:05 p.m.

Susan Pollay, Executive Director
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 1:00 p.m.

Present: Marie Klopf, John Splitt, Phil Weiss

Absent: Sava Lelcaj-Farah, Bob Guenzel, Howard Lazarus, Joan Lowenstein, Darren McKinnon, Al McWilliams, John Mouat, Rishi Narayan, Keith Orr

Staff: Susan Pollay, Joseph Morehouse, Jada Hahlbrock, Patricia Wheeler

Others Present: Tom Crawford/City of AA

Public: None

Financial Statements. The Committee reviewed the October expense registers.

DDA Retreat. The Committee debriefed about the DDA Board retreat. All agreed it had been a well-organized and valuable session. There was a discussion about potential impacts to the DDA budget if any of the changes discussed at the retreat move forward.

Old Business. There was none.

Public Comment. None

Next Meeting. The next meeting will take place on Tuesday, December 20, 2016 at 1:00 pm

The meeting adjourned at 2:28 pm
Susan Pollay, Executive Director
Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:00 a.m.
Present: Bob Guenzel, Joan Lowenstein, John Mouat, Keith Orr, John Splitt, Phil Weiss, Darren McKinnon
Absent: Marie Klopf, Howard Lazarus, Sava Lelcaj-Farah, Al McWilliams, Rishi Narayan
Staff: Susan Pollay, Joe Morehouse, Amber Miller, Jada Hahlbrock, Patricia Wheeler
Others: Dave Orfield/Republic Parking; Kelly Schwartz/getDowntown; Omari Rush/Ann Arbor Art Center; Susan Monroe, board member/Ann Arbor Art Center
Public: Ray Detter

Ann & Ashley. Omari Rush and Susan Monroe presented a proposal from the Ann Arbor Art Center to utilize the space at the southwest corner of the Ann Ashley structure to create a community arts space. They said that demand for classes exceeds what is possible at the Art Center’s Liberty Street location, and utilizing this space at Ann Ashley would also help revitalize the N. Ashley corridor. Questions were asked and answered. Ms. Pollay said that she would work to figure out the process to respond to this proposal.

DDA Retreat. All agreed that this was a useful session. The Committee debriefed about the topics of discussion, in particular what changes might be made within the City/DDA parking agreement.

Parking. The November Parking & Transportation report was reviewed.

Parking System Review. It is anticipated that the final report will be presented at the December committee meeting.

Connector Study. Ms. Pollay said that Connector study participants met recently to discuss the east/west downtown route options, including why Liberty had been included as an option and why Huron had not. Ms. Miller said that only one bid had been received for the Phase III RFP, and the group decided to put this out to bid again.

GetDowntown Update. Ms. Schwartz said that golpass inquiries are strong and there have been recent requests for bike lockers. Ms. Schwartz also shared information on the upcoming Conquer the Cold events.

Circulator. Ms. Pollay said responses to the RFQ are due on Friday, December 2.
4th & William Improvement Project. Ms. Pollay said that work on the second elevator continues.

Public Comment. None

Next Committee Meeting: The next meeting will take place on December 21 at 9:00 am.

The meeting adjourned at 12:53 pm.
Susan Pollay, Executive Director
1. **Welcome**- Ms. Pollay and Ms. McGraw welcomed everyone and stated the desired outcomes for the day. Board members and staff introduced themselves saying how long they had been part of the DDA, as well as a little bit about themselves.

2. **Introductory exercise**- The session began with board members sharing what they saw as benefits the DDA brings to downtown and the community.

3. **Policy Recommendations**- The group divided into groups; half discussed possible changes to the DDA/City parking agreement and half discussed what the DDA’s design philosophy should be with regard to streetscape design. Parking recommendations were to increase the revenue percentage given to the city, that the DDA be assigned responsibility for parking enforcement with the goal of greater customer service and funds for the city and to recommend extending enforcement hours to encourage turnover and increased funds for the city. Streetscape recommendations sought street designs with flexibility, making operational choices such as restrictions on the size of trucks and delivery time limits, and recommending that the DDA should approve support for NACTO & Project Zero objectives.

4. **Project Recommendations**- Mr. Morehouse presented financial assumptions and forecasts. Ms. Miller presented trend data, maps, and descriptions for potential projects. Board members worked in groups to prioritize the projects, and to frame recommendations on discrete projects including alley repairs, water mains, and a future parking system addition.

5. **Public Comment**- Mr. Holcombe thanked the DDA for an excellent discussion and Ms. Pollay for her leadership. Ms. Griswold asked the DDA to consider prioritizing cross-walk safety.

The meeting adjourned at 4:49 pm.
Respectfully submitted, Susan Pollay, Executive Director
Parking & Transportation Report November 2016

Parking Operations

Special Events In November
11/5 & 11/19 UM Football
11/11, 11/12 & 11/13 A2SO at Michigan Theater
11/27 Turkey Trot 5K

Special Event Meter Bag Fee Waivers in November
11/21 Downtown Historical Street Exhibit Program $40

Republic Parking Personnel Changes
Republic Parking has hired Brian Tobaczka as its new Controller/Administrative Manager. Samara Martin, the previous Administrative Manager requested to reduce her hours to part-time and will handle all the human resources functions on a part-time basis.

Meters
In November RPS staff completed the replacement of approximately sixty damaged meter posts, many of which will be new epark meter locations. Meter department staff worked with Traffic & Safety to upgrade software in all the existing eparks.

Twenty-three concrete pads were installed for upcoming installation of epark machines. In some areas the preparation included beautifying the surrounding extension area with grass and mulch. In anticipation of the new epark machines, upgrades are being made to the infrastructure in the meter shop to accommodate the extra battery chargers that will be needed to keep the epark system operating. The meter office is also having additional electric capacity added.

General Operations
Maintenance is ready for the snow season with equipment and chemicals to remove any snow that may fall in or near the parking facilities. All stair wells were thoroughly washed down prior to the cold snap. We are working with DTE to see about possible lighting replacement to receive special incentives and bonuses.

City/DDA Parking Enforcement Committee
The committee met on November 17th. The committee discussed that six months later, there has still not been any response by City staff to change the taxi stands. In June, DDA responded to a City Council resolution regarding taxi stands by asking Public Services for TCO & signage changes to reduce the number of these after-hour stands and change the designation of the remaining number to “Passenger Drop Off/Pick Up”.

Parking enforcement staff said they are now fully staffed and shared that they will be testing new handheld units in early December.

Art Fair debriefing continued. The Committee heard feedback from the church’s Art Fair representatives regarding Art Fair Sunday operations. As planning for next year begins the Committee will be working directly with representatives from the churches rather than Art Fair staff.
The next meeting will take place on December 15th.

Tally Hall Condominium Meeting
No meeting was held during the past month.

First & Washington Condominium Meeting
The City has contacted City Apartments to inquire about the delay in setting up the condominium association.

Walker Parking Operational Review
Walker Parking Consultants are nearly complete with the operational review. The report will be useful as staff drafts the parking operator RFP and considers changes to the parking system.

Parking System Maintenance
Exterior tuck pointing work at Liberty Square is now complete. All 2016 restoration work is now complete.

Parking Equipment
Dixon & Associates has received DDA staff comments on the latest version of their report. We are waiting for an amended report for staff review.

Elevators
There were 6 elevator service calls during the last month. They were distributed as follows:

3 4th & William Alley Elevator
2 Maynard Main Elevator
1 Ann & Ashley South

Parking Construction
Fourth & William Stair/Elevator Improvement Project
Curtain wall and elevator installation is underway. Phase three is expected to be complete in February.

Transportation
getDowntown Overall Outreach
- Posting safe commuting information on blog and social media.
- Preparing for Conquer the Cold Challenge (1/1/17-1/31/17). Site is live for registration.
- Confirmed 2 events with Common Cycle to prepare for the Conquer the Cold Challenge. Events will be held at the Blake Transit Center:
  - December 6th – From Dusk ‘till Dawn: How to Be Safe While Riding at Night
  - December 13th – Conquer the Cold: How to Ride with Confidence All Winter Long

Golpass Outreach
- Finalizing business verification walk arounds. Will be contacting new companies in December.
- Renewal orders received to date: 398
New orders for 2016-2017 received to date: 8
Reached out to these companies about go!pass program:
  - Avalon Bakery & Café
  - Insomnia Cookies
  - Oxford Companies
  - Roos Roast

New go!pass companies for November:
  - EMA Partners
  - Fjallraven
  - Grange Kitchen & Bar
  - Healpay
  - Law Office of Sally Rutzky & Naomi Woloshin
  - Mezes Greek Grill
  - St. Mary Student Parish
  - Vedge Café

2015-2016 - Go!pass sales as of November 18, 2015: 5,793 passes distributed to 417 organizations**
2016-2017 – Go!pass sales as of November 18, 2016: 5,545 passes ordered by 419 organizations
**October 2015-2016 numbers were incorrect. Should have been: 5,464 passes & 382 orgs.

Quarterly Ridership – will be reported in Jan for (Oct-Dec. 2016)

Bike Parking
  - Bike Locker Rentals as of 11/18: 14 rentals of 19 available lockers (74%)
Maynard Bike House Rentals as of 11/18: 12 rentals of 28 spaces (43%)
Ann Ashley Bike House Rentals as of 11/18: 35 rentals
## Permits by Facility by Month

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Proposal
Ann Ashley Activation
Ann Arbor Art Center Expansion
November 29, 2016

Introduction
The proposal below contextualizes and introduces an opportunity to expand the Ann Arbor Art Center's services and strengthen Ann Arbor's northwest downtown district by building out the lower level of the Ann Ashley parking structure as a community arts space.

The Art Center respectfully requests the Downtown Development Authority's consideration of this idea and would ultimately like 1) to know if this partnership opportunity is of interest, and if yes, then 2) to engage in dialogue about and define the details of this prospective agreement.

A Century of Service
Founded in 1909, the Ann Arbor Art Center is the community's forum for visual arts exploration and collaboration. Programatically we focus on exhibitions, education, and events, serving artists and people of all ages. Working within that mission, the Art Center offers the following:

- Art classes and camps
- Gallery art exhibitions
- Retail space for local artists
- Special events and programs
- Community art installation services
- Custom-designed arts experiences

Across this work we create opportunities annually for over 55,000 Ann Arbor area residents and visitors alike to be inspired and transformed by the arts. We also offer scholarships to individuals and gift certificates to charities, and we keep as many events as possible free and open to the public.

Our home and hub of creativity for the past 41 years has been the Walker Building at 117 West Liberty Street, which we own outright. Located in the heart of downtown, this facility has distinguishing exterior elements—columns of orange-hued flags, large storefront windows framing art and art-making, and a large mural—that make the building a landmark and notable part of pedestrians' experiences.
Our Need for Expansion
These art activities housed in the Walker Building have experienced unprecedented growth in the past three years, and we are delightfully bursting at the seams. Just in the past 12 months we have turned away 245 student-artists due to insufficient classroom space. The following 12-month statistics are revelatory:

- 42% increase in annual class enrollment; from 1,233 to 2,115 students
- 40% more classes offered annually; growing from 210 to 293
- 20% increase in class occupancy; on average 60% to 80% of seats are filled
- Over 300 people on average attending quarterly POP-IN art happenings on Friday evenings (though wildly successful, the series has had to be paused because we no longer have space to accommodate its pop-up activities)

Currently our budget is $1.2M, up from $650K three years ago. In 2015 the Art Center generated the highest net income of any year since 2001 and in the last two years has sold more artworks than ever before of local artists. We earn 85% of our income (through class registrations, retail sales, rentals, and event ticketing) and we receive 15% in contributed revenue from individuals, corporations, government agencies, and foundations.

As the downtown Ann Arbor population has grown, so has the community's demand for arts and cultural experiences. Given the limitations of our existing facility, the Art Center is pursuing a vision to expand and meet this ever-increasing demand.

The Vision
Our vision for Ann Arbor is that of a happy, healthy, and inclusive community that has the Art Center as an anchor of creativity, innovation, and accessibility. Within this vision, we see ourselves operating in an expanded facility footprint—still in downtown—that allows us to celebrate and reflect Ann Arbor's unique character. To fully realize this vision, we need more space...

- For local art making in ceramics, metal, and digital media where arts novices rub shoulders with seasoned professionals
- For children to have birthday parties, attend arts-infused summer camp, or make art with parents in side-by-side art classes
- To make visible the most creative artwork from throughout the Midwest, whether large-scale installations or delicate work in need of supervision
- To host community drop-in events, corporate off-site meetings, and social gatherings that buzz like a hive

In this vision of expanded reach, the Art Center and neighboring businesses would share customers and co-workers who make regular links between arts experiences and dining, shopping, vacation, or daily work experiences. And all of these entities would see positive growth and visibility as a result of the synergistic energy, and the overall notability of the downtown (particularly its northwest edge) would increase.
These activities would ultimately strengthen downtown and strengthen the Art Center's ability to be artistically and fiscally sustainable for yet another century.

**Proposal**
The Art Center has been thoughtful about ways to realize this vision. After study by Art Center staff and board members and consultation with current patrons, general community members, and our peers at institutions around the nation, we have refined a plan that provides the best solution for providing expanded benefits to the Ann Arbor community.

The Art Center would like to partner with the City of Ann Arbor and the Downtown Development Authority (DDA) to develop a community art space at the southeast corner of Ashley and Ann Streets' intersection.

Formed by enclosing the bottom level of the Ann Ashley Parking Structure, this facility would finally realize the intended use of the lot when it was developed 30 years ago. The facility build out would generate about 15,000 square feet of space, with Ann Street frontage. The Art Center would provide primary programmatic activity (in at least 7,500 square feet of the building) and would use the remaining space to "flex up" for special events or to support other artists or arts collectives and organizations.

Currently, the lot sits as a large underutilized space occupied by some monthly parking spots. Given the DDA's interest in enhancing the use of open spaces, this public-private partnership has the ability to transform the lot into a day and night time destination for the arts, meetings, celebrations, work, and play. The liveliness added to the neighborhood would be both significant and subtle, and overwhelmingly positive.

While a traditional retail venture might struggle at Ann Ashley and an office suite would further dampen activity, our proposed use would see the lot thrive as a community space that promotes comings and goings. This would be supported by the built-in infrastructure (parking and dedicated bicycle storage), by easy accessibility to foot traffic, and by the site being flanked by three public bus routes.

Specifically, this community art space would accomplish the following:

- **Revitalize a downtown district** that dims at dusk by providing a glass cube of sorts that beams and beats with activity.
- **Connect to and complement nearby business**, strengthening their abilities to offer diverse and enhanced services to clients, customers, and staff. *(In particular partners north of Huron Street.)*
- **Meet increasing demands for interactive leisure activities**, specifically in downtown. *(Respondents to our POP-X festival visitor intercept survey often cited interactive experiences as important, enjoyable, and needed in downtown.)*

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• Attract visitors and pedestrians at off peak hours, promoting area vibrancy and visibility throughout the day and generating **parking structure capacity utilization.** (Analysis shows the Ann Ashley parking structure is significantly underused daily after 3:00pm.)

• **Enhance the pedestrian experience** by displaying creative processes and products. (Currently, pedestrians frequently stop in front of our Liberty Street windows to watch artists, students, and instructors spinning clay in our first-floor ceramics studio.)

• **Increase foot traffic on the Ashley Street corridor** in alignment and coordination with the DDA’s stated efforts to make pedestrian improvements on Ashley. (Ideally we would extend our orange flag motif to activate the Ashley-facing facade and the space above the Ann Street frontage under the parking structure, creating yet another landmark.)

• Provide a west-side anchor to **Kerrytown** and an east-side anchor to the developing **Allen Creek Greenway.** (Through our general community outreach work, we are aware of the Ann Ashley structure as a potential hotspot for Kerrytown shoppers and diners and we are aware of the Greenway initiative’s interests in having destinations distributed along its pathway.)

• Convert the Ann Ashley space into a hub for artists and organizations in the arts and culture sector that facilitates the sharing of resources, **cross-culture collaborations,** and pop-up projects that surprise and delight Ann Arbor. (The Art Center has proudly co-presented activities of the Ann Arbor Film Festival, Kickshaw theater company, and Intermitter, among others; this expansion would only have been possible due to this.)

This expansion would also be paired with a remodel of our 117 West Liberty Street facility, which would relocate arts exhibition programming to from the second floor to street level, adding to the vibrancy of the pedestrian experience. (By simultaneously making improvements at Liberty Street, like moving the stairwell, we create a more flexible space better suited to showcasing art.)

**Why This Partnership**
A stated objective of the DDA is to partner with organizations to make improvements to the downtown district that address and augment opportunities for public benefits. With that charge as a foundational support, this partnership with the Art Center would work for a variety of reasons, all aligned with the DDA’s other interests in supporting businesses, catalyzing revitalization, enhancing neighborhood identity, and creating an engaging and attractive pedestrian experience:

**Finances**
The Art Center is prepared to fully fund build out costs. These costs would be amortized over the long-term lease period, during which we would manage space use. The annual net revenue we project during this period would also allow this space to remain vibrant in strong and weak economic conditions. As part of that modeling, we are not expecting the DDA to fund operations or maintain the facility.

**Art Center Qualifications**
We have a long history of running activities in our Liberty Street facility, including classes and programs we produce as well as community events we host such as parties and convenings. More and more the City has been selecting the Art Center to manage art projects and spaces, attributed, in part, to our highly qualified staff and organization.
Arts Magnetism
In general, the arts are magnetic. Our exhibitions and special events each attract hundreds of people throughout the year, and with that increased foot traffic, our neighboring and partner businesses report related sales surges. We have also activated public space downtown through POP-X and have collected festival data about visitors, economic development, and public safety that show the positive benefits of our work. People attract people and we trust our record of being able to make spaces bright with arts activity.

Demand Exists
To this partnership we bring hordes of arts enthusiasts we cannot accommodate in our existing building. While last year we served 2,500 students, in recent months we have only seen expanding waitlists and capacity class enrollments, and most weeks of our year include rentals of our facility. The artistic services, programs, and products we offer have limited availability in downtown and we have an audience mobilized and ready to engage and fill the Ann Ashley space with creative pursuits.

Downtown Familiarity
Being 107 years old and spending 41 of those years on downtown's Liberty Street, we know the patterns and people of downtown. Whether proactively preparing for street closures, participating in downtown events, sharing dumpsters, or serving as ambassadors to area visitors in our gallery shop, we are prepared to navigate the district and maximize our frontage and facade to continue operating for many more years for the community.

The Campaign
Our goal for this project is to break ground for the Ann Ashley facility in 2017 in order to capitalize on current positive economic conditions, including lower (but rising) construction costs.

The Art Center has been conducting a capital campaign to raise funds for our expansion efforts (both developing new space and remodeling our existing space). Currently in the "quiet phase" of our campaign, funds raised will be utilized to:

1. Make capital improvements to our existing building
2. Build out the Ann Ashley community art space
3. Acquire new and modernized arts equipment for both facilities

We have made great progress so far and look forward to sharing news of a confirmed DDA partnership with our supporters to propel this forward even more.

Conclusion
We are excited about this opportunity and see many possibilities for success. This partnership between the Art Center, DDA, and City of Ann Arbor on a community space
at the Ann Ashley Parking Structure activates a budding transit and commerce corridor and helps meet the community's ever-increasing demand for the arts. Additionally, this project can be a national model for how cities and nonprofits collaborate for social, cultural, and economic successes for their communities.

Thank you for considering our proposal. We look forward to further discussion and to collaboratively refining and implementing this plan to strengthen downtown Ann Arbor.

Sincerely,

[Signature]

Omari Rush
Director of Community Engagement
Ann Arbor Art Center
(w) 734-926-4124, (c) 734-730-9202
wrush@annarborartcenter.org
## DDA Meetings 2017 (1)

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<thead>
<tr>
<th>Month</th>
<th>DDA Board &amp; Executive Committee</th>
<th>Partnerships Committee</th>
<th>Capital Improvements Committee</th>
<th>Finance Committee</th>
<th>Operations Committee</th>
<th>Work Sessions with City Council (2)</th>
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(1) 2017 DDA committee and board meetings will take place at the DDA office: 150 S. Fifth Avenue, Ste 301, Ann Arbor, 48104

(2) 2017 DDA work sessions with City Council will take place at CTN, 2805 S Industrial Hwy # 200, Ann Arbor, 48104

Possible future committee date changes:
** Sept 20 is Rosh Hashanah: move?
*** Dec 26 & 27 are adjacent to Christmas: move or cancel?