



The City of Ferndale

Agenda

Downtown Development Authority Meeting

THURSDAY, OCTOBER 9, 2025 @ 8:30 AM

City Hall, 300 E 9 Mile, Ferndale, MI 48220

1. Call to Order & Roll Call

DDA Mission: Work together to drive, deliver, and advance the great Downtown Ferndale experience.

DDA Vision: A lively downtown that is sustainable and forward-thinking with a mixture of uses which support our community at all times of the day.

1.a [Excuse of Absences](#)

1.b [Introduction of new DDA Board Members](#)

2. Approval of Agenda Chair asks those in favor to say, "aye", those opposed to say "no". Any member may ask for a change in the agenda to add or move an item. The entire Board must vote on the change.

3. Community Reports Updates from any community organizations in attendance such as the Ferndale Area District Library, representatives of other Boards and Commissions, etc. (3 minute time limit)

4. Call to Audience Members of the public are invited to speak on any topic. (3 minute time limit)

5. Consent Agenda These items are not discussed in detail, and are voted on as a whole. Any member may ask during Approval of Agenda discussion that an item be moved from Consent to Regular Agenda. Chair asks those in favor to say, "aye", those opposed to say "no".

5.a [Approve Minutes from September 11, 2025 Board of Directors Meeting](#)

5.b [Financial Reports](#)

6. Regular Agenda These items are discussed and voted on individually. Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.

6.a [Procurement Award for Wayfinding and Signage Development Services](#)

7. Presentations

- 7.a [Project Update for Downtown Wayfinding & Sidewalk Improvements](#)
- 7.b [Social Media Trends and Observations for Downtown Ferndale](#)
- 7.c [Discussion of Committees for Main Street's 4-point Approach](#)
- 8. **Information Items from Executive Director** General updates, dates to remember, and other items from the Executive Director. Any member can request that the Director come prepared to speak on a certain topic during this portion of the meeting.
- 9. **Call to Board Members** Members are provided an opportunity to share general updates, questions, concerns, etc.
- 10. **Adjournment**