



## Legislation Text

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**File #:** 21-693, **Version:** 1

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**City Council Meeting Date:** December 7, 2021

**To:** Mayor and City Council

**From:** Ben Martig, City Administrator

Consider Termination of Consultant Service Contract with Northfield Downtown Development Corporation, Inc. and Direct Staff to Implement Staffing Changes and Commitment of Main Street Program Continuation Under the City of Northfield.

**Action Requested:**

The Northfield City Council approves termination of Consultant Service Contract with Northfield Downtown Development Corporation, Inc. and Direct Staff to Implement Staffing Changes and Commitment of Main Street Program Continuation under the City of Northfield.

**Summary Report:**

The City Council and Northfield Downtown Development Corporation (NDDC) have been working to forge a new partnership with the City of Northfield taking on staffing of much of the work the NDDC and its Executive Director assumed under this current contract. This action is really the first step in implementing these changes. The following memo outlines some additional information related to the changes that are in process.

City Position in Development (from prior Budget Presentation)

Combine the .5 FTE need in Planning, with a .5 FTE responsibilities with Downtown initiatives and coordination to create one 1.0 FTE position. In addition to .5 assistant planner, add .5 to Department capacity to carry out the Main Street America program, coordination and communications with Downtown area stakeholders, and Downtown related Department responsibilities, which may include:

- Assist with the EDA's downtown Façade Improvement Program
- Assist with Riverfront Enhancement implementation, including coordination with downtown businesses and river-adjacent property site enhancements and façade improvements
- HPC : coordination, meetings, reviews and certificates
- Grant proposals and programs
- Main Street America Program participation and administration
- Coordinate initiatives with the Downtown area stakeholders and serve as a conduit for communication with the NDDC
- Assist with business grant program, incentives With the exception of the Main Street America and HPC items, these items are representative of areas where our office would coordinate with the NDDC Director and request assistance to carry out City initiatives. Integrating additional capacity in the CD Department is expected to streamline and align efforts with the planning, development, HPC, and Economic Development activities

- Incorporating the Main Street Program coordination within the City would allow for a downtown ‘point person’, helping to streamline City operations and increase focus on downtown-specific activities. This option also offers an opportunity to grow the Main Street program through Design, Economic Vitality, and potentially Promotions. It also opens opportunities to capitalize on leadership, experience and multiple disciplines of a larger staff team, which can help support creating and driving innovation, programs and initiatives.

The NDDC board plans to continue to exist and will explore how they can fill in areas within the Main Street programs, likely around the promotions spectrum such as leading special events (block parties, Art events, etc.) they have done in the past and also exploring private funding to provide value added enhancements to downtown through exploration of private donations and grants. Staff have been in regular contact with their representatives and expect to receive a letter of support of this termination and new partnership. It will be provided as supplemental information.

Staff is working with the NDDC already on ensuring continuation of the Main Street program and requirements. Staff is looking at some time by June to give an update to the City Council in partnership with NDDC as the details of this new partnership and efforts are more clearly defined.

**Alternative Options:**

Not recommended.

**Financial Impacts:**

No impact. Funding for the NDDC is not included in the final budget. Those dollars were re-allocated to the Community Development Department personnel budget.

**Tentative Timelines:**

- The termination notice letter would be sent after Council approval.
- Job description and posting of new Planning Position expected in the next week or two.
- Updates to Council on progress yet to be determined.
- Formal Council agenda presentation of Downtown Work Plan and NDDC efforts tentative no later than June 2022.