

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: J. Cherilynn Tallman, City Clerk

SUBJECT: Consideration of Resolution Supporting Participation in the Governor's Centers for Regional Excellence (CRE) Program

SUMMARY & BACKGROUND:

The WA3 has received a grant from the Comerica Charitable Foundation to develop a *Woodward Economic Development Tool*, and is seeking additional funding through the Centers for Regional Excellence (CRE) at the State of Michigan. WA3 hopes to develop a web-based Geographic Information Systems (GIS) application.

To be competitive for the CRE grant, WA3 needs to show formal support for the grant proposal from each Woodward Avenue municipality. Ferndale's support needs to include designating a representative to be actively involved in the development of the program, to keep residents informed and to offer residents opportunities for input.

ATTACHMENTS: Letter from WA3
Proposed Resolution

COUNCIL AGENDA DATE: June 9, 2008

CITY ATTORNEY REVIEW:

FINANCE DIRECTOR REVIEW: n/a

RECOMMENDED ACTION:

Moved by , seconded by , to adopt the Resolution agreeing to participate in the Centers for Regional Excellence Program to achieve collaboration in developing the Woodward Economic Development Tool, to send a representative to participate in these discussions, and to keep the citizens of the City of Ferndale fully informed and provide them with opportunities for input into the process.

From: Nina Butler [mailto:nina@woodwardavenue.org]
Sent: Tuesday, July 29, 2008 12:43 PM
To: 'Nina Butler'
Cc: 'Heather Carmona'; 'Harriet B. Saperstein'
Subject: WA3 and Centers for Regional Excellence
Importance: High

Hello Woodward Managers:

The WA3 recently received a grant from the Comerica Charitable Foundation to develop a *Woodward Economic Development Tool*, and we are also seeking funding for this project through the Centers for Regional Excellence (CRE) at the State of Michigan. (Please see their website at www.michigan.gov/cre for more information, the RFP, and examples of past awardees.)

We see this tool taking the shape of a web-based Geographic Information Systems (GIS) application (accessible through the WA3 website) that will allow Woodward property owners, developers, and others to see where various programs (such as façade improvement and other business assistance) and economic incentives are offered along the byway.

In order to be competitive for a CRE grant, we will need each Woodward municipality (and both Wayne and Oakland counties) to formally support our grant proposal at the council/commission level. The Centers for Regional Excellence review team is interested in funding projects that have representatives from each affected community actively involved in the development of the program, likely your city planner or designated community development staff person.

To this end, I have attached a draft letter of support, which uses language obtained from the Centers for Regional Excellence. The grant proposal is due on September 3rd, and I would like to obtain support letters from each Woodward community by **Friday, August 29th** at the latest. If you feel it is necessary, I will arrange for myself or another WA3 staff person to attend your council/commission/board meeting to answer questions. I am hopeful that your community will join us in this application in demonstration of your commitment to making Woodward as vibrant as possible through newly-attracted development and redevelopment!

Please contact me with any questions you may have. Thank you in advance!

Nina Butler

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CITY OF FERNDALE
RESOLUTION 2008-
SUPPORTING PARTICIPATION IN THE GOVERNOR'S
CENTERS FOR REGIONAL EXCELLENCE PROGRAM

At a Regular meeting of the City Council of the City of Ferndale, Oakland County, Michigan, held in the Council Chambers at 300 E. Nine Mile, Ferndale MI 48220 on the 11th day of August, 2008

The following resolution was moved by and seconded by:

The City of Ferndale recognizes that the services we offer are important to the fabric of our community and often attract people to move here; and

Regional collaboration may be one avenue to pursue, to maintain or to enhance some of the services the City of Ferndale currently offers; and

Regional collaboration may afford the City of Ferndale flexibility in budgeting without diminishing the way of life in our community; and

Regional collaboration may help us save money as well as provide effective and efficient services; and

Regional collaboration has proved in many areas to be an effective land use tool; and

Regional collaboration may help both the region and our community be more economically competitive.

Therefore be it resolved that the City of Ferndale agrees to participate in the Centers for Regional Excellence Program to achieve collaboration in developing the Woodward Economic Development Tool; and

Be it further resolved that the City of Ferndale will send a representative to participate in these discussions; and

Be it further resolved that the citizens of the City of Ferndale will be kept fully informed and be provided with opportunities for input into the process.

AYES:
NAYS:
RESOLUTION

I, J. Cherilynn Tallman, the duly appointed City Clerk of the City of Ferndale, Oakland County, Michigan, do hereby certify that the foregoing is a true and complete copy of a Resolution duly adopted by the City Council of the City of Ferndale at a meeting held on August 11, 2008, the original of which is on file in the City Clerk's Office.

IN WITNESS WHEREOF, I have hereunto affixed my official signature on this 12th day of August, 2008.

J. Cherilynn Tallman, City Clerk