

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of September 12, 2018
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Budget Amendment(s)
 - B. Library Mural Application
- VII. Committee Updates from DDA Committee Chairs
- VIII. Staff & Community Updates:
 - A. Executive Director
 1. MOGO Update
 2. Coolidge Update
 3. Downtown Design Guidelines / Design Review Board Update
 4. Downtown Strategic Plan & Parking Study Update
 5. Property and Downtown Development Updates
 1. La Salette
 - a. Current Developers
 - b. Potential Developers
 6. Business Recruitment Efforts
 1. MSOC Community Showcase event – 11/2/18
 2. Retail Recruitment Brochure
 - B. City Council – Steve Baker
 - C. Planning Commission – Matt Trotto
 - D. Chamber of Commerce – TBD
- IX. Board of Directors' Comments
- X. Public Comments
- XI. Adjournment

I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Jennifer Finney
Lawrence Gallagher
Andy Gilbert
Alanda Knox
Mitchell Moses
Matteo Passalacqua
Razur Rahman
Bryan Schnicker
Wayne Wudyka

Absent: Petro Drakopoulos – *excused*
Maggie Gable
Eli Hurwitz

Also present: Steve Baker, City Council Liaison
Patrick Calhoun, Chamber of Commerce Liaison
Vivian Carmody, Berkley DDA Director
Matt Trotto, Planning Commission Liaison
Wendi Zabranski, Resident

III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Dirkse, the agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES:**

A. Regular meeting of August 8, 2018: On motion by Moses and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

A. Budget Amendments

Moses reported that the budget report from the City is 95% correct; revenues had not been adjusted for the property tax from the previous year (will be higher). From the 940-Public Improvements-Complete Streets fund, the DDA will be moving @\$15,000 for the Downtown Plan/Parking Study; The fund balance won't be finalized until the books are closed for 2017/18, and should be @\$198,000+.

Gallagher moved to receive and file the Treasurer's Report, Passalacqua seconded, and the motion was unanimously approved by the Board.

VI. DISCUSSION/ACTION ITEMS:

A. DDA Video Project

Gallagher reported that the Organization Committee had been discussing a video to promote the identity of the Berkley DDA more vividly and clearly. Carmody reported that the 4-minute video would cost @\$5,000 to produce, and she proposed allocating up to \$4,000 from the Operations budget. Board member Agbay volunteered to sponsor part of the cost of the video. Release is planned for January 2019.

B. MOGO Funding

Carmody reported that the MEDC advised MOGO to apply for a Flex grant rather than a TAP grant, and subsequently the cost of installation to the communities signing on had increased. As a result, the two stations (10 bikes) originally planned for Berkley would cost @\$17,700. How to fund the project as well as more information about project specifics will be discussed at the October Board meeting.

Carmody noted that Huntington Woods would only have one station and is trying to find a local sponsor. They have not committed to participating. Passalacqua asked about costs to the DDA after installation, and Carmody noted that it was expected that user fees cover any maintenance costs. The two stations were tentatively planned for Coolidge at Catalpa and Royal at 12 Mile. Schnicker asked about the costs for one station (three bikes), which is \$5,200. Passalacqua asked when the decision is due, and Carmody said October. Baker suggested someone from MOGO come to the October Board meeting to better explain the details and benefits. Carmody said she would reach out to them. The DDA Board supports participating in order to be competitive with its neighbors, but must determine how it will be funded. Knox suggested partnering with Huntington Woods on a station at 11 Mile and Coolidge, which borders both cities, and sharing the cost. Carmody will talk to them about it.

C. Spalding DeDecker Contract

A copy of the contract for as-needed professional engineering services (traffic engineering) was included in the Board packet. Carmody explained that it is an extension of the contract from the previous year, at an hourly fee of \$150.00, not to exceed 25 hours or \$3,750.00, and has been budgeted.

Passalacqua moved to approve the contract extension with Spalding DeDecker in an amount not to exceed \$3,750.00, Dirkse seconded, and the motion was unanimously approved by the Board.

D. Coolidge Lane Reduction Project

Carmody plans to make a presentation to City Council asking for a resolution of support in October after the city has an opportunity to get more information out to the public. The project is estimated to cost @\$117,000, and approximately @\$100,000.00 is budgeted for 2018/19. Carmody will be meeting with potential funding sources to seek sponsorship for the bike lane part of the project. Approximately 38 on-street parking spaces will be added to Coolidge. Data suggests a 28% decrease in accidents and that traffic diversion will be minimal.

E. Tootie & Tallulah's Façade Grant Application

The Design Committee had reviewed Tootie & Tallulah's façade grant application and recommended the Board approve the full matching grant amount of \$2,000.00.

Wudyka moved to approve the \$2,000.00 matching grant to Tootie & Tallulah's, Finley seconded, and the motion was unanimously approved by the Board.

VII. Committee Updates from DDA Committee Chairs

Design Committee: Passalacqua reported the Design Committee is working to update the façade grant criteria and planning a joint meeting with the Business Development Committee on the First Impressions meetings with Clawson. Design will do another walk-about on Coolidge and 12 Mile in the fall so that they can acknowledge businesses that are doing things well.

Organization Committee: Gallagher reported they are working on the video project discussed previously. Other areas of focus are a joint annual review and work plan, Board appointments, volunteer appreciation, the 501(c)3 application, and implementing a “green” policy.

Business Development Committee: Schnicker reported the committee spent time reviewing the retail recruitment brochure from Carmody and Mike Byrne. They’re also putting together the team to join the First Impressions meetings with Clawson.

Marketing and Promotions: Finney reported the committee worked on the details for the final Art & About and Ladies Night Out events. Upcoming is the Small Business Saturday in November, which leads up to MerriMonth. There was a Berkley centerspread ad in the recent *Metro Times* magazine.

VIII. Staff & Community Updates:

A. Executive Director

1. Downtown Design Guidelines / Design Review Board Update

Carmody will be presenting information on how the Design Review Board will work to City Council September 17, and then two Design Review Board ordinances will go to the Planning Commission in October/November.

2. Downtown Strategic Plan & Parking Study Update

Carmody reported meeting with the team the previous Friday. Discussion continues about setting the dates for the public input sessions.

3. DDA Public Art Project

Carmody included a graphic of a concept that a sculptor had drawn up for the empty tree wells at the Coolidge/12 Mile corners, sort of an impressionistic, tree-like sculpture. It may be possible to light the artwork as there are already electrical hook-ups there (from light fixtures that can be removed). Using Patronicity as a public fundraising tool is a possible way to fund the sculpture which includes an MEDC matching grant. A campaign kick-off early in October is planned.

4. DDA Updates and Concerns

1. Vacant Property Update

a. Toy Soldier Shop

One of the buildings has been sold with an official announcement to come, as well as a jeweler moving in to another.

Carmody is working with Oakland County on business recruitment for Berkley’s vacancies, and she has met several times with their consultant. The county’s One-Stop Shop also holds a one-day trade show marketing properties that will include Berkley.

b. DHM

c. AirMaster

These two properties have the same owner and Carmody has discussed marketing help with him.

d. Mazza

Rahman said he's had discussions with Detroit Pop Up Alliance about locations in the suburbs and his location, specifically.

e. Our Greentopia

Oakland County recruitment has talked with the building owner.

f. Right Moves Consignment

DDA is working with Oakland County to recruit tenants

2. City Hall Project

Carmody will meet again with the younger Gulli (Mr. Kabob and gas station owner).

B. City Council – Steve Baker (left before his report)

Baumgartner reported that the city is working with Ecoworks (an energy planning company) to assess city buildings and find ways to save money with efficiency upgrades. The SMART contract will be reviewed; they will consider applications for Board appointments; and the technology advisory committee is up and running.

C. Planning Commission – Matt Trotto

Trotto reported that the Commission approved the plan for Folio; they have also been discussing generators.

D. Chamber of Commerce

Calhoun (outgoing President) reported that the nominating committee is looking for new members and committee members. They're reviewing nominations for the "Best of Berkley" awards lunch and connecting with other Chambers in the Woodward Five region. The next Chamber Chat will be held 9/21 at Distinctive Framing in Huntington Woods, a home-based woodworking business.

IX. Board of Directors Comments: None.

X. Public Comments: None.

XI. Adjournment:

The meeting was adjourned at 9:39 AM on motion by Passalacqua and second by Dirkse.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 09/30/2018
 % Fiscal Year Completed: 25.21

GL NUMBER	DESCRIPTION	2018-19	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	09/30/2018 NORM (ABNORM)	MONTH 09/30/18 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,735.00	39,735.00	33,422.73	20,986.47	6,312.27	84.11
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	193,756.00	180,424.40	113,290.22	13,331.60	93.12
814-001-401-850	PPT - CURRENT YR DEL	0.00	0.00	(3,661.19)	0.00	3,661.19	100.00
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.00	26,750.00	0.00	0.00	26,750.00	0.00
814-001-664-000	INVESTMENT EARNINGS	2,029.00	2,029.00	214.84	0.00	1,814.16	10.59
814-001-674-005	MERCHANDISE REVENUE	0.00	1,500.00	0.00	0.00	1,500.00	0.00
814-001-675-000	CONTRIBUTIONS	20,650.00	0.00	0.00	0.00	0.00	0.00
814-001-675-004	T-SHIRT SALES	1,500.00	0.00	1,055.00	75.00	(1,055.00)	100.00
814-001-675-005	CORPORATE DONATIONS	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	20,650.00	0.00	0.00	20,650.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	2,500.00	6,380.00	1,900.00	(3,880.00)	255.20
Total Dept 001 - REVENUES		291,920.00	291,920.00	217,835.78	136,251.69	74,084.22	74.62
TOTAL REVENUES		291,920.00	291,920.00	217,835.78	136,251.69	74,084.22	74.62
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	850.00	850.00	514.00	45.00	336.00	60.47
814-175-814-001	WEBSITE	300.00	300.00	0.00	0.00	300.00	0.00
814-175-817-008	BOARD STRATEGIC PLANNING	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	48,000.00	12,000.00	4,000.00	36,000.00	25.00
814-175-940-000	EQUIPMENT RENTAL	6,000.00	0.00	0.00	0.00	0.00	0.00
814-175-946-001	OFFICE SPACE RENTAL	0.00	6,000.00	0.00	0.00	6,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	1,950.00	1,950.00	1.00	0.00	1,949.00	0.05
Total Dept 175 - DDA ADMINISTRATION		58,600.00	58,600.00	12,515.00	4,045.00	46,085.00	21.36
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SERVICES - LABOR	6,000.00	6,000.00	0.00	0.00	6,000.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	600.00	600.00	158.00	99.00	442.00	26.33
814-822-807-000	AUDIT SERVICES	1,500.00	1,500.00	150.10	150.10	1,349.90	10.01
814-822-818-000	SERVICES	2,400.00	0.00	150.00	0.00	(150.00)	100.00
814-822-818-205	SECRETARIAL SERVICES	0.00	2,400.00	150.00	150.00	2,250.00	6.25
814-822-853-000	TELEPHONE	540.00	540.00	0.00	0.00	540.00	0.00
Total Dept 822 - DDA OPERATIONS		11,040.00	11,040.00	608.10	399.10	10,431.90	5.51
Dept 824 - SPECIAL EVENTS							
814-824-715-000	FICA	12.00	12.00	0.00	0.00	12.00	0.00
814-824-716-000	HDLO	102.00	102.00	1.68	0.00	100.32	1.65
814-824-722-000	SICK LEAVE	8.00	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
814-824-817-010	LADIES NIGHT OUT	3,000.00	3,000.00	1,853.16	631.16	1,146.84	61.77
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	2,400.00	1,200.00	1,200.00	1,200.00	50.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 09/30/2018
 % Fiscal Year Completed: 25.21

GL NUMBER	DESCRIPTION	2018-19	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	09/30/2018 NORM (ABNORM)	MONTH 09/30/18 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Expenditures							
814-824-817-012	ART BASH	500.00	500.00	0.00	0.00	500.00	0.00
814-824-817-013	STREET ART FEST	500.00	500.00	500.00	0.00	0.00	100.00
814-824-817-014	OAKLAND COUNTY IRISH FEST	500.00	500.00	500.00	500.00	0.00	100.00
814-824-817-015	HOLIDAY LIGHTS	22,000.00	22,000.00	0.00	0.00	22,000.00	0.00
814-824-817-016	ART & ABOUT	5,000.00	5,000.00	1,494.93	546.49	3,505.07	29.90
Total Dept 824 - SPECIAL EVENTS		37,822.00	39,022.00	5,549.77	2,877.65	33,472.23	14.22
Dept 826 - MARKETING AND ADVERTISING							
814-826-758-000	PROGRAM SUPPLIES	0.00	0.00	244.97	0.00	(244.97)	100.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	0.00	3,500.00	0.00	0.00	3,500.00	0.00
814-826-901-000	ADVERTISING/MARKETING	35,000.00	35,000.00	12,120.00	5,560.00	22,880.00	34.63
814-826-901-001	GENERAL MARKETING	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		37,000.00	40,500.00	12,364.97	5,560.00	28,135.03	30.53
Dept 827 - MARKET DEVELOPMENT							
814-827-758-000	PROGRAM SUPPLIES	3,500.00	0.00	0.00	0.00	0.00	0.00
Total Dept 827 - MARKET DEVELOPMENT		3,500.00	0.00	0.00	0.00	0.00	0.00
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	3,500.00	3,500.00	0.00	0.00	3,500.00	0.00
814-829-818-200	FLOWER BASKET PROGRAM	27,735.00	27,735.00	0.00	0.00	27,735.00	0.00
814-829-818-201	PUBLIC ART/PLACEMAKING	7,500.00	7,500.00	6,205.76	5,022.00	1,294.24	82.74
814-829-818-203	MARKET ANALYSIS	60,000.00	0.00	0.00	0.00	0.00	0.00
814-829-818-206	DOWNTOWN PLAN	0.00	60,000.00	0.00	0.00	60,000.00	0.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	25,000.00	25,000.00	0.00	0.00	25,000.00	0.00
814-829-974-301	BERKLEY HIGH GARDEN CLUB	0.00	300.00	0.00	0.00	300.00	0.00
Total Dept 829 - STREETScape & DESIGN		123,735.00	124,035.00	6,205.76	5,022.00	117,829.24	5.00
Dept 830 - BUSINESS DEVELOPMENT							
814-830-814-002	BUSINESS DATABASE CRM	299.00	299.00	124.85	24.95	174.15	41.76
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
814-830-960-110	QUARTERLY MERCHANT MEETINGS	400.00	400.00	275.40	0.00	124.60	68.85
Total Dept 830 - BUSINESS DEVELOPMENT		8,699.00	8,699.00	400.25	24.95	8,298.75	4.60
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	77,500.00	0.00	123.07	123.07	(123.07)	100.00
814-940-974-003	SIDEWALK REPAIR	300.00	0.00	300.00	0.00	(300.00)	100.00
814-940-974-005	WAYFINDING	30,000.00	30,000.00	0.00	0.00	30,000.00	0.00
814-940-974-300	COMPLETE STREETS	0.00	77,500.00	9,145.35	9,145.35	68,354.65	11.80
Total Dept 940 - PUBLIC IMPROVEMENT		107,800.00	107,500.00	9,568.42	9,268.42	97,931.58	8.90
TOTAL EXPENDITURES		390,696.00	391,896.00	47,212.27	27,197.12	344,683.73	12.05

10/03/2018 05:27 PM
 User: gmiller
 DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 09/30/2018
 % Fiscal Year Completed: 25.21

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2018-19 AMENDED BUDGET	09/30/2018 NORM (ABNORM)	09/30/2018 NORM (ABNORM)	MONTH 09/30/18 INCR (DECR)	MONTH 09/30/18 INCR (DECR)	BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 814 - DDA										
Fund 814 - DDA:										
	TOTAL REVENUES	291,920.00	291,920.00	217,835.78		136,251.69		74,084.22		74.62
	TOTAL EXPENDITURES	390,696.00	391,896.00	47,212.27		27,197.12		344,683.73		12.05
	NET OF REVENUES & EXPENDITURES	(98,776.00)	(99,976.00)	170,623.51		109,054.57		(270,599.51)		170.66
	BEG. FUND BALANCE	280,784.64	280,784.64	280,784.64						
	NET OF REVENUES/EXPENDITURES - 2017-18			(81,062.06)				(81,062.06)		
	END FUND BALANCE	182,008.64	180,808.64	370,346.09						