

AGENDA

- I. Call to Order
 - II. Roll Call
 - III. Approval of Agenda
 - IV. Approval of Minutes:
 - A. Regular meeting of August 8, 2018
 - V. Treasurer's Report
 - A. Budget Amendments
 - VI. Discussion/Action Items
 - A. DDA Video Project
 - B. MOGO Funding
 - C. Spalding DeDecker Contract
 - D. Coolidge Lane Reduction Project
 - E. Tootie & Tallulah's Façade Grant Application
 - VII. Committee Updates from DDA Committee Chairs
 - VIII. Staff & Community Updates:
 - A. Executive Director
 - 1. Downtown Design Guidelines / Design Review Board Update
 - 2. Downtown Strategic Plan & Parking Study Update
 - 3. DDA Public Art Project
 - 4. DDA Updates and Concerns
 - 1. Vacant Property Update
 - a. Toy Soldier Shop
 - b. DHM
 - c. AirMaster
 - d. Mazza
 - e. Our Greentopia
 - f. Right Moves Consignment
 - 2. City Hall project
 - 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 8:30 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Donna Dirkse
Jennifer Finney
Lawrence Gallagher
Andy Gilbert
Mitchell Moses
Matteo Passalacqua
Dottie Popp
Razur Rahman
Bryan Schnicker

Absent: Matthew Baumgarten – *excused*
Petro Drakopoulos
Maggie Gable – *excused*
Eli Hurwitz – *excused*
Alanda Knox – *excused*
Wayne Wudyka – *excused*

Also present: Andrew Agbay, Nominated Board Member
Vivian Carmody, Berkley DDA Director
Doug Deeds, Beautification Advisory Committee
Tim McLean, Community Development Director
Wendi Zabranski, Resident
Hannah Varughese, Congressman Levin's Office

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

IV. **APPROVAL OF MINUTES:**

A. **Regular meeting of July 11, 2018:** On motion by Moses and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that the beginning fund balance for fiscal year 2018/19 was @\$207,000, which was higher than projected. Revenues were approximately the same as the previous (@291,000). Plans are to reduce the fund balance another \$100,000 in 2018/19.

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

VI. DISCUSSION/ACTION ITEMS:

A. Open Coolidge Board Seat Recommendation, additional nominations, Board vote

Gallagher reported that it was a unanimous decision of the Organization Committee to nominate Andrew Agbay to fill the open Board seat after Popp's term expired. Born in Berkley and a Berkley property owner, he has the passion and vibe the committee was looking for.

Gallagher moved to approve Andrew Agbay to the open Board position, Moses seconded, and the motion was unanimously approved by the Board.

B. Lakota Contract

A copy of the contract with the Lakota Group for Downtown Berkley's Strategic Plan and Parking Study was included in the Board packet.

Passalacqua moved to approve the Lakota Group contract in the amount of \$74,793 and Schnicker seconded.

Moses asked where the total amount of the contract appeared on the 2018/19 budget, and Carmody noted that when the budget was prepared, \$60,000 (incorrectly listed under Market Analysis in the budget) was budgeted but the parking study update was not included. A budget amendment to move money for that purpose will be needed.

The motion to approve the Lakota contract was unanimously approved by the Board.

C. Joint Corridor Planning Study Cost Sharing Agreement

Rahman moved to approve the Cost Sharing Agreement included in the Board Packet and Gallagher seconded.

Carmody noted that the Berkley DDA has been working with Oak Park and Huntington Woods to study options along Coolidge from 9 Mile to 12 Mile as well as 11 Mile. They applied for and received a SEMCOG multi-community planning grant, with Oak Park as the lead community on the grant. The grant (@\$17,000) calls for a 20% local match that will be shared by the three communities. Berkley's share of the match will be split between the DDA and the City or @\$690 for the DDA.

Oak Park will issue the RFP for the planner to do the study. Following the study an application for TAP grant funds to implement the study's findings will be pursued.

The motion to approve the Joint Cost Sharing Agreement was unanimously approved by the Board.

VII. Committee Updates from DDA Committee Chairs

Design Committee:

Passalacqua reported the committee met 8/7 to review and revise plans for their First Impressions visits with Clawson. Next, they will put together teams and split their questions up between them. Anticipating the revised Downtown Plan they discussed options for the space at 12 Mile and Robina, north and south. They also reviewed a façade grant application for the new Michigan Sports Gallery and recommended approval of matching funds (@\$800). The committee is working with Carmody to refine the criteria for winning a façade grant.

Passalacqua moved to amend the agenda to include the Design Committee's recommendation to award Michigan Sports Gallery the maximum matching façade grant of \$811.00, Dirkse seconded, and the motion was unanimously approved by the Board.

Business Development:

Schnicker reported that the committee got a head count from SEMCOG of how many people are employed in the DDA district full time and part time, an important Main Street reporting statistic. They hope to partner with the Design Committee on the First Impressions program. The committee also wants to work with Mike Byrne on retail recruitment focused on small independents and chainlets (local area businesses looking to open another location) vs. national chains. They will hold another business mixer again in the fall; they had 20-25 attendees for the summer mixer.

Organization:

Gallagher reported that the Organization Committee did not meet but are suggesting that the different committee chairs get together for a joint meeting sometime in the near future.

Marketing and Promotions:

Finley reported that shoppers from 31 different cities attended the most recent Ladies Night Out. They are looking for sponsors for the various event. The Art and About committee is discussing some options for next year that include reducing the number of events. Carmody added that they are looking for a transportation sponsor for all the DDA events.

Gilbert thanked Popp for her participation and hard work on the Board as this was her last meeting (term expired).

VIII. Staff & Community Updates:

A. Executive Director

1. Downtown Design Guidelines / Design Review Board Update

Carmody reported that ordinance language is being prepared for the Zoning Board and City Council, one to create the Review Board, and one to create the Design Review Board Review and she will take that to the Planning Commission in September. She will present to Council with McLean. Passalacqua asked if they would be coordinating with Planning so that the Design Review Board would make recommendations as part of developers and Commission work sessions, and she said that is the plan.

2. Coolidge Highway Lane Reduction process and update

Carmody reported @40 people attended the July 25 presentation with additional online comments (closes for comments 8/8). She estimated 90% of the attendees were in favor of the change. She will be presenting to City Council with Spalding DeDecker at their next meeting 8/13.

The cost is estimated to be @\$117,000 and grant funding will be pursued. Carmody plans to talk to Beaumont about funding part of the bike lane portion of the Coolidge lane reduction. HRC estimated the cost of a crosswalk at Robina and 12 Mile at @\$82,000. One of the differences in cost between that crosswalk and the Coolidge crosswalks is the concrete work required, including removing the planters and sprinklers. The 2018/19 budget includes \$77,000 for Complete Streets currently, and the City has also talked about contributing to the project.

3. Public Art Project – Corner of 12 Mile and Coolidge

Carmody said the four empty tree wells north and south at the corner may soon have sculptures that can be lit, as the two colonial light poles can be removed. She would like to have Berkley school students possibly help program the lights and add sound and/or music. The Public Art

committee has submitted two grant applications, one for \$1,000 and one for \$4,000 (Michigan Arts Council), and is looking into a matching grant from MEDC..

4. DDA Opportunity Sites

1. Doll Hospital and Toy Soldier Shop

There is supposedly an offer for part of the property.

2. City Hall Site

The gas station owner has indicated possible interest in participating in pursuing a vision for “what could be” on the site. The City will be issuing an RFQ (Request for Qualifications) will be sent out to developers once the parameters of the project have been determined.

3. LaSalette

The City followed the Planning Commission’s recommendations to deny the developers’ most recent plan.

5. DDA District Updates and/or Concerns

1. More Flexible Code Enforcement/Local Discretion, i.e.: bathrooms, water fountains, etc. (Tim McLean)

McLean is working on scheduling a meeting with the building official from Oak Park in an effort to better understand how to bring our enforcement in line with other communities and RRC best practices.

2. RRC update (Tim McLean)

The self-evaluation has been sent to MEDC but he doesn’t expect a response until the end of the year or first part of next year.

B. City Council – Absent.

In Baker and Baumgartner’s absence McLean reported that the Tree Board is working on a new ordinance. The Multi-Community Planning agreement will also be presented at Council’s next meeting as well as the presentation about the Coolidge lane reduction.

C. Planning Commission – Tim McLean (in Matt Trotto’s absence)

McLean reported that Kristen Kapelanski is the new Chair, Martin Smith continues as Vice Chair, and Mark Richardson is the new Secretary. City Council appointed Greg Patterson to the Commission. They are working on changes to site plan approval of accessory structures and will submit an amendment to Council that will allow for administrative approval.

D. Chamber of Commerce – Absent.

Nicolai had e-mailed that the Chamber is having their Pub Crawl on August 23 and is busy preparing for the Holiday Parade.

IX. Board of Directors Comments: None.

X. Public Comments:

Zabranski asked how many bids the DDA had received for the Robina crosswalk, and Carmody advised her that the City’s engineer, HRC, had created a project estimate but the project hasn’t been sent out for bids yet.

Varughese said Congressman Levin was interested in what the DDA is doing in Berkley and asked her to stop by.

Penelope Morris spoke about getting bike riders off the sidewalks downtown. The Coolidge bike lane that is part of the lane reduction should help.

Doug Deeds is working on planting the Webster/Woodward bus stop and asked for perennial donations this fall for the City, schools, and Parks & Recreation.

XI. Adjournment:

The meeting was adjourned at 9:37 AM on motion by Passalacqua and second by Schnicker.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 08/31/2018
 % Fiscal Year Completed: 16.99

GL NUMBER	DESCRIPTION	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	08/31/2018 NORMAL (ABNORMAL)	MONTH 08/31/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Revenues						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	39,735.00	12,436.26	9,975.11	27,298.74	31.30
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	67,134.18	53,848.29	126,621.82	34.65
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.00	0.00	0.00	26,750.00	0.00
814-001-664-000	INVESTMENT EARNINGS	2,029.00	214.84	0.00	1,814.16	10.59
814-001-674-005	MERCHANDISE REVENUE	1,500.00	0.00	0.00	1,500.00	0.00
814-001-675-004	T-SHIRT SALES	0.00	980.00	980.00	(980.00)	100.00
814-001-675-005	CORPORATE DONATIONS	5,000.00	0.00	0.00	5,000.00	0.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	20,650.00	0.00	0.00	20,650.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	4,480.00	2,200.00	(1,980.00)	179.20
Total Dept 001 - REVENUES		291,920.00	85,245.28	67,003.40	206,674.72	29.20
TOTAL REVENUES		291,920.00	85,245.28	67,003.40	206,674.72	29.20
Expenditures						
Dept 175 - DDA ADMINISTRATION						
814-175-728-000	OFFICE SUPPLIES	850.00	469.00	424.00	381.00	55.18
814-175-814-001	WEBSITE	300.00	0.00	0.00	300.00	0.00
814-175-817-008	BOARD STRATEGIC PLANNING	1,500.00	0.00	0.00	1,500.00	0.00
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	8,000.00	4,000.00	40,000.00	16.67
814-175-946-001	OFFICE SPACE RENTAL	6,000.00	0.00	0.00	6,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	1,950.00	1.00	0.00	1,949.00	0.05
Total Dept 175 - DDA ADMINISTRATION		58,600.00	8,470.00	4,424.00	50,130.00	14.45
Dept 265 - CITY HALL						
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		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	0.00	0.00	6,000.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	600.00	59.00	59.00	541.00	9.83
814-822-807-000	AUDIT SERVICES	1,500.00	0.00	0.00	1,500.00	0.00
814-822-818-000	SERVICES	0.00	150.00	150.00	(150.00)	100.00
814-822-818-205	SECRETARIAL SERVICES	2,400.00	0.00	0.00	2,400.00	0.00
814-822-853-000	TELEPHONE	540.00	0.00	0.00	540.00	0.00
Total Dept 822 - DDA OPERATIONS		11,040.00	209.00	209.00	10,831.00	1.89
Dept 824 - SPECIAL EVENTS						
814-824-715-000	FICA	12.00	0.00	0.00	12.00	0.00
814-824-716-000	HDLO	102.00	1.68	0.00	100.32	1.65
814-824-722-000	SICK LEAVE	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	5,000.00	0.00	0.00	5,000.00	0.00
814-824-817-010	LADIES NIGHT OUT	3,000.00	1,222.00	1,150.00	1,778.00	40.73
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	0.00	0.00	1,200.00	0.00
814-824-817-012	ART BASH	500.00	0.00	0.00	500.00	0.00
814-824-817-013	STREET ART FEST	500.00	500.00	0.00	0.00	100.00
814-824-817-014	OAKLAND COUNTY IRISH FEST	500.00	0.00	0.00	500.00	0.00

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Fund 814 - DDA						
Expenditures						
814-824-817-015	HOLIDAY LIGHTS	22,000.00	0.00	0.00	22,000.00	0.00
814-824-817-016	ART & ABOUT	5,000.00	948.44	339.00	4,051.56	18.97
Total Dept 824 - SPECIAL EVENTS		37,822.00	2,672.12	1,489.00	35,149.88	7.06
Dept 826 - MARKETING AND ADVERTISING						
814-826-758-000	PROGRAM SUPPLIES	0.00	244.97	244.97	(244.97)	100.00
814-826-901-000	ADVERTISING/MARKETING	35,000.00	6,560.00	5,560.00	28,440.00	18.74
814-826-901-001	GENERAL MARKETING	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		37,000.00	6,804.97	5,804.97	30,195.03	18.39
Dept 827 - MARKET DEVELOPMENT						
814-827-758-000	PROGRAM SUPPLIES	3,500.00	0.00	0.00	3,500.00	0.00
Total Dept 827 - MARKET DEVELOPMENT		3,500.00	0.00	0.00	3,500.00	0.00
Dept 829 - STREETScape & DESIGN						
814-829-818-000	CONTRACTUAL SERVICES	3,500.00	0.00	0.00	3,500.00	0.00
814-829-818-200	FLOWER BASKET PROGRAM	27,735.00	0.00	0.00	27,735.00	0.00
814-829-818-201	PUBLIC ART/PLACEMAKING	7,500.00	1,183.76	183.76	6,316.24	15.78
814-829-818-206	DOWNTOWN PLAN	60,000.00	0.00	0.00	60,000.00	0.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	25,000.00	0.00	0.00	25,000.00	0.00
Total Dept 829 - STREETScape & DESIGN		123,735.00	1,183.76	183.76	122,551.24	0.96
Dept 830 - BUSINESS DEVELOPMENT						
814-830-814-002	BUSINESS DATABASE CRM	299.00	99.90	74.95	199.10	33.41
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	0.00	0.00	5,000.00	0.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	3,000.00	0.00	0.00	3,000.00	0.00
814-830-960-110	QUARTERLY MERCHANT MEETINGS	400.00	275.40	275.40	124.60	68.85
Total Dept 830 - BUSINESS DEVELOPMENT		8,699.00	375.30	350.35	8,323.70	4.31
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-003	SIDEWALK REPAIR	300.00	300.00	0.00	0.00	100.00
814-940-974-005	WAYFINDING	30,000.00	0.00	0.00	30,000.00	0.00
814-940-974-300	COMPLETE STREETS	77,500.00	0.00	0.00	77,500.00	0.00
Total Dept 940 - PUBLIC IMPROVEMENT		107,800.00	300.00	0.00	107,500.00	0.28
TOTAL EXPENDITURES		390,696.00	20,015.15	12,461.08	370,680.85	5.12
Fund 814 - DDA:						
TOTAL REVENUES		291,920.00	85,245.28	67,003.40	206,674.72	29.20
TOTAL EXPENDITURES		390,696.00	20,015.15	12,461.08	370,680.85	5.12
NET OF REVENUES & EXPENDITURES		(98,776.00)	65,230.13	54,542.32	(164,006.13)	66.04

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			NORMAL (ABNORMAL)	INCREASE (DECREASE)	NORMAL (ABNORMAL)	USED
Fund 814 - DDA						
BEG. FUND BALANCE		280,784.64	280,784.64			
NET OF REVENUES/EXPENDITURES - 2017-18			(82,507.00)		(82,507.00)	
END FUND BALANCE		182,008.64	263,507.77			