

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of July 11, 2018
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Open Coolidge Board Seat Recommendation, additional nominations, Board vote
 - B. Lakota Contract
 - C. Joint Corridor Planning Study Cost Sharing Agreement
- VII. Committee Updates from DDA Committee Chairs
- VIII. Staff & Community Updates:
 - A. Executive Director
 1. Downtown Design Guidelines / Design Review Board Update
 2. Coolidge Highway Lane Reduction process and update
 3. Public Art Project – Corner of 12 Mile and Coolidge
 4. DDA Opportunity Sites
 1. Doll Hospital & Toy Soldier Shop
 2. City Hall Site
 3. La Salette
 5. DDA District Updates and/or Concerns
 1. More Flexible Code Enforcement/Local Discretion ie: bathrooms, water fountains, etc. (Tim McClean)
 2. RRC update (Tim McLean)
 - 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: Matthew Baumgarten
Donna Dirkse
Jennifer Finney
Lawrence Gallagher
Andy Gilbert
Alanda Knox
Mitchell Moses
Dottie Popp
Razur Rahman
Matteo Passalacqua
Wayne Wudyka

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

Also present: Vivian Carmody, Berkley DDA Director
Doug Deeds, Beautification Advisory Committee
Tim McLean, Community Development Director
Nicole Miller, Chamber of Commerce Liaison
Amanda Ramirez, MerriMonth Committee Chair/M&P Committee Member
- III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Passalacqua, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Regular meeting of June 13, 2018: On motion by Moses and second by Knox, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**
Moses reported fiscal year 2017/18 is now finished and the DDA is slightly under budget for the year. The fund balance was estimated to be reduced @\$130,000 and the actual reduction was \$71,000, leaving a fund balance of \$209,000. The DDA will continue to reduce the fund balance in fiscal year 2018/19. Baumgartner asked if any projects are rolling over into the new fiscal year, and Carmody said only in the advertising budget. New projects are coming up, but the old projects are completed.

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

VI. DISCUSSION/ACTION ITEMS:

A. Vice Chair Recommendation, additional nominations, Board vote

Gallagher reported that the Organization Committee had interviewed two candidates for the position of Vice Chair on June 28 and both were exceptional. Recognizing the bylaws, the committee considered who would be most able to step up to the position of Chair in the future, and that was the deciding factor in making the recommendation of Petro Drakopoulos to be elected Vice Chair.

Passalacqua moved to approve Petro Drakopoulos as Vice Chair, Baumgartner seconded, and the motion was unanimously approved by the Board.

B. Update on upcoming vacant Coolidge Board seat

Gallagher reported that the Organization Committee had interviewed Andrew Agbay, who grew up in Berkley, is a Berkley property owner, and involved in the Design Guidelines process. They were impressed with his commitment to and passion for the City. Agbay reported that the time commitment required will be no problem for him. The vote to appoint him to the upcoming vacant Board position will take place in August (Popp's term expires) and will give other Board members an opportunity to get acquainted with him.

C. LeClerc Holiday Lights Contract

A copy of the contract was included in the Board packet. Carmody noted it is the same as the 2017 contract in terms of price and decorations. Baumgartner asked her about the possibility of adding something for the gazebo at City Hall because they have fewer volunteers available to decorate it. Carmody said it would be considered for the next holiday season (2019).

Rahman moved to approve the contract for holiday lighting from LeClerc for 2018, Knox seconded, and the motion was unanimously approved by the Board.

VII. Committee Updates from DDA Committee Chairs

Design Committee: Passalacqua reported that the Design Committee met on 7/10 and is tracking volunteer hours for Main Street. The committee is putting together their annual plan, which includes the First Impressions visit with Clawson, their involvement in the Downtown Plan, façade grants, and planning for how to use the space at the Robina/12 Mile location, which will be part of the upcoming revised Downtown Plan.

Carmody noted that Main Street Oakland County (MSOC) provided two façade grant designs free to two businesses applying for façade grants, Spike Lawrence and Mineral Cosmetics. The DDA and MSOC will also be working with Dirkse, Neighbors Shoppe owner.

Finley reported that Marketing and Promotions is also tracking hours for Main Street purposes. Events they're currently working on are Art and About and Ladies Night Out. They've also started planning for MerriMonth. Carmody passed around a Better Life canvas bag that will be sold by some businesses at Art & About and future events. On the outside of the bag is a full color rendition of one of the Berkley murals, and inside the bag will be a postcard that tells the Better Life Bag/DDA story and credits the partners that made it possible. Carmody spoke with a Free Press reporter who seemed eager to do a story about Better Life and their social impact.

Gallagher reported that in addition to interviewing candidates for the Board vacancy, the Organization Committee also interviewed the two Vice Chair candidates and ultimately recommended Drakopoulos. They are also working on the Downtown Plan, the 501c3, and finished the Executive Director's yearly evaluation. She scored an A+++.

Carmody noted Wudyka needs to choose which committee he wants to join.

VIII. Staff & Community Updates:

A. Main Street Scholarship Recipients Conference Update

1. Amanda Ramirez – MerriMonth Committee Chair/M&P Committee member
Ramirez thanked the DDA for the scholarship and reported her experience at the conference was eye opening. Being around people from other communities that hold events in their downtowns, she realized how important directions for volunteers and event organization are and how her committee can improve on that. Communication in the committee and with businesses in the downtown is key. It was great to be in an environment where everyone loves their hometown and is excited about making it a better place to live. Being involved as a volunteer makes you appreciate your community and how much people do that you may not know about. She really appreciated the opportunity to attend the conference.

She has been sending e-mails to MerriMonth volunteers from last year to confirm whether or not they'll be involved again and will be setting up their first meetings.

B. Executive Director

1. Downtown Master Plan and Parking Study Interview Update

The task force received three proposals, interviewed Lakota Group and Winter & Co., and decided to contract with Lakota. They had fabulous ideas for public input and have a strong Main Street background. They also have a well-regarded parking and transportation consultant.

2. Downtown Design Guidelines Adoption Process

Carmody said the next steps are to develop a plan of action and how to coordinate with codes and ordinances. They've drafted bylaws for the Design Review Board and drafted ordinance language. She will meet with Kapelanski to make sure the bases are covered and expects to bring everything to the Planning Commission in July or August.

3. Coolidge Highway Lane Reduction Public Input Sessions

Two public input sessions in open house form will be held July 25, 11:00 to 2:00 and 5:00 to 8:00, at Berkley First United Methodist Church. Spalding DeDecker will facilitate the sessions. Carmody is preparing a flyer advertising the sessions to distribute to Coolidge businesses. Information about Complete Streets and the traffic analysis will be shared. Gilbert stressed the importance of Board members getting the word out and attending. ~~Baumgartner noted that there is no charge for public parking, by ordinance.~~

Carmody reported that Main Street is contributing @\$6,800, which covers the Spalding DeDecker fee, and whatever is left will go to the project itself. The cost of restriping from four to three lanes is anticipated to be @\$80,000, \$77,000 of which is already budgeted for Complete Streets. Hard data shows that road diets do drive development and add to the social aspect of a community by making it more pedestrian and bike friendly. Carmody hopes that the lane reduction can be done by the end of the year.

4. DDA New District Business Updates

1. Berkley Transmission Shop – Chemistry Salon

The Chemistry Salon is moving from Birmingham and has already started renovating the building. They are very "green" in that they recycle almost 90% of their waste.

2. Zen Design – Folio Offices

The Executive Director's office will be located in Folio on Coolidge near Wiltshire.

3. Sila's – Green Lantern

The new owners are doing extensive exterior renovations and plan to open January 2019.

4. Tootie & Tallulah's Annex – Michigan Sport Gallery
Opening in August, the Michigan Sport Gallery will specialize in sports related art of all kinds.

5. Tootie & Tallulah's 12 Mile expansion – Old Guildcrafters

6. Tootie & Tallulah's Coolidge location – Ullman's Health & Beauty
The business owner, from Austria, specializes in holistic and herbal products.

Carmody noted that a jeweler is moving into the old Curves location.

5. DDA District Potential Development Sites

1. Doll Hospital & Toy Soldier Shop

The Downtown Plan update will look closely at this location as a catalyst site.

2. 12 Mile and Coolidge intersection

The Design Guidelines show this as an opportunity site for a multi-use, public-private project. City Hall, the historic fire station, and Mr. Kabob currently occupy this space. Carmody noted she has talked to Sam Gulli, owner of Mr. Kabob, about it and he was very interested in the concept. Carmody will work with McLean to put out an RFQ for a consultant to do an RFP process to see what might go there.

3. La Salette

This site is now in transition as the PUD developers have been turned down by the Planning Commission.

Carmody noted that the city has lost two coffee shops in the last year due to code issues relating to bathrooms. She, Baumgartner, and McLean have been working to educate building officials about better ways to make those kinds of projects work.

C. City Council – Steve Baker

Baker congratulated everyone for the upcoming art events downtown. He stressed that communication will be key in conveying information about the road diet, Complete Streets, and safety benefits to all concerned. Council decided to put two proposals on the ballot in November, the Community Center and infrastructure (roads and sewers) and to hold off on the City Hall renovation. The sewer study has been completed and is being reviewed. Carmody noted that there is a page on the Downtown Berkley Web site about the proposed road diet.

Carmody reported that the MOGO grant was approved and Berkley will get two stations.

D. Planning Commission – Tim McLean

McLean reported that the Planning Commission is sending Council a recommendation to deny the LaSalette PUD developer's application, although they like the *type* of project that was proposed, but the proposed development was just too big. Joe Tangari and Dave Barnett's terms are ended and both will be stepping down. Matt Trotto is new to the Commission. He has a construction background. McLean is very excited to be working with Lakota on the Downtown Plan. The new jewelry shop that Carmody mentioned is moving into a location near the Doll Hospital.

E. Chamber of Commerce – Nicole Miller

Miller reported that 20 artists are signed up for the chalk art contest at the Street Art Fest on July 14, and two professional artists will also take part, including David Zinn from the 2017 Art Test. The DIA is sponsoring a paper doll project. There will be 15 booths with artisans, promotional sponsors, and food vendors. Fox 2 will be covering the event. The DDA is sponsoring two artists doing street murals. There will also be a handout with a list of all the murals in town and their locations.

The Chamber is working on updating their mission and vision.

Carmody noted Jordan Hart, a student of David Zinn's, is coming in to Berkley from the Friendship Circle for Art and About July 13. Friendship Circle in Bloomfield Hills works with special needs kids and has a very strong art department. Jordan will be drawing 3-D chalk pictures at businesses around downtown, and the Friendship Circle will have a booth promoting their big fundraiser.

IX. Board of Directors Comments:

Gilbert stressed again the need for Board members to show up at the road diet presentations at First United on July 25.

X. Public Comments: None.

XI. Adjournment:

The meeting was adjourned at 9:29 AM on motion by Passalacqua and second by Knox.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 07/31/2018
 % Fiscal Year Completed: 8.49
 PRELIMINARY REPORT

DOES NOT INCLUDE INVOICES THAT MAY POST BACK TO THIS PERIOD

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
			NORMAL (ABNORMAL)	MONTH 07/31/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Revenues						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	39,735.00	2,461.15	2,461.15	37,273.85	6.19
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	13,285.89	13,285.89	180,470.11	6.86
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	0.00	0.00	2,029.00	0.00
814-001-675-000	CONTRIBUTIONS	20,650.00	0.00	0.00	20,650.00	0.00
814-001-675-004	T-SHIRT SALES	1,500.00	0.00	0.00	1,500.00	0.00
814-001-675-005	CORPORATE DONATIONS	5,000.00	0.00	0.00	5,000.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	2,280.00	2,280.00	220.00	91.20
Total Dept 001 - REVENUES		291,920.00	18,027.04	18,027.04	273,892.96	6.18
TOTAL REVENUES		291,920.00	18,027.04	18,027.04	273,892.96	6.18
Expenditures						
Dept 175 - DDA ADMINISTRATION						
814-175-728-000	OFFICE SUPPLIES	850.00	45.00	45.00	805.00	5.29
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	4,000.00	4,000.00	44,000.00	8.33
814-175-940-000	EQUIPMENT RENTAL	6,000.00	0.00	0.00	6,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	1,950.00	1.00	1.00	1,949.00	0.05
Total Dept 175 - DDA ADMINISTRATION		58,600.00	4,046.00	4,046.00	54,554.00	6.90
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	0.00	0.00	600.00	0.00
814-822-807-000	AUDIT SERVICES	1,500.00	0.00	0.00	1,500.00	0.00
814-822-818-000	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	0.00	0.00	11,040.00	0.00
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	0.00	0.00	102.00	0.00
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	72.00	72.00	2,928.00	2.40
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	500.00	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	609.44		609.44		4,390.56		12.19
Total Dept 824 - SPECIAL EVENTS		37,822.00	1,181.44		1,181.44		36,640.56		3.12
Dept 826 - MARKETING AND ADVERTISING									
814-826-901-000	ADVERTISING/MARKETING	35,000.00	1,000.00		1,000.00		34,000.00		2.86
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	1,000.00		1,000.00		36,000.00		2.70
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	1,000.00		1,000.00		6,500.00		13.33
814-829-818-203	MARKET ANALYSIS	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	1,000.00		1,000.00		122,735.00		0.81
Dept 830 - BUSINESS DEVELOPMENT									
814-830-814-002	BUSINESS DATABASE CRM	299.00	24.95		24.95		274.05		8.34
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	0.00		0.00		400.00		0.00
Total Dept 830 - BUSINESS DEVELOPMENT		8,699.00	24.95		24.95		8,674.05		0.29
Dept 940 - PUBLIC IMPROVEMENT									
814-940-974-002	STREETScape IMPROVEMENTS	77,500.00	0.00		0.00		77,500.00		0.00
814-940-974-003	SIDEWALK REPAIR	300.00	300.00		300.00		0.00		100.00
814-940-974-005	WAYFINDING	30,000.00	0.00		0.00		30,000.00		0.00
Total Dept 940 - PUBLIC IMPROVEMENT		107,800.00	300.00		300.00		107,500.00		0.28
TOTAL EXPENDITURES		390,696.00	7,552.39		7,552.39		383,143.61		1.93
Fund 814 - DDA:									
TOTAL REVENUES		291,920.00	18,027.04		18,027.04		273,892.96		6.18
TOTAL EXPENDITURES		390,696.00	7,552.39		7,552.39		383,143.61		1.93

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Fund 814 - DDA						
	NET OF REVENUES & EXPENDITURES	(98,776.00)	10,474.65	10,474.65	(109,250.65)	10.60
	BEG. FUND BALANCE	280,784.64	280,784.64			
	NET OF REVENUES/EXPENDITURES - 2017-18		(77,342.10)		(77,342.10)	
	END FUND BALANCE	182,008.64	213,917.19			