

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of October 10, 2018
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Folio Offices Façade Grant Application
- VII. Standing Committee Updates
 - A. Business Development Committee – Bryan Schnicker
 - B. Design Committee – Matteo Passalacqua
 - C. Marketing & Promotions – Jennifer Finney
 - D. Organization – Larry Gallagher
- VIII. Staff & Community Updates:
 - A. Executive Director
 - 1. DDA Video – spokespeople, filming, deadlines
 - 2. MOGO Update
 - 3. Coolidge Update
 - 4. Downtown Design Guidelines / Design Review Board Update
 - 5. Downtown Strategic Plan & Parking Study Update
 - 6. Public Art Update
 - 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 8:33 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Matthew Baumgarten
Petro Drakopoulos
Jennifer Finney
Lawrence Gallagher
Andy Gilbert
Alanda Knox
Mitchell Moses
Matteo Passalacqua

Absent: Andrew Agbay – *excused*
Donna Dirkse – *excused*
Maggie Gable
Eli Hurwitz
Razur Rahman
Bryan Schnicker – *excused*
Wayne Wudyka – *excused*

Also present: Patrick Calhoun, Chamber of Commerce Liaison
Vivian Carmody, Berkley DDA Director
Doug Deeds, Berkley Beautification Committee
Matt Trotto, Planning Commission Liaison

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 September 12, 2018: On motion by Knox and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported he and Carmody were informed by Finance Director Burke-Miller that the DDA tax capture would be increasing @\$17,000 due to rising property values. He noted that the amount could be redirected to MOGO or Complete Streets (Road Diet-Coolidge-Public Improvements). Carmody and Moses recommended Complete Streets. First, the Board needed to approve increasing the line item for revenue and then to allocate that amount to Complete Streets (Public Improvements).

Drakopoulos 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. Budget Amendment(s)

Gallagher moved to accept the approximately \$17,000.00 increase in tax capture per Finance Director Burke-Miller and budget that amount into Complete Streets, Finney seconded, and the motion was unanimously approved by the Board.

B. Library Mural Application

In honor of the Berkley Library's 90th anniversary, the Friends of the Library were proposing to fund painting of a small mural on the Library's metal side door. A picture of the proposed mural was included in the Board packet. The chair of the Public Art Committee, Deb Kobayashi, recommended that the mural application be approved. No DDA funds are needed.

Knox moved to approve the mural to be painted on the metal Library door, Drakopoulos 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 has updated the façade grant application. In addition, committee members are walking around the downtown to identify what business and property owners have done a great job of caring for and updating their businesses. The committee hopes to recognize them in some fashion or another. Carmody said there would be a joint meeting of the Design and Business Development Committees in November to determine the teams and details for the First Impressions Clawson-Berkley visits.

Organization Committee: Gallagher reported they are working on the Berkley video and incorporating take-away points from all four of the DDA committees.

Business Development Committee: Schnicker was absent. Carmody reported the retail recruitment brochure is almost finished. Another business "Meet and Greet" is planned for early 2019.

Marketing and Promotions: Finney reported they are working on training new committee members. Attendance at the last Art and About was down, and the committee is looking at reducing the number to two or three events next year and making it more unique. The last Ladies Night Out was competing with a Milford Ladies Night Out the same evening as well as the weather being colder, and attendance was also down. More communities are doing this kind of event so going forward the committee will try to make Berkley's different. They plan to brainstorm about both events in January and are currently focusing all their creative efforts on MerriMonth.

VIII. Staff & Community Updates:

A. Executive Director

1. MOGO Update

Carmody met with Beaumont Hospital representatives regarding their possibly contributing to the Coolidge road diet by funding the bike lane portion or supporting the MOGO stations in Berkley. They were enthusiastic about being involved in MOGO and are looking at potentially covering the grant match cost of the MOGO docking stations for Berkley, Oak Park, and Huntington Woods. Mogo's title Sponsor in Detroit is Henry Ford/HPA, sponsoring the bikes themselves and covering monthly maintenance. There is a strong possibility that HAP would move into this southern Oakland County area and do the same. Sponsorship recognition for both entities would be displayed on their respective products (bikes and bike stations). The MOGO director will be meeting with Henry Ford reps on Oct. 15 at which point MOGO hopes to know what kind of investment HF/HAP will want to make.

2. Coolidge Update

A resolution of support for the Coolidge lane reduction will be presented to City Council on Nov. 19 and the City will hold another public input session in November.

3. Downtown Design Guidelines / Design Review Board Update

There will be a meeting Oct. 11 to refine language in the ordinance. LaSalette is still under contract with the previous developer who will be coming back to the city with a new conceptual site plan, but they have made no formal application yet. Carmody noted the concept is closer to what the Design Guidelines would request. There is interest in the site from other developers, some from out of state.

4. Downtown Strategic Plan & Parking Study Update

Carmody reported meeting with Lakota staff on October 4 and 5 for multiple stakeholder listening sessions. The first public open house will be held 11/13 at the Collaborative Center. Information is posted on berkleydowntownplan.com, which can be linked to from the DDA web site, and the page is open for feedback. After the 11/13 open house, Lakota will open a field office for @4-5 hours at a vacant retail office on 12 Mile or Coolidge, such as Right Moves.

5. Property and Downtown Development Updates

a. LaSalette

i. Current Developers
See VIII.A.3. above.

ii. Potential Developers

One of the developers interested in the site was referred by MSOC; they do historic preservation and rehabilitation projects nationwide.

6. Business Recruitment Efforts

a. One Stop Shop Community Showcase Event – 11/2/18

The showcase will feature available properties aimed at potential new businesses and developers, and fact sheets on available properties will be provided.

b. Retail Recruitment Brochure

The brochure is going to print.

B. City Council – Steve Baker (absent)

In Baker's absence, Baumgartner reported that at the 10/8 meeting, the Oakland County road maintenance agreement was approved. Charitable organization fundraising was also approved. There was a second reading of the alley plowing ordinance. Accessory structures will now be allowed with only administrative approval from the Planning Commission.

C. Planning Commission – Matt Trotto

Trotto reported that the Michigan State Bank site plan was approved. The current building will be torn down and a new one built. The Master Plan revision is coming up soon.

D. Chamber of Commerce

Calhoun reported that the Chamber closed out its member survey and will do an evaluation based on their findings. The State of the City luncheon will be held Oct. 26. The Chamber is gearing up for Small Business Saturday in November.

IX. Board of Directors Comments: None.

X. Public Comments: Deeds reported working on the Webster and Woodward bus stop planting. The gas main repair at 12 and Woodward destroyed some of the plantings. He will be having discussions with the Library, City Hall, and Public Safety about landscaping.

XI. Adjournment:

The meeting was adjourned at 9:33 AM on motion by Drakopoulos and second by Passalacqua.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 10/31/2018
 % Fiscal Year Completed: 33.70

GL NUMBER	DESCRIPTION	2018-19	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	10/31/2018 NORM (ABNORM)	MONTH 10/31/18 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,735.00	39,735.00	34,462.33	1,039.60	5,272.67	86.73
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	193,756.00	186,036.39	5,611.99	7,719.61	96.02
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
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	0.00	0.00	26,335.80	26,335.80	(26,335.80)	100.00
814-001-664-000	INVESTMENT EARNINGS	2,029.00	2,029.00	867.28	0.00	1,161.72	42.74
814-001-670-000	REIMBURSEMENTS	0.00	0.00	4,672.00	4,672.00	(4,672.00)	100.00
814-001-674-005	MERCHANDISE REVENUE	0.00	1,500.00	60.00	60.00	1,440.00	4.00
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	0.00	(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	9,610.00	3,230.00	(7,110.00)	384.40
Total Dept 001 - REVENUES		291,920.00	291,920.00	259,437.61	40,949.39	32,482.39	88.87
TOTAL REVENUES		291,920.00	291,920.00	259,437.61	40,949.39	32,482.39	88.87
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	850.00	850.00	559.00	45.00	291.00	65.76
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	16,000.00	4,000.00	32,000.00	33.33
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	3.50	2.50	1,946.50	0.18
Total Dept 175 - DDA ADMINISTRATION		58,600.00	58,600.00	16,562.50	4,047.50	42,037.50	28.26
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	492.00	334.00	108.00	82.00
814-822-807-000	AUDIT SERVICES	1,500.00	1,500.00	1,033.36	883.26	466.64	68.89
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	300.00	150.00	2,100.00	12.50
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	1,975.36	1,367.26	9,064.64	17.89
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

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Fund 814 - DDA							
Expenditures							
814-824-817-010	LADIES NIGHT OUT	3,000.00	3,000.00	2,025.16	172.00	974.84	67.51
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	2,400.00	1,200.00	0.00	1,200.00	50.00
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	0.00	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	1,957.68	462.75	3,042.32	39.15
Total Dept 824 - SPECIAL EVENTS		37,822.00	39,022.00	6,184.52	634.75	32,837.48	15.85
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	17,734.00	5,614.00	17,266.00	50.67
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	17,978.97	5,614.00	22,521.03	44.39
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	0.00	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	5,280.00	5,280.00	54,720.00	8.80
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	25,000.00	25,000.00	2,837.50	2,837.50	22,162.50	11.35
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	14,323.26	8,117.50	109,711.74	11.55
Dept 830 - BUSINESS DEVELOPMENT							
814-830-814-002	BUSINESS DATABASE CRM	299.00	299.00	174.85	50.00	124.15	58.48
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	5,000.00	2,500.00	2,500.00	2,500.00	50.00
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	2,950.25	2,550.00	5,748.75	33.91
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	77,500.00	0.00	123.07	0.00	(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	9,911.10	765.75	67,588.90	12.79
Total Dept 940 - PUBLIC IMPROVEMENT		107,800.00	107,500.00	10,334.17	765.75	97,165.83	9.61

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Fund 814 - DDA							
Expenditures							
TOTAL EXPENDITURES		390,696.00	391,896.00	70,309.03	23,096.76	321,586.97	17.94
Fund 814 - DDA:							
TOTAL REVENUES		291,920.00	291,920.00	259,437.61	40,949.39	32,482.39	88.87
TOTAL EXPENDITURES		390,696.00	391,896.00	70,309.03	23,096.76	321,586.97	17.94
NET OF REVENUES & EXPENDITURES		(98,776.00)	(99,976.00)	189,128.58	17,852.63	(289,104.58)	189.17
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	388,851.16			