

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of June 13, 2018
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Vice Chair Recommendation, additional nominations, Board vote
 - B. Update on soon-to-be-filled Coolidge Board seat
 - C. LeClerc Holiday Lights Contract
- VII. Committee Updates from DDA Committee Chairs
- VIII. Staff & Community Updates:
 - A. Main Street Scholarship Recipients Conference Update
 1. Amanda Ramirez – MerriMonth Committee Chair/ M&P Committee member
 - B. Executive Director
 1. Downtown Master Plan and Parking Study Consultant Interview Update
 2. Downtown Design Guidelines Adoption Process
 3. Coolidge Highway Lane Reduction Public Input Sessions
 4. Updates: DDA New Business Updates
 1. Berkley Transmission Shop – Chemistry Salon
 2. Sila's – Green Lantern
 3. Tootie & Tallulah's Annex – Michigan Sport Gallery
 4. Tootie & Tallulah's 12 Mile expansion – Old Guildcrafters
 5. Tootie & Tallulah's Coolidge location – Ullman's Health & Beauty
 5. Updates: DDA Potential Development Sites
 1. Doll Hospital & Toy Soldier Shop
 2. 12 Mile and Coolidge intersection
 3. La Salette
 - C. City Council – Steve Baker
 - D. Planning Commission – Tim McLean
 - E. 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 Rob Onesko presiding.
- II. **ROLL CALL:**
Present: Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Lawrence Gallagher
Andy Gilbert
Alanda Knox
Mitchell Moses
Rob Onesko
Matteo Passalacqua
Dottie Popp
Bryan Schnicker

Absent: Maggie Gabel – *excused*
Eli Hurwitz – *excused*
Wayne Wudyka

Also present: Rick Ax, Main Street Scholarship Recipient
Vivian Carmody, Berkley DDA Director
Ginger Burke-Miller, Berkley Finance Director
Deb Kobayashi, Main Street Scholarship Recipient, Public Art Committee
Tim McLean, Community Development Director
Amber Weston, Chamber of Commerce Liaison
Jennifer Finney, Board Candidate
Razur Rahman, Board Candidate
- III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Baumgarten, the amended agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Regular meeting of May 9, 2018: On motion by Gilbert and second by Passalacqua, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**
Burke-Miller, new Finance Director, reported that two budget amendments were needed to align the actual expenditures with the 2017/18 budget. The first amendment covers scholarships for the National Main Street Conference (Professional Development) and she is recommending that to be increased \$6,900.00 from \$1,500.00. The second amendment is the line item for Market Analysis (under Business Development) which is increased from zero to \$20,000.00. Other invoices for big ticket items would be coming in June, and Burke-Miller noted there is a 60-day window to pay invoices received for fiscal year 2017/18. The budget amendments Burke-Miller proposed are basically housekeeping items for audit and State reporting purposes.

Gallagher moved to approve the two budget amendments, Moses seconded, and the motion was unanimously approved by the Board.

VI. DISCUSSION/ACTION ITEMS:

A. Budget Amendments – covered in V. Treasurer’s Report above.

B. Upcoming Board Vacancy Recommendations, Interviews, and Nominations

1. Gallagher reported that the Organization Committee had interviewed the applicants for the open position on 12 Mile and was recommending Razur Rahman based on his interest, background, passion for the city, and involvement. Rahman introduced himself and said his family had owned the building on 12 Mile (where the Mazza restaurant is located) since the 1980s. Rahman is a pharmacist, licensed in real estate and insurance, and also owns the property next to Mazza.
2. The Organization Committee was recommending Jennifer Finney for the open at-large position. Finney is currently chair of the Marketing and Promotions Committee and the Ladies Night Out events. Her background is in marketing. She works for a marketing firm in Ferndale, has an independent consulting business, and has been a Berkley resident for about a year and a half. Her passion is to grow Berkley.

C. Board Vote

1. Gallagher moved to appoint Razur Rahman to the open 12 Mile Road position on the Board, Drakopoulos seconded, and the motion was unanimously approved by the Board.
2. Drakopoulos moved to appoint Jennifer Finney to the open at-large position on the Board, Baumgartner seconded, and the motion was unanimously approved by the Board.

D. Chair and Vice Chair Recommendations and Nominations

Gallagher reported that the Organization Committee was unanimously recommending the election of Andy Gilbert to be DDA Chair for the upcoming year. They are still interviewing for the Vice-Chair position and will make a recommendation at the next Board meeting.

E. Board Vote

Drakopoulos moved to elect Andy Gilbert to the position of DDA Chair, Gallagher seconded, and the motion was unanimously approved by the Board.

F. Approve Design Guidelines

Carmody reported that the Winter and Co. Design Guidelines presentation to a joint meeting of the DDA, City Council, and the Planning Commission was made via Go To Meeting on June 11. Noré Winter, principal of Winter and Co., Design Consultant, made the presentation. There was a lot of positive feedback. The next step is to have the guidelines adopted as part of the City ordinance. The DDA will be presenting language in support of that to the Planning Commission. Then a Design Review Board will use the guidelines to give direction on new developments and major rehab projects in the district going before the Planning Commission.

The June 11 group asked that the DDA officially approve the guidelines. The Design Guidelines Task Force is endorsing them.

Carmody asked for a motion that the Board approves the guidelines and the process of moving them forward to become a part of City codes and ordinances. Dirkse so moved, Baumgartner seconded, and the motion was unanimously approved by the Board.

G. Façade Grant – Kopy Katz

The new owners of the 12 Mile salon applied for a matching grant to cover replacement of the building's damaged awning. Their cost is \$1,487.00, and the Design Committee was recommending a maximum 50% match of @\$700. The awning will be fairly plain (black) and basic.

Moses moved to approve the façade grant to Kopy Katz for 50% of \$1,487.00, Schnicker seconded, and the motion was unanimously by the Board.

H. E.D. Annual Review

Onesko and Gallagher will meet with Carmody for her first annual review soon.

VII. Committee Reports – see Board packet.

Carmody noted that with three (soon to be four) committee chairs currently sitting on the Board, verbal reports could replace the reports each committee chair has been writing up as part of the Board packet.

Schnicker reported that the DDA is hosting a “meet and greet” for district business owners at Berkley Common on Tuesday, June 19, from 5:30 to 7:00 PM. The owners can bring their questions to the DDA and give feedback on what's working and what's not. One complementary drink and appetizers will be offered.

Passalacqua reported the Design Committee has wrapped up its review of the sign ordinance, is awaiting proposals for the parking plan and the downtown plan, and has identified some “low hanging fruit” while waiting for a formal parking plan. The committee is also planning the “first impressions” visits with the Clawson DDA in September. Carmody suggested Business Development and Design work together on the program.

Gallagher reported that the Organization Committee will continue interviews for the Board Vice Chair position, is working on the downtown plan update, creation of a 501c3, 12 Mile ownership, and is getting more acclimated with Main Street Oakland County.

VIII. Staff & Community Reports:

A. Main Street Scholarship Recipients Conference Update

1. Debby Kobayaski – Design Committee/Public Art Chair

She was privileged to attend the national conference, which reinforced for her the importance of inclusiveness, a gathering together of people from diverse backgrounds. Her main takeaways were that it takes a group with enthusiasm to put forth a plan and carry it through. You don't have to reinvent the wheel. So many resources were available. Communities can partner with educational institutions to find interns who want to study communities and use their skill sets. A web site called Eight to Eighty emphasizes making places livable for those two groups, which in turn covers everybody in between. One keynote speaker, Melody Warnick, impressed her with the conviction that people need to “belong” to their community. The conference allowed participants to dream big. As Chair of the Public Art Committee, she learned at the conference that art can be part of the gateway that gives visitors their first impression of a city, a common positive reference point that encourages foot traffic and that can turn an eyesore into an asset.

2. Rick Ax – Business Development Committee

One standout for him was entrepreneurship and how downtowns should embrace it. By 2020, 40% of the workforce will be independent contractors, and out of all entrepreneurs 75% are individual service, 22% main street businesses, and 1% tech. Communities (DDAs) can cultivate entrepreneurs by creating meet-ups of like-minded groups, networking, and social media engagement. The new work-share business opening soon on Coolidge is a great opportunity to partner with them, and he suggested speakers and events for the businesses that rent space

there. Some tips he learned for attracting new business are to identify optimal business mix, promote Berkley's niche (small shop retail), offer help with on-line retail presence, supporting events, retention visits, and focus on entrepreneurship and what they need.

Carmody noted that in addition to sitting on the Business Development Committee, Ax is a commercial leasing agent who has brought several businesses into the district and it's good to have someone actively recruiting the kinds of businesses that fit into the downtown's business mix.

B. Executive Director

1. Downtown Master Plan and Parking Study RFP

Proposals are due back Friday. She knows that Winter & Co. and the Lakota Group will submit proposals.

2. Downtown Design Guidelines Next Steps

Covered in VI.F. above.

3. TIA Traffic Analysis Next Steps

Carmody reported that the City needs to review and approve it. Public input sessions will be held in July. The analysis supports a road diet on Coolidge from 11 Mile to 12 Mile. The goal is to reduce the lanes to three sometime in the fourth quarter if the public input sessions support it. Moses asked if work could be done in the winter, and Carmody noted that it can because it will only involve restriping the lanes from four to three.

C. City Council – Steve Baker - absent

In Baker's absence, Baumgarten reported that July is state-wide Parks and Recreation month. The deadline to finalize ballot language for the three proposals to go on the November ballot is July 31. Dream Cruise planning continues. Council is also dealing with expired appointments and working to set up a technology advisory committee and emergency management committee. The one-year pilot program allowing backyard chickens is due for renewal, and there have been no issues with the one resident keeping chickens.

D. Planning Commission – Tim McLean

McLean reported that the LaSalette PUD is on the agenda for their next meeting to consider revised plans. Terms are expiring for a couple of Commissioners. Joe Tangari is not seeking reappointment, and he will be missed. They're looking at some ordinance amendments, including being less prohibitive on outdoor displays of vehicles on 11 Mile. They will also amend the ordinance to allow for administrative approval of accessory structures. Moses asked about having more retail on 11 Mile, and McLean noted that could be addressed in the upcoming Master Plan update.

E. Chamber of Commerce – Amber Weston

Weston reported that the numbers of vendors at the Art Bash was up (180) over the previous year (150). The next Chamber Chat will be held at Decypher on Coolidge. The Chamber is planning for the Art Fest in July and needs more chalk artists.

IX. Board of Directors Comments:

Onesko thanked the Board for their work as his term is expiring. He noted that the last year was the best ever since he joined the Board and since he's served as Chair.

Gilbert said that because the Art Fest really needs more chalk artists, Board members who know anybody who might like to take a square should encourage them to sign up on the web site. He volunteered to buy a square for anyone who signs up.

Carmody announced that Larry Gallagher has been recognized as Oakland County Business Administrator of the Year.

X. Public Comments:

Penelope Morris volunteered that she's sat in on a lot of DDA meetings over the years, and this Board, led by Carmody, and pushed by Carmody, has done an absolutely wonderful job, and she's sure Carmody will pass her upcoming annual review.

XI. Adjournment:

The meeting was adjourned at 9:34 AM on motion by Schnicker and second by Drakopoulos.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 06/30/2018
 % Fiscal Year Completed: 100.00
 PRELIMINARY REPORT

DOES NOT INCLUDE INVOICES THAT MAY POST BACK TO THIS PERIOD

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2018 NORMAL (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Revenues						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	39,735.00	46,767.28	0.00	(7,032.28)	117.70
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	196,256.79	0.00	(2,500.79)	101.29
814-001-549-010	STATE REIMBURSEMENTS - PPT	31,160.00	26,750.67	0.00	4,409.33	85.85
814-001-664-000	INVESTMENT EARNINGS	2,029.00	2,643.23	0.00	(614.23)	130.27
814-001-675-000	CONTRIBUTIONS	0.00	120.00	0.00	(120.00)	100.00
814-001-675-814	EVENT SPONSORSHIPS	20,000.00	8,035.00	2,185.00	11,965.00	40.18
Total Dept 001 - REVENUES		286,680.00	280,572.97	2,185.00	6,107.03	97.87
TOTAL REVENUES		286,680.00	280,572.97	2,185.00	6,107.03	97.87
Expenditures						
Dept 175 - DDA ADMINISTRATION						
814-175-728-000	OFFICE SUPPLIES	1,290.00	704.00	45.00	586.00	54.57
814-175-814-001	WEBSITE	216.00	291.85	0.00	(75.85)	135.12
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	48,000.00	4,000.00	0.00	100.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	8,400.00	10,171.17	(315.00)	(1,771.17)	121.09
Total Dept 175 - DDA ADMINISTRATION		59,406.00	59,167.02	3,730.00	238.98	99.60
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	4,500.00	0.00	1,500.00	75.00
814-822-803-000	MEMBERSHIPS AND DUES	0.00	320.83	320.83	(320.83)	100.00
814-822-807-000	AUDIT SERVICES	1,745.00	1,684.95	0.00	60.05	96.56
814-822-818-000	SERVICES	2,400.00	1,800.00	300.00	600.00	75.00
814-822-825-000	CITY ATTORNEY	0.00	36.00	36.00	(36.00)	100.00
814-822-864-000	MEETINGS & CONFERENCES	0.00	50.00	0.00	(50.00)	100.00
Total Dept 822 - DDA OPERATIONS		10,145.00	8,391.78	656.83	1,753.22	82.72
Dept 824 - SPECIAL EVENTS						
814-824-706-000	DPW WORKERS	1,317.00	0.00	(338.24)	1,317.00	0.00
814-824-712-000	IN LIEU	17.00	0.00	0.00	17.00	0.00
814-824-715-000	FICA	102.00	0.00	(28.11)	102.00	0.00
814-824-716-000	HDLO	529.00	0.00	(247.77)	529.00	0.00
814-824-718-000	RETIREMENT	484.00	0.00	(153.77)	484.00	0.00
814-824-722-000	SICK LEAVE	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	8,250.00	3,611.35	0.00	4,638.65	43.77
814-824-817-010	LADIES NIGHT OUT	3,000.00	2,948.75	0.00	51.25	98.29
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	500.00	500.00	0.00	100.00
814-824-817-013	STREET ART FEST	500.00	500.00	0.00	0.00	100.00

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		AMENDED BUDGET	06/30/2018 NORMAL (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Expenditures						
814-824-817-014	OAKLAND COUNTY IRISH FEST	628.00	17.07	0.00	610.93	2.72
814-824-817-015	HOLIDAY LIGHTS	22,000.00	23,025.10	0.00	(1,025.10)	104.66
814-824-817-016	ART & ABOUT	3,750.00	2,747.25	1,176.27	1,002.75	73.26
Total Dept 824 - SPECIAL EVENTS		42,285.00	33,349.52	908.38	8,935.48	78.87
Dept 826 - MARKETING AND ADVERTISING						
814-826-758-000	PROGRAM SUPPLIES	0.00	1,117.16	1,117.16	(1,117.16)	100.00
814-826-901-000	ADVERTISING/MARKETING	34,454.00	16,093.75	5,280.00	18,360.25	46.71
814-826-901-001	GENERAL MARKETING	5,000.00	5,175.00	0.00	(175.00)	103.50
Total Dept 826 - MARKETING AND ADVERTISING		39,454.00	22,385.91	6,397.16	17,068.09	56.74
Dept 829 - STREETScape & DESIGN						
814-829-758-010	BANNERS	2,500.00	0.00	0.00	2,500.00	0.00
814-829-818-200	FLOWER BASKET PROGRAM	28,130.00	23,732.31	14,312.46	4,397.69	84.37
814-829-818-201	PUBLIC ART/PLACEMAKING	6,000.00	5,357.78	0.00	642.22	89.30
814-829-818-202	DESIGN GUIDELINES	73,000.00	76,664.21	11,171.10	(3,664.21)	105.02
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	20,000.00	7,800.00	0.00	12,200.00	39.00
Total Dept 829 - STREETScape & DESIGN		129,630.00	113,554.30	25,483.56	16,075.70	87.60
Dept 830 - BUSINESS DEVELOPMENT						
814-830-814-002	BUSINESS DATABASE CRM	299.00	249.50	24.95	49.50	83.44
814-830-818-203	MARKET ANALYSIS	20,000.00	19,517.50	0.00	482.50	97.59
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	2,500.00	2,500.00	2,500.00	50.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	3,000.00	2,997.50	0.00	2.50	99.92
814-830-960-110	QUARTERLY MERCHANT MEETINGS	400.00	0.00	0.00	400.00	0.00
Total Dept 830 - BUSINESS DEVELOPMENT		28,699.00	25,264.50	2,524.95	3,434.50	88.03
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	73,000.00	76,396.35	387.50	(3,396.35)	104.65
814-940-974-005	WAYFINDING	40,000.00	13,165.58	(13,165.58)	26,834.42	32.91
Total Dept 940 - PUBLIC IMPROVEMENT		113,000.00	89,561.93	(12,778.08)	23,438.07	79.26
TOTAL EXPENDITURES		425,119.00	351,674.96	26,922.80	73,444.04	82.72
Fund 814 - DDA:						
TOTAL REVENUES		286,680.00	280,572.97	2,185.00	6,107.03	97.87
TOTAL EXPENDITURES		425,119.00	351,674.96	26,922.80	73,444.04	82.72
NET OF REVENUES & EXPENDITURES		(138,439.00)	(71,101.99)	(24,737.80)	(67,337.01)	51.36
BEG. FUND BALANCE		280,784.64	280,784.64			
END FUND BALANCE		142,345.64	209,682.65			