

## AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
  - A. Regular meeting of April 10, 2019
- V. Treasurer's Report
- VI. Discussion/Action Items
  - A. Updated DDA Mural Application
- VII. Student Board Member Updates
- VIII. Standing Committee Updates
  - A. Business Development Committee
  - B. Design Committee
  - C. Marketing & Promotions – Jennifer Finney
  - D. Organization – Larry Gallagher
- IX. Staff & Community Updates:
  - A. Executive Director
    1. Coolidge Project Update
  - B. City Council – Steve Baker
  - C. Planning Commission – Matt Trotto
  - D. Chamber of Commerce – TBD
- X. Board of Directors' Comments
- XI. Public Comments
- XII. Adjournment

I. **CALL TO ORDER:** The meeting was called to order at 8:33 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

*Present:* Andrew Agbay  
Petro Drakopoulos  
Jennifer Finney  
Lawrence Gallagher  
Andy Gilbert  
Mitchell Moses  
Matteo Passalacqua  
Razur Rahman  
Wayne Wudyka

*Absent:* Matthew Baumgarten – *excused*  
Donna Dirkse – *excused*  
Maggie Gable – *excused*  
Eli Hurwitz – *excused*  
Bryan Schnicker – *excused*

*Also present:* Vivian Carmody, Berkley DDA Director  
Kefentse Mandisa, Chamber of Commerce Liaison  
Matt Trotto, Planning Commission Liaison

III. **APPROVAL OF AGENDA:** Carmody noted that under item VI.A., the Board would also be discussing the memo sent to the Board about an increase in the amount of the tax capture, not simply the forecast. On motion by Gallagher and second by Agbay, the agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES:**

**A. Regular meeting of March 13, 2019:** On motion by Agbay and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that after Carmody talked with other DDA representatives at the Michigan Downtown Association workshop in Lansing in March, she learned that most consider a 20% fund balance a comfortable figure. Berkley's is in line with that. The budget is right on projections with approximately \$8,000 more than projections on hand. Higher adjusted figures for the Wayfinding project require that it be split into two phases, FY 2019/20 and 2020/21.

Wudyka moved to approve the Treasurer's Report, Agbay seconded, and the motion was unanimously approved by the Board.

**VI. DISCUSSION/ACTION ITEMS:**

**A. FY 2020/21 forecast budget**

Carmody reported meeting with the Finance Director who surprised her with the news that the tax capture figure will increase @\$26,500 more per year (for the next 10 years) due to the millage increase approved in the November 2018 election. She suggested using those funds for placemaking and beautification, maybe in places along Coolidge, near the high school and some parking lots. Downtown Master Plan public input meetings have shown a lot of interest in creating small plaza gathering areas, and there is a possibility of coordinating with the School District to create such a plaza next to the high school parking area that borders Coolidge. Grant money could be pursued and high school students could also be involved.

Gallagher reported that the School District is finalizing a long term plan. They have a purchase agreement for the house and property on Coolidge adjacent to the high school's community garden but haven't yet closed on it. Moses suggested putting a presentation together for the School Board.

An option suggested by Wudyka was to allow those extra funds to build up and devote to debt service for a much larger project.

Carmody asked if the Finance Committee had received enough direction from the Board to make budget plans, and Gallagher said he felt they did.

**VII. Student Board Member Updates and Presentations**

Absent (SAT testing).

**VIII. Standing Committee Updates**

**A. Business Development Committee:** No report

**B. Design Committee:** No report.

**C. Marketing and Promotions:** Jennifer Finney

Finney reported their committee met Monday. Among other things, they reviewed the first Ladies Night Out in March where merchants reported an increase in sales even with lower attendance. The next event, in July, will be branded "Couples Night Out," and they hope to sign up more downtown restaurants. The first Art and About will take place in June. That subcommittee still needs a chair. They plan to continue co-op advertising in C&G newspapers and Edible Wow, and are thinking about co-op cable TV or radio/social media advertising. Gilbert offered his impression that the marketing the DDA has done over the last two years is really giving back to the businesses in the district.

**D. Organization Committee:** Larry Gallagher

Gallagher reported that they're still fine tuning the video and hope to get more video of the district now that the weather's breaking. They've also started the vetting process to fill the three seats on the Board needing replacement soon and hope to make recommendations to the Board at the next meeting.

**IX. Staff & Community Updates:**

**A. Executive Director**

**1. Coolidge Complete Streets Update**

Carmody reported that the Coolidge restriping is tentatively scheduled to kick off April 17. They've been working with the City's Community Engagement group to get information out to the public.

**2. Mogo Station Sites**

Carmody reported one site will go in at Griffith and 12 Mile and the other near the intersection of Coolidge and Catalpa. Those should be installed in June.

**3. Public Art Project**

Carmody reported they're still waiting to finalize budget numbers.

**B. City Council – Steve Baker**

Absent. In his absence, Carmody reported Council had another work session on marijuana businesses within the City and discussions are ongoing as more information becomes available.

**C. Planning Commission – Matt Trotto**

Trotto reported the Commission is working on budgets.

**D. Chamber of Commerce – Kefentse Mandisa**

Mandisa reported that the next Chamber Chat would be held April 19 at Berkley First Methodist Church. Berkley Biz will be held May 1 at Common. They've received 155 applications for Art Bash in June. The Art Fest will take place on Coolidge July 15 and they're signing up more chalk artists.

**X. Board of Directors Comments:**

Finney reported on her National Main Street Conference experience. The Board member roundtable she attended was informative and rewarding, as well as a workshop on retail success in a digital world, but she also enjoyed her first trip to Seattle and walking around their downtown. She was impressed by a "Happy Hour" concept where retail businesses stay open a little later and offer discounts to shoppers.

**XI. Public Comments: None.**

**XII. Adjournment:**

The meeting was adjourned at 9:15 AM on motion by Drakopoulos and second by Baumgarten.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 04/30/2019  
 % Fiscal Year Completed: 83.29

GL NUMBER	DESCRIPTION	END BALANCE	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		06/30/2018 NORM (ABNORM)	AMENDED BUDGET	04/30/2019 NORM (ABNORM)	MONTH 04/30/19 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,733.07	39,735.00	36,123.66	759.69	3,611.34	90.91
814-001-401-001	PROPERTY TAX CAPTURE - DDA	203,008.50	210,756.00	196,191.13	(6,824.68)	14,564.87	93.09
814-001-401-850	PPT - CURRENT YR DEL	(939.96)	0.00	(3,661.19)	0.00	3,661.19	100.00
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.67	0.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	0.00	26,750.00	26,335.80	0.00	414.20	98.45
814-001-664-000	INVESTMENT EARNINGS	2,844.96	2,029.00	2,748.07	0.00	(719.07)	135.44
814-001-670-000	REIMBURSEMENTS	0.00	0.00	6,000.00	0.00	(6,000.00)	100.00
814-001-674-005	MERCHANDISE REVENUE	0.00	1,500.00	390.00	0.00	1,110.00	26.00
814-001-675-000	CONTRIBUTIONS	120.00	0.00	0.00	0.00	0.00	0.00
814-001-675-004	T-SHIRT SALES	0.00	0.00	1,055.00	0.00	(1,055.00)	100.00
814-001-675-005	CORPORATE DONATIONS	0.00	5,000.00	2,500.00	0.00	2,500.00	50.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	20,650.00	16,550.00	0.00	4,100.00	80.15
814-001-675-814	EVENT SPONSORSHIPS	8,035.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		279,552.24	308,920.00	284,232.47	(6,064.99)	24,687.53	92.01
TOTAL REVENUES		279,552.24	308,920.00	284,232.47	(6,064.99)	24,687.53	92.01
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	704.00	850.00	267.39	0.00	582.61	31.46
814-175-814-001	WEBSITE	291.85	300.00	252.34	252.34	47.66	84.11
814-175-817-008	BOARD STRATEGIC PLANNING	0.00	1,500.00	2,500.00	0.00	(1,000.00)	166.67
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	48,000.00	43,687.50	5,217.75	4,312.50	91.02
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	10,171.17	1,950.00	1,119.44	0.00	830.56	57.41
Total Dept 175 - DDA ADMINISTRATION		59,167.02	58,600.00	47,826.67	5,470.09	10,773.33	81.62
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	0.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	6,000.00	6,000.00	4,000.00	0.00	2,000.00	66.67
814-822-803-000	MEMBERSHIPS AND DUES	320.83	600.00	492.00	0.00	108.00	82.00
814-822-807-000	AUDIT SERVICES	1,684.95	1,500.00	1,442.97	0.00	57.03	96.20
814-822-818-000	SERVICES	1,950.00	0.00	0.00	0.00	0.00	0.00
814-822-818-205	SECRETARIAL SERVICES	0.00	2,400.00	1,500.00	150.00	900.00	62.50
814-822-825-000	CITY ATTORNEY	36.00	0.00	0.00	0.00	0.00	0.00
814-822-853-000	TELEPHONE	0.00	540.00	829.00	45.00	(289.00)	153.52
814-822-864-000	MEETINGS & CONFERENCES	50.00	0.00	0.00	0.00	0.00	0.00
Total Dept 822 - DDA OPERATIONS		10,041.78	11,040.00	8,263.97	195.00	2,776.03	74.85
Dept 824 - SPECIAL EVENTS							
814-824-706-000	DPW WORKERS	0.00	0.00	19.98	19.98	(19.98)	100.00
814-824-709-000	OVERTIME	0.00	500.00	274.64	0.00	225.36	54.93
814-824-715-000	FICA	0.00	12.00	22.53	1.53	(10.53)	187.75

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		06/30/2018	2018-19	04/30/2019	MONTH 04/30/19	BALANCE	
		NORM (ABNORM)	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)	
Fund 814 - DDA							
Expenditures							
814-824-716-000	DENTAL-VISION/LIFE-DISABILITY/HCS	0.34	102.00	2.99	0.00	99.01	2.93
814-824-718-000	RETIREMENT-DB MERS	0.00	0.00	8.06	8.06	(8.06)	100.00
814-824-722-000	SICK LEAVE	0.00	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	3,611.35	5,000.00	3,972.36	266.25	1,027.64	79.45
814-824-817-010	LADIES NIGHT OUT	3,048.75	3,000.00	3,137.92	437.02	(137.92)	104.60
814-824-817-011	DOWNTOWN SUMMER CONCERTS	0.00	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	509.48	0.00	(9.48)	101.90
814-824-817-014	OAKLAND COUNTY IRISH FEST	17.07	500.00	518.22	0.00	(18.22)	103.64
814-824-817-015	HOLIDAY LIGHTS	23,025.10	21,500.00	19,035.00	0.00	2,465.00	88.53
814-824-817-016	ART & ABOUT	2,949.25	5,000.00	2,154.32	0.00	2,845.68	43.09
Total Dept 824 - SPECIAL EVENTS		33,651.86	39,022.00	30,855.50	732.84	8,166.50	79.07
Dept 826 - MARKETING AND ADVERTISING							
814-826-758-000	PROGRAM SUPPLIES	1,117.16	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	20,653.75	35,000.00	34,175.99	500.00	824.01	97.65
814-826-901-001	MAP UPDATE & REPRINT	5,175.00	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		26,945.91	40,500.00	34,420.96	500.00	6,079.04	84.99
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	0.00	3,500.00	2,618.50	232.50	881.50	74.81
814-829-818-200	FLOWER BASKET PROGRAM	23,732.31	27,735.00	40.00	40.00	27,695.00	0.14
814-829-818-201	PUBLIC ART/PLACEMAKING	5,357.78	7,500.00	6,205.76	0.00	1,294.24	82.74
814-829-818-202	DESIGN GUIDELINES	77,661.71	0.00	0.00	0.00	0.00	0.00
814-829-818-206	DOWNTOWN PLAN	0.00	75,000.00	61,949.61	10,072.19	13,050.39	82.60
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	8,543.50	25,000.00	14,337.50	0.00	10,662.50	57.35
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		115,295.30	139,035.00	85,151.37	10,344.69	53,883.63	61.24
Dept 830 - BUSINESS DEVELOPMENT							
814-830-814-002	BUSINESS DATABASE CRM	249.50	299.00	274.85	0.00	24.15	91.92
814-830-818-203	MARKET ANALYSIS	19,517.50	0.00	0.00	0.00	0.00	0.00
814-830-818-204	BUSINESS RECRUITMENT	2,500.00	5,000.00	2,500.00	0.00	2,500.00	50.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	2,997.50	3,000.00	599.09	0.00	2,400.91	19.97
814-830-960-110	QUARTERLY MERCHANT MEETINGS	0.00	400.00	275.40	0.00	124.60	68.85
Total Dept 830 - BUSINESS DEVELOPMENT		25,264.50	8,699.00	3,649.34	0.00	5,049.66	41.95
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	77,082.35	2,000.00	123.07	0.00	1,876.93	6.15
814-940-974-003	SIDEWALK REPAIR	0.00	0.00	300.00	0.00	(300.00)	100.00
814-940-974-005	WAYFINDING	13,165.58	0.00	407.50	407.50	(407.50)	100.00
814-940-974-300	COMPLETE STREETS	0.00	107,500.00	23,343.85	2,822.75	84,156.15	21.72
Total Dept 940 - PUBLIC IMPROVEMENT		90,247.93	109,500.00	24,174.42	3,230.25	85,325.58	22.08

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Fund 814 - DDA									
Expenditures									
TOTAL EXPENDITURES		360,614.30	408,896.00	234,342.23		20,472.87		174,553.77	57.31
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Fund 814 - DDA:									
TOTAL REVENUES		279,552.24	308,920.00	284,232.47		(6,064.99)		24,687.53	92.01
TOTAL EXPENDITURES		360,614.30	408,896.00	234,342.23		20,472.87		174,553.77	57.31
NET OF REVENUES & EXPENDITURES		(81,062.06)	(99,976.00)	49,890.24		(26,537.86)		(149,866.24)	49.90
BEG. FUND BALANCE		280,784.64	199,722.58	199,722.58					
END FUND BALANCE		199,722.58	99,746.58	249,612.82					