

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of February 13, 2019
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Coolidge Lane Restriping Bid Contract
 - B. DDA FY 2019/20 Budget
 - C. MSOC Market Positioning Workshop
- VII. Student Board Member Updates and Presentations – possible demo
- VIII. Standing Committee Updates
 - A. Business Development Committee – Bryan Schnicker
 - B. Design Committee – Matteo Passalacqua
 - C. Marketing & Promotions – Jennifer Finney
 - D. Organization – Larry Gallagher
- IX. Staff & Community Updates:
 - A. Executive Director
 - 1. Downtown Berkley Master Plan Public Input Session #2 – Online Survey
 - 2. Multi-community Planning Process Public Input Session – March 14 (Berkley)
 - 3. MOGO Station Sites
 - 4. Design Overlay District Update
 - 5. Public Art project
 - B. City Council – Steve Baker
 - C. Planning Commission – Matt Trotto
 - D. Chamber of Commerce – Nicole Miller
- X. Board of Directors' Comments
- XI. Public Comments
- XII. Adjournment

I. **CALL TO ORDER:** The meeting was called to order at 8:41 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Donna Dirkse
Petro Drakopoulos
Jennifer Finney
Maggie Gable
Lawrence Gallagher
Andy Gilbert
Eli Hurwitz
Mitchell Moses

Absent: Matthew Baumgarten – *excused*
Alanda Knox – *excused*
Matteo Passalacqua – *excused*
Razur Rahman – *excused*
Bryan Schnicker – *excused*
Wayne Wudyka – *excused*

Also present: Vivian Carmody, Berkley DDA Director
Nicole Miller, Chamber of Commerce 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 January 9, 2019: On motion by Gallagher and second by Dirkse, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that on the printout of expenditures for the month ending 1/31/19, @\$1,000.00 is listed for MerriMonth (December 2018). With the bids submitted for Complete Streets (Coolidge lane reduction), the amount budgeted should be enough to cover the cost. There is @\$200,000 remaining to be spent in the current fiscal year.

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

VI. **DISCUSSION/ACTION ITEMS:**

A. MOGO Interlocal Agreement

Carmody reported that the Board approved two satellite kiosks for Berkley at their regular January meeting. A copy of the cost sharing agreement was included in the Board packet. The City of Ferndale will be the managing community for the grant and will be reimbursed for their expenses in connection with the project (construction costs, etc.).

Moses moved to approve the MOGO agreement, Agbay seconded, and the motion was unanimously approved by the Board.

B. Coolidge Lane Restriping Bid Recommendations

One bid for construction (the actual roadwork) and two bids for construction engineering were submitted. An itemized construction bid of \$71,858.73 was submitted by P.K. Contracting, Inc. of Troy, Michigan. A bid of \$13,142.20 for construction engineering was received from Hubbell, Roth & Clark and a bid of \$8,000.00 for same was received from Spalding DeDecker, the firm working as a consulting traffic engineer for the DDA on an as-needed basis.

Gallagher moved to approve the Spalding DeDecker construction engineering contract, Moses seconded, and the motion was unanimously approved by the Board.

C. Marijuana Shop Discussion

Carmody noted that the City would be hosting a town hall meeting Tuesday, Feb. 19, on the current information regarding the Michigan Regulation and Taxation Marihuana Act (approved by Michigan voters in the November 2018 election) and obtain feedback relative to commercial sale of marihuana within the City.

Based on prior discussion of the DDA taking a stance on marihuana shops in the city, and more specifically, the DDA district, Carmody asked DDA Board members if they had opinions about whether or not they would be a fit for the district, should the City decide to approve allowing them within City limits. The City of Walled Lake has already allowed one within their business district. Gilbert polled members to express their opinions, on the record. Agbay and Finney said they believed they should not be in the DDA district. Gallagher said he was leaning the same way but had different concerns in his position representing the school district. Moses said he was initially in favor but thought the number should be limited. Dirkse favored allowing them if they're run right noting that the profile of today's marihuana users has changed from the perception of the user in the sixties or seventies. Drakopoulos was in favor but agreed with limiting the number, noting there were design considerations to be addressed, and he favored Coolidge and 11 Mile over 12 Mile. Gilbert said he was riding the fence but allowed that his customers might also likely be customers of the marihuana shops. Carmody's main objection was the design issue in that those shops would probably have windows (covered) that don't fit the current design guidelines for retail businesses. No firm recommendation was decided and the issue will be revisited after the Feb. 19 town hall.

D. Ullman's Health & Beauty Façade Grant

The new owners (Berkley residents) submitted a façade grant application asking for the maximum grant of \$5,000.00 to make improvements to their store at 2816 Coolidge, the former location of Tootie and Tallulah's. The new owners are making extensive improvements both inside and to the building exterior. The Design Committee recommended approving the maximum grant.

Drakopoulos moved to approve the maximum grant amount of \$5,000.00 for Ullman's Health & Beauty, Dirkse seconded, and the motion was unanimously approved by the Board.

E. 2019 DDA Meeting Dates

City Manager Baumgarten submitted a memo to Carmody listing the Board meeting dates for 2019 (all on the second Wednesday of each month): 1/9/19, 2/13/19, 3/13/19, 4/10/19, 5/8/19, 6/12/19, 7/20/19, 8/14/19, 9/11/19, 10/9/19, 11/13/19, and 12/11/19.

Gallagher moved to approve the 2019 Board meeting schedule, Dirkse seconded, and the motion was unanimously approved by the Board.

VII. Student Board Member Updates and Presentations

Hurwitz reported on the upcoming student/staff basketball game, celebrating Black History Month assembly, and mid-winter break the following week. He and Gable have a finished draft of their first story map. They plan to take pictures in the district when the weather improves (spring). Carmody plans for them to do a video presentation at the March Board meeting.

VIII. Standing Committee Updates

Business Development Committee: Bryan Schnicker

In Schnicker's absence, Carmody reported the committee is looking at spending priorities, planning the next Business Meet and Greet, and working with Oakland County and property owners on recruiting new businesses.

Design Committee: Matteo Passalacqua

Carmody reported that due to schedule issues, Passalacqua has stepped down as committee chair. Jeremy Coan will succeed him as chair. A grant application for a Play Everywhere installation at the southeast corner of 12 Mile and Robina is in the works. The public art project was stalled temporarily as they waited for a 3D-CAD rendering in order to finalize costs. MEDC will match funds raised through Patronicity.

Marketing and Promotions: Jennifer Finney

Finney reported that the committee developed and administered a 7-question survey for businesses and received 50 responses out of 130 surveys. She would send a copy of the tabulated results to the Board. The committee is planning for three Ladies Nights Out this year but is discussing changing themes to differentiate Berkley's event from other communities. March 21 is the first Ladies Night Out.

Organization Committee: Larry Gallagher

Gallagher reported their committee has a draft of the video almost ready to go. They're also working on the budget for the next fiscal year and will get input from the other committee chairs. The draft budget should be presented to the Board in March, with a final vote on the budget expected in April.

IX. Staff & Community Updates:

A. Executive Director

1. National Main Street Center Annual Evaluation Results

Carmody reported that after the MSOC visit February 5, Berkley passed their evaluation with flying colors and is now a fully accredited National Main Street program.

2. Downtown Berkley Master Plan Public Input Session #2 – February 28

The next public input session on the Downtown Plan will be held at the Collaborative Center on February 28 from 6:30 to 8:30 PM. Presentations about public space use and parking will be presented as well as a review of information previously gathered.

3. Multi-community Planning Process Public Input Session - March 14 (Berkley)

Carmody reported that a public input session concerning the 3-community effort with Huntington Woods and Oak Park to plan the future of 11 Mile and Coolidge from Nine Mile to 12 Mile will be held in the Public Safety Conference Room March 14.

B. City Council – Steve Baker

Absent – no report.

C. Planning Commission – Matt Trotto

Absent – no report.

D. Chamber of Commerce – Nicole Miller

Miller reported the next Chamber Chat would be held Feb. 15 at the Historical Museum, 8:00-9:00 AM. The Chamber is also hosting an Instagram session of Berkley U on March 1 from 8:00-9:30 at the Wedding Shoppe. The State of Your Business is scheduled for March 27 at Berkley High School. The City of Berkley, Chamber of Commerce, and Berkley School District will be hosting.

X. Board of Directors Comments: None.

XI. Public Comments: None.

XII. Adjournment:

The meeting was adjourned at 9:30 AM on motion by Drakopoulos and second by Dirkse.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 02/28/2019
 % Fiscal Year Completed: 66.58
 DDA REV AND EXP

GL NUMBER	DESCRIPTION	END BALANCE		YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		06/30/2018 NORM (ABNORM)	2018-19 AMENDED BUDGET	02/28/2019 NORM (ABNORM)	MONTH 02/28/19 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,733.07	39,735.00	35,363.97	(27.94)	4,371.03	89.00
814-001-401-001	PROPERTY TAX CAPTURE - DDA	203,008.50	210,756.00	197,759.00	1,279.35	12,997.00	93.83
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	2,186.87	0.00	(157.87)	107.78
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	16,360.00	985.00	4,290.00	79.23
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	284,289.45	2,236.41	24,630.55	92.03
TOTAL REVENUES		279,552.24	308,920.00	284,289.45	2,236.41	24,630.55	92.03
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	704.00	850.00	194.55	194.55	655.45	22.89
814-175-814-001	WEBSITE	291.85	300.00	0.00	0.00	300.00	0.00
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	33,719.75	4,969.75	14,280.25	70.25
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	88.50	75.00	1,861.50	4.54
Total Dept 175 - DDA ADMINISTRATION		59,167.02	58,600.00	36,502.80	5,239.30	22,097.20	62.29
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 SERVICES - LABOR	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	1,200.00	150.00	1,200.00	50.00
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	739.00	45.00	(199.00)	136.85
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	7,873.97	195.00	3,166.03	71.32
Dept 824 - SPECIAL EVENTS							
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	21.00	0.00	(9.00)	175.00

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		06/30/2018	2018-19	02/28/2019	MONTH 02/28/19	BALANCE	
		NORM (ABNORM)	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)	
Fund 814 - DDA							
Expenditures							
814-824-716-000	HDLO	0.34	102.00	2.99	0.00	99.01	2.93
814-824-718-000	RETIREMENT-DB ALL	0.00	0.00	20.97	0.00	(20.97)	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	3,192.67	509.18	1,807.33	63.85
814-824-817-010	LADIES NIGHT OUT	3,048.75	3,000.00	2,600.90	0.00	399.10	86.70
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	29,530.19	509.18	9,491.81	75.68
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	33,175.99	3,530.00	1,824.01	94.79
814-826-901-001	GENERAL MARKETING	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	33,420.96	3,530.00	7,079.04	82.52
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	0.00	3,500.00	1,843.50	0.00	1,656.50	52.67
814-829-818-200	FLOWER BASKET PROGRAM	23,732.31	27,735.00	0.00	0.00	27,735.00	0.00
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	44,923.24	7,858.34	30,076.76	59.90
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	8,543.50	25,000.00	7,337.50	0.00	17,662.50	29.35
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	60,310.00	7,858.34	78,725.00	43.38
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	175.00	0.00	2,825.00	5.83
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	3,225.25	0.00	5,473.75	37.08
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	0.00	0.00	0.00	0.00
814-940-974-300	COMPLETE STREETS	0.00	107,500.00	20,461.10	752.55	87,038.90	19.03
Total Dept 940 - PUBLIC IMPROVEMENT		90,247.93	109,500.00	20,884.17	752.55	88,615.83	19.07

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		06/30/2018 NORM (ABNORM)	AMENDED BUDGET	02/28/2019 NORM (ABNORM)	MONTH 02/28/19 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Expenditures							
TOTAL EXPENDITURES		360,614.30	408,896.00	191,747.34	18,084.37	217,148.66	46.89
Fund 814 - DDA:							
TOTAL REVENUES		279,552.24	308,920.00	284,289.45	2,236.41	24,630.55	92.03
TOTAL EXPENDITURES		360,614.30	408,896.00	191,747.34	18,084.37	217,148.66	46.89
NET OF REVENUES & EXPENDITURES		(81,062.06)	(99,976.00)	92,542.11	(15,847.96)	(192,518.11)	92.56
BEG. FUND BALANCE		280,784.64	199,722.58	199,722.58			
END FUND BALANCE		199,722.58	99,746.58	292,264.69			