

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of December 12, 2018
 - B. Special meeting of January 3, 2019
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. MOGO Discussion
 - B. MSOC Annual Evaluation – February 5
 - C. MSOC Awards
- VII. Student Board Member Updates and Presentations
- 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. Main Street Conference – March 25-27
 - 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 8:32 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Maggie Gable
Lawrence Gallagher
Andy Gilbert
Eli Hurwitz
Alanda Knox
Mitchell Moses
Matteo Passalacqua
Wayne Wudyka

Absent: Jennifer Finney – *excused*
Razur Rahman – *excused*
Bryan Schnicker – *excused*

Also present: Steve Baker, City Council Liaison
Vivian Carmody, Berkley DDA Director
Nicole Miller, Chamber of Commerce Liaison
Jason Cauley, Resident
- III. **APPROVAL OF AGENDA:** Because of two Board members having to leave early, agenda action items A. and C. will switch positions. On motion by Drakopoulos and second by Knox, the revised agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Regular meeting of November 14, 2018: On motion by Wudyka and second by Gallagher, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Moses reported that the second line on the finance spreadsheet will reflect the \$17,000.00 in additional property tax capture previously reported. Co-op advertising revenue is short from what was expected/budgeted by @\$6,000.00. Administrative expenses will be increased in light of the Executive Director's contract renewal. The City is looking for a new Finance Director.

Gallagher moved to approve the Treasurer's Report, Dirkse seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**
A. E.D. Contract
Drakopoulos moved to approve the Executive Director's contract renewal, Gallagher seconded, and the motion was unanimously approved by the Board.

B. MSOC Technical Visit Support

Carmody reported that Main Street Oakland County offers its communities @\$6,000.00 a year in technical support, to use at their discretion, of which she endorsed using @\$3,000.00 to hire a consultant who has worked with MSOC to complete the DDA's 501c3 application.

Drakopoulos moved to approve using @\$3,000 of the MSOC funds to hire the 501c3 consultant, Dirkse seconded, and the motion was unanimously approved by the Board.

C. Chemistry Salon Façade Grant Application

The owners of the Chemistry Salon on 12 Mile submitted a façade grant application for \$2,000.00, the maximum eligible for the project at the time of the application. The Design Committee had reviewed their application and recommended approving that amount.

Wudyka moved to approve a matching grant of \$2,000.00 for Chemistry Salon's façade improvements, Drakopoulos seconded, and the motion was unanimously approved by the Board.

VII. Standing Committee Updates

Business Development Committee: Bryan Schnicker

In Schnicker's absence, Carmody reported that at their November meeting they discussed using business recruitment funds to bring Mike Berne back. MSOC's retail recruitment expert has already been working on recruiting tenants for Berkley's available properties. Carmody recommended adopting a wait-and-see approach to assess MSOC's expert's progress. She also suggested having a conference call with Berne at the January Business Development meeting to see what he can do to support MSOC's effort. The committee is also working on another meet-and-greet for February or March.

Design Committee: Matteo Passalacqua

Passalacqua reported reviewing the façade grant application as well as discussions about the committee's stance on tinted glass on street facing windows, taking into account the DDA's design guidelines. The First Impressions group has completed some of its Clawson visits, comparing strengths and shortcomings. Passalacqua has been working with an LTU student on the student's capstone project, focusing on the Robina Plaza. He's generated some renderings which will be shared with the Lakota Group as well as the Design Committee.

Marketing and Promotions: Jennifer Finney

In Finney's absence, Carmody reported on the great events of MerriMonth: the parade, Santa at the Library (about 230 kids) with gift certificates, coupons, MerriMoney, and goodies, 94.7 radio advertising, C&G advertising insert, Shopping Night on 12/7, Merri-Pets, the chamber music concert at Berkley First, an Ugly Sweater contest, and James O'Donnell jazz concert at Berkley First. The ongoing window decorating contest with cash prizes can still be voted on. Gilbert said the campaigns have increased people's awareness of Berkley as a destination.

Organization Committee: Larry Gallagher

Gallagher reported working on Carmody's contract, which is being sent to City Council for approval. The video project was scheduled to film after the Board meeting. The 501c3 application previously discussed is also on their agenda.

VIII. Staff & Community Updates:

A. Executive Director

1. MOGO Update

Carmody reported that she has a conference call scheduled on 12/13 with the Beaumont representatives about the MOGO funding proposal she had submitted to them over a month

previously. The DDA's decision on how to proceed will be put off until January once Carmody knows about their contribution. Oak Park and Huntington have funding in place.

2. Coolidge Update

Carmody reported that a third public participation/open house was held Nov. 28, and the resolution of support would be submitted to City Council at their next meeting on December 17. Relevant questions and answers are posted on the Web site. She encouraged Board members to attend and speak in support of the plan as she would be out of town. Given Council's support, the project will be put out to bid.

3. Downtown Design Overlay District / Design Review Board Update

Carmody reported that the ordinance is in the final phases and would be taken back to the Planning Commission to create the design overlay district for possible approval in January and a public hearing, and if approved, sent on to Council for their approval.

4. Downtown Strategic Plan & Parking Study Update

Carmody reported online comments are still being taken through December 14 at BerkleyDowntownPlan.com.

5. Public Art Update

No additional report.

B. City Council – Steve Baker

Baker reported that at their last meeting Council declined to rezone a residence behind the Doll Hospital from parking. He said it was possible that the owners bought the home without knowing it was zoned parking. He said Council has had discussion about allowing cannabis businesses in the city and has decided on a "wait and see" approach at this time. He said 90% of the comments received from residents were in favor of allowing them. Carmody said the DDA could take a position on whether to allow them and where to allow them. Passalacqua noted the importance of seeing what the stance of neighboring communities is. Baker also reminded the Board about the City's Technology Advisory Committee and noted they could offer their expertise to the DDA.

C. Planning Commission – Matt Trotto – Absent – no report.

D. Chamber of Commerce: Nicole Miller.

Miller reported Chamber member gift certificates are still available in amounts from \$5.00 to \$25.00. Their annual Christmas party was being held at Berkley Common at 5:30, 12/12.

IX. Board of Directors Comments:

Gilbert suggested getting the student Board members, Hurwitz and Gable, more engaged in meetings, committees, and reports about what's going on at the high school.

X. Public Comments: None.

XI. Adjournment:

The meeting was adjourned at 9:37 AM on motion by Moses and second by Gilbert.

I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Jennifer Finney
Lawrence Gallagher
Andy Gilbert
Alanda Knox
Mitchell Moses
Matteo Passalacqua
Razur Rahman
Bryan Schnicker

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

Also present: Steve Baker, City Council Liaison
Vivian Carmody, Berkley DDA Director

III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Moses, the agenda was unanimously approved by the Board.

IV. **DISCUSSION/ACTION ITEMS:**

A. Coolidge lane reduction metrics and Draft Resolution of Support

Moses moved to support the lane reduction metrics matrix and Gallagher seconded. The Resolution of Support was not available to discuss

The evaluation matrix is based on the State of New Mexico's evaluation criteria with modifications making it more relevant to Berkley's situation. Prior to the Board meeting, Carmody met with the City Manager, Public Safety Director, DPW Director, DPW Foreman, HRC, and Spalding DeDecker to review and fine-tune the evaluation matrix.

The DDA had been planning on a 24-month evaluation period at which time it would be determined if re-striping to the original 4-lane configuration should be implemented with the DDA responsible for the cost of the re-striping at that time.

Based on prior City Council input, Baumgarten proposed that the project be evaluated based on the matrix at 12 months for safety elements only. A compromise on covering the cost of restriping would be made in that the City could front the cost and work out with the DDA a repayment plan so that the DDA would not be paying for the re-striping only 12 months after funding the lane reduction originally.

Moses moved to approve the evaluation matrix and include it in the information packet sent to Council, Baumgarten seconded, and the motion was unanimously approved by the Board.

B. Potential financial impact for DDA and State requirements

At 8:50 Moses moved to close open discussion of this action item and move the discussion to executive session, Drakopoulos seconded, and the motion was unanimously approved by the Board. All visitors were asked to leave the meeting room.

After discussion in closed session, at 9:40 Drakopoulos moved to close the executive session and return to open session, Agbay seconded, and the motion was unanimously approved by the Board

Agbay then moved to support retaining the 24-month evaluation based on the matrix adopted, with a 12-month evaluation using the metrics of the safety column *for safety only*, including a provision that the City pay for any re-striping required earlier than 24 months, and the City and DDA to work out a repayment plan in that event. Drakopoulos seconded. Baumgarten moved to amend the motion, adding that the repayment agreement be mutually developed between the DDA Board and the City. Drakopoulos seconded, and the motion was unanimously approved by the Board.

V. Board of Directors Comments: None.

VI. Public Comments: None.

VII. Adjournment:

The meeting was adjourned at 9:41 AM on motion by Passalacqua and second by Agbay.

GL NUMBER	DESCRIPTION	2018-19		2018-19		YTD BALANCE 01/31/2019 NORM (ABNORM)	ACTIVITY FOR MONTH 01/31/19		AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	INCR	DECR					
Fund 814 - DDA										
Revenues										
Dept 001 - REVENUES										
814-001-401-000	PROPERTY TAXES	39,735.00	39,735.00			34,918.30	0.00		4,816.70	87.88
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	193,756.00			188,497.86	0.00		5,258.14	97.29
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	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	2,029.00	2,029.00			1,565.96	0.00		463.04	77.18
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	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			2,500.00	0.00		2,500.00	50.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	20,650.00			3,550.00	0.00		17,100.00	17.19
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	2,500.00			10,190.00	0.00		(7,690.00)	407.60
Total Dept 001 - REVENUES		291,920.00	291,920.00			271,341.73	0.00		20,578.27	92.95
TOTAL REVENUES										
Total Dept 001 - REVENUES		291,920.00	291,920.00			271,341.73	0.00		20,578.27	92.95
Expenditures										
Dept 175 - DDA ADMINISTRATION										
814-175-728-000	OFFICE SUPPLIES	850.00	850.00			649.00	0.00		201.00	76.35
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			2,500.00	0.00		(1,000.00)	166.67
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	48,000.00			24,000.00	0.00		24,000.00	50.00
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			13.50	0.00		1,936.50	0.69
Total Dept 175 - DDA ADMINISTRATION		58,600.00	58,600.00			27,162.50	0.00		31,437.50	46.35
Dept 265 - CITY HALL										
814-265-921-100 TRIBUNAL/BOARD OF REVIEW TAX EXPENSE										
814-265-921-100		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			4,000.00	0.00		2,000.00	66.67
814-822-803-000	MEMBERSHIPS AND DUES	600.00	600.00			492.00	0.00		108.00	82.00
814-822-807-000	AUDIT SERVICES	1,500.00	1,500.00			1,442.97	0.00		57.03	96.20
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			600.00	0.00		1,800.00	25.00
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			6,684.97	0.00		4,355.03	60.55
Dept 824 - SPECIAL EVENTS										
814-824-709-000	OVERTIME	0.00	0.00			274.64	0.00		(274.64)	100.00
814-824-715-000	FICA	12.00	12.00			21.00	0.00		(9.00)	175.00
814-824-716-000	HDLO	102.00	102.00			2.99	0.00		99.01	2.93
814-824-718-000	RETIREMENT	0.00	0.00			20.97	0.00		(20.97)	100.00

User: lfielder
 DB: City Of Berkeley
 PERIOD ENDING 01/31/2019
 % Fiscal Year Completed: 58.90

GL NUMBER	DESCRIPTION	2018-19		2018-19		ACTIVITY FOR MONTH 01/31/19	AVAILABLE BALANCE	% BDC
		ORIGINAL BUDGET	AMENDED BUDGET	YTD BALANCE 01/31/2019	NORM (ABNORM)			
Fund 814 - DDA								
Expenditures								
814-824-722-000	SICK LEAVE	8.00	8.00	0.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	5,000.00	5,000.00	1,646.75	0.00	0.00	3,353.25	32.94
814-824-817-010	LADIES NIGHT OUT	3,000.00	3,000.00	2,600.90	0.00	0.00	399.10	86.70
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	2,400.00	1,200.00	0.00	0.00	1,200.00	50.00
814-824-817-012	ART BASH	500.00	500.00	0.00	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	0.00	100.00
814-824-817-014	OAKLAND COUNTY IRISH FEST	500.00	500.00	500.00	0.00	0.00	0.00	100.00
814-824-817-015	HOLIDAY LIGHTS	22,000.00	22,000.00	19,035.00	0.00	0.00	2,965.00	86.52
814-824-817-016	ART & ABOUT	5,000.00	5,000.00	2,154.32	0.00	0.00	2,845.68	43.09
Total Dept 824 - SPECIAL EVENTS		37,822.00	39,022.00	27,956.57	0.00	0.00	11,065.43	71.64
Dept 826 - MARKETING AND ADVERTISING								
814-826-758-000	PROGRAM SUPPLIES	0.00	0.00	244.97	0.00	0.00	(244.97)	100.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	0.00	3,500.00	0.00	0.00	0.00	3,500.00	0.00
814-826-901-000	ADVERTISING/MARKETING	35,000.00	35,000.00	28,645.99	0.00	0.00	6,354.01	81.85
814-826-901-001	GENERAL MARKETING	2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		37,000.00	40,500.00	28,890.96	0.00	0.00	11,609.04	71.34
Dept 827 - MARKET DEVELOPMENT								
814-827-758-000	PROGRAM SUPPLIES	3,500.00	0.00	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	0.00
Dept 829 - STREETScape & DESIGN								
814-829-818-000	CONTRACTUAL SERVICES	3,500.00	3,500.00	310.00	0.00	0.00	3,190.00	8.86
814-829-818-200	FLOWER BASKET PROGRAM	27,735.00	27,735.00	0.00	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	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	0.00
814-829-818-206	DOWNTOWN PLAN	0.00	60,000.00	33,010.90	0.00	0.00	26,989.10	55.02
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	25,000.00	25,000.00	7,337.50	0.00	0.00	17,662.50	29.35
814-829-974-301	BERKLEY HIGH GARDEN CLUB	0.00	300.00	0.00	0.00	0.00	300.00	0.00
Total Dept 829 - STREETScape & DESIGN		123,735.00	124,035.00	46,864.16	0.00	0.00	77,170.84	37.78
Dept 830 - BUSINESS DEVELOPMENT								
814-830-814-002	BUSINESS DATABASE CRM	299.00	299.00	274.85	0.00	0.00	24.15	91.92
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	5,000.00	2,500.00	0.00	0.00	2,500.00	50.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	3,000.00	3,000.00	175.00	0.00	0.00	2,825.00	5.83
814-830-960-110	QUARTERLY MERCHANT MEETINGS	400.00	400.00	275.40	0.00	0.00	124.60	68.85
Total Dept 830 - BUSINESS DEVELOPMENT		8,699.00	8,699.00	3,225.25	0.00	0.00	5,473.75	37.08
Dept 940 - PUBLIC IMPROVEMENT								
814-940-974-002	STREETScape IMPROVEMENTS	77,500.00	0.00	123.07	0.00	0.00	(123.07)	100.00
814-940-974-003	SIDEWALK REPAIR	300.00	0.00	300.00	0.00	0.00	(300.00)	100.00
814-940-974-005	WAYFINDING	30,000.00	30,000.00	0.00	0.00	0.00	30,000.00	0.00
814-940-974-300	COMPLETE STREETS	0.00	77,500.00	12,678.68	0.00	0.00	64,821.32	16.36

PERIOD ENDING 01/31/2019
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		ORIGINAL BUDGET	2018-19 AMENDED BUDGET		INCR (DECR)	NORM (ABNORM)			
Fund 814 - DDA									
Expenditures									
Total Dept 940 - PUBLIC IMPROVEMENT		107,800.00	107,500.00	13,101.75	0.00	0.00	94,398.25	12.19	
TOTAL EXPENDITURES		390,696.00	391,896.00	153,886.16	0.00	0.00	238,009.84	39.27	
Fund 814 - DDA:									
TOTAL REVENUES		291,920.00	291,920.00	271,341.73	0.00	0.00	20,578.27	92.95	
TOTAL EXPENDITURES		390,696.00	391,896.00	153,886.16	0.00	0.00	238,009.84	39.27	
NET OF REVENUES & EXPENDITURES		(98,776.00)	(99,976.00)	117,455.57	0.00	0.00	(217,431.57)	117.48	
BEG. FUND BALANCE		199,722.58	199,722.58	199,722.58					
END FUND BALANCE		100,946.58	99,746.58	317,178.15					