

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of May 8, 2019
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. New Board Member prospect applications
 - a. Scott Francis, Berkley Public Schools replacing Larry Gallagher
 - b. Chris Gross, 12 Mile business owner (Berkley Common) replacing Alanda Knox
 - c. Amanda Ramirez, at large and Design Committee member replacing Bryan Schnicker
 - B. Rowe Professional Services as needed Traffic Engineering Services Proposal
 - C. G.M. Elliot, P.C. as needed DDA Attorney Services Proposal
 - D. Executive Director Annual Review Process
 - E. David Zinn, BSAF Mural Application
 - F. Final FY 2019/20 DDA Budget
 - G. Board Member Sign-up for future City Council Meetings
 - a. 6/17; 7/1; 8/12; 9/16; 10/7; 10/21; 11/18; 12/2; 12/16
- VII. Student Board Member Updates
- VIII. Standing Committee Updates
 - A. Business Development Committee – Mitchell Moses
 - B. Design Committee – Matteo Passalacqua
 - C. Marketing & Promotions – Jennifer Finney
 - D. Organization – Larry Gallagher
- IX. Staff & Community Updates:
 - A. Executive Director
 1. Draft Master Plan Update and Strategic Plan Meeting – July 13.
 - B. City Council – Steve Baker
 - C. Planning Commission – Matt Trotto
 - D. Chamber of Commerce – TBD
- X. Board of Directors' Comments
- XI. Public Comments – Please leave questions on sign in sheet; they will be answered in five business days.
- 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: Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Jennifer Finney
Maggie Gable
Lawrence Gallagher
Andy Gilbert
Eli Hurwitz
Mitchell Moses
Matteo Passalacqua
Wayne Wudyka

Absent: Andrew Agbay
Razur Rahman – *excused*
Bryan Schnicker – *excused*

Also present: Vivian Carmody, Berkley DDA Director
Nicole Miller, Chamber of Commerce Liaison
Charles Tyrrell, Resident

III. **APPROVAL OF AGENDA:** Baumgarten moved to add an agenda item C. under VI. Discussion/Action Items to include discussion of the draft agreement between the City of Berkley and the DDA to repay the City in installments if restriping of Coolidge was required after the review period, Gallagher seconded, and the motion was approved unanimously. On motion by Gallagher and second by Passalacqua, the amended agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES:**

A. Regular meeting of April 10, 2019: On motion by Moses and second by Baumgarten, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported the fiscal year is coming to an end and the ending balances are where they were projected to be with the exception that some line items have more funds than originally anticipated. That will enable the transfer of @\$3,000.00 from the façade grant budget to cover the cost of a parking recount by Sam Schwartz Engineering.

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

VI. **DISCUSSION/ACTION ITEMS:**

A. Sam Schwartz Engineering Proposal

Carmody reported that she and other Downtown Master Plan Task Force members (Kapelanski and Gavin) had discussed having the Downtown Master Plan transportation consultant, Sam Schwartz

Engineering, do a parking recount and data analysis. The first was done in February when weather conditions were less favorable. Schwartz believes that count is still accurate, but Carmody and her Task Force associates want to insure nothing impedes the recommendations to be made in the Downtown Master plan regarding future updates and strategies. An accurate count is also crucial for gaining public buy-in.

The proposed fee for the recount was \$3,000.00 excluding expenses. The count will be done at the established peak time of 6:00-8:00 PM, as soon as possible, on a date that would not interfere with the upcoming Art Bash.

Wudyka moved that the Board approve the recount proposal from Sam Schwartz Engineering in the amount of \$3,000.00, with the count to be done on a date that would not interfere with the upcoming Art Bash, Passalacqua seconded, and the motion was unanimously approved by the Board.

B. Updated DDA Mural Application

Carmody reported that Paolo Pedini, the artist the DDA paid to create the mural on Nova Chiropractic's building, is suing the Detroit Auto Show as the result of a Berkley resident and Auto Show employee snapping a picture of a truck in front of the mural and uploading it to the Auto Show's Instagram account. The mural application submitted to the DDA clearly states that art created as part of the program becomes part of Berkley's public art collection, but copyright assurances were not included in the original application. The application has been revised to deal with that in the future.

C. Coolidge Complete Streets Project – Repayment Agreement

City Manager Baumgarten distributed copies of the draft agreement covering the terms of repayment by the DDA to the City if restriping back to four lanes from three is required prematurely (after 12 months) following evaluation of the safety metrics approved by City Council, Resolution R-39-18, adopted January 7, 2019. Under the agreement, the City would front the cost of that restriping and the DDA would repay the City from its tax capture over a three-year period.

It is estimated that the cost of restriping would be at least \$72,000. Carmody and some Board members wanted more discussion and the vote on the agreement to be put off until the June Board meeting, giving them more time to review it and get legal advice; other Board members felt there was nothing to gain from the delay and felt it would be a show of good faith to the City Council.

Wudyka moved to accept and sign the repayment agreement, Moses seconded, and the motion was unanimously approved by the Board. Passalacqua wanted it noted that this was an act of good faith towards the Council and City based on trust and working together.

VII. Student Board Member Updates

Hurwitz reported that the high school was celebrating Staff Appreciation Week and Acts of Kindness Week, and their prom would be held May 16. Gable reported that the students' Film Fest would take place on May 10, and Drive for Your School May 18 where Ford cars can be test driven. The Princess Pancake Breakfast for children 2-9 years old is scheduled for May 11.

VIII. Standing Committee Updates

A. Business Development Committee: Bryan Schnicker – absent.

In Schnicker's absence, Carmody reported the committee has been discussing an Issues Media Co. blitz, with financial support from MSOC. Their reporter would be on the ground in Berkley for four weeks in the summer, in June and July. Their business-to-business strategy will concentrate on telling the Downtown Berkley story to investors and businesses looking to expand.

B. Design Committee:

Carmody reported that she and Dottie Popp (the only committee member at the previous night's meeting) discussed the new mural application, façade grants, surface parking lot beautification, and Holiday Lights.

C. Marketing and Promotions: Jennifer Finney

Finney reported their committee has new volunteers working on Ladies Night Out. The single Art and About event will be held August 2. They're contacting artists for that now.

D. Organization Committee: Larry Gallagher

Gallagher reported the committee met on April 25 and is working on setting up interviews for the three upcoming Board vacancy positions. Budget discussion is ongoing. They're also working on the 501c3 and fine tuning the video.

IX. Staff & Community Updates:

A. Executive Director

1. Coolidge Project Update

Carmody reported the restriping should start May 13, weather permitting, and take 3-4 days. She reminded Board members about the MSOC Main Event dinner and awards presentation May 9. The Berkley DDA submitted nominations for five of the awards, including Larry Gallagher as Board Member of the Year and Andy Gilbert as Business Owner of the Year.

B. City Council – Steve Baker – Absent

In Baker's absence, Baumgarten reported that Council approved the Street Art Fest for Saturday, July 13. They also approved appointments to boards and commissions and discussed Complete Streets and evaluating the project. They authorized the purchase of a new mobile column lift system. Ordinance changes concerning new home construction site maintenance and drainage policies are also on the agenda as is the 2019/20 budget. The City Council versus Dad's Club softball game (May 15), the Taste of Berkley, and Berkley Days (May 15-19) are coming up.

C. Planning Commission – Matt Trotto – absent

D. Chamber of Commerce – Nicole Miller

Miller reported that the Chamber will host new business grand openings at Toadvine Books on May 10 5:00-9:00 PM and Chamber Chat and welcome at Ullman's Health and Beauty on Coolidge on May 17 from 8-9:00 AM. Art Bash is coming up June 8 on 12 Mile and the Street Art Fest is scheduled for July 13. They are still signing up amateur and professional chalk artists and other vendors.

X. Board of Directors Comments:

Gilbert thanked Board members for their sponsorship of the Art Fest and requested more business support. Baumgarten stressed teamwork between the City and the DDA to help improve the DDA's image in the community and urged Board members to take a more active role. He mentioned some procedures he suggested should be tweaked, including removing term limits so that expertise can be retained. Drakopoulos and Passalacqua praised the progress and direction of the DDA and voiced support for working as a team with the City. Wudyka noted the DDA is doing great things and although there have been some communication breakdowns, dynamic tension is not a bad thing. Gilbert noted communication issues are already being addressed.

XI. Public Comments:

Charles Tyrrell brought up questions he would like answered and wrote them on the new sign-up sheet the DDA is using for visitors' questions, which will be answered in detail within five business days from the Board meeting.

XII. Adjournment:

The meeting was adjourned at 9:51 AM on motion by Drakopoulos and second by Moses.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 05/31/2019
 % Fiscal Year Completed: 91.78

GL NUMBER	DESCRIPTION	END BALANCE	2018-19		YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		06/30/2018 NORM (ABNORM)	ORIGINAL BUDGET	2018-19 AMENDED BUDGET	05/31/2019 NORM (ABNORM)	MONTH 05/31/19 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA								
Revenues								
Dept 001 - REVENUES								
814-001-401-000	PROPERTY TAXES	39,733.07	39,735.00	39,735.00	39,380.85	3,257.19	354.15	99.11
814-001-401-001	PROPERTY TAX CAPTURE - DDA	203,008.50	193,756.00	210,756.00	220,088.65	23,897.52	(9,332.65)	104.43
814-001-401-850	PPT - CURRENT YR DEL	(939.96)	0.00	0.00	(3,661.19)	0.00	3,661.19	100.00
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.67	26,750.00	0.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION	0.00	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	2,029.00	3,004.67	0.00	(975.67)	148.09
814-001-670-000	REIMBURSEMENTS	0.00	0.00	0.00	6,000.00	0.00	(6,000.00)	100.00
814-001-674-005	MERCHANDISE REVENUE	0.00	0.00	1,500.00	390.00	0.00	1,110.00	26.00
814-001-675-000	CONTRIBUTIONS	120.00	20,650.00	0.00	0.00	0.00	0.00	0.00
814-001-675-004	T-SHIRT SALES	0.00	1,500.00	0.00	1,055.00	0.00	(1,055.00)	100.00
814-001-675-005	CORPORATE DONATIONS	0.00	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	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	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		279,552.24	291,920.00	308,920.00	311,643.78	27,154.71	(2,723.78)	100.88
TOTAL REVENUES		279,552.24	291,920.00	308,920.00	311,643.78	27,154.71	(2,723.78)	100.88
Expenditures								
Dept 175 - DDA ADMINISTRATION								
814-175-728-000	OFFICE SUPPLIES	704.00	850.00	850.00	267.39	0.00	582.61	31.46
814-175-814-001	WEBSITE	291.85	300.00	300.00	468.34	216.00	(168.34)	156.11
814-175-817-008	BOARD STRATEGIC PLANNING	0.00	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	48,000.00	48,437.50	4,750.00	(437.50)	100.91
814-175-940-000	EQUIPMENT RENTAL	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00
814-175-946-001	OFFICE SPACE RENTAL	0.00	0.00	6,000.00	1,193.55	1,193.55	4,806.45	19.89
814-175-960-000	PROFESSIONAL DEVELOPMENT	10,171.17	1,950.00	1,950.00	1,164.73	45.29	785.27	59.73
Total Dept 175 - DDA ADMINISTRATION		59,167.02	58,600.00	58,600.00	54,031.51	6,204.84	4,568.49	92.20
Dept 265 - CITY HALL								
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX E	0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	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	6,000.00	6,000.00	0.00	0.00	100.00
814-822-803-000	MEMBERSHIPS AND DUES	320.83	600.00	600.00	492.00	0.00	108.00	82.00
814-822-807-000	AUDIT SERVICES	1,684.95	1,500.00	1,500.00	1,442.97	0.00	57.03	96.20
814-822-818-000	SERVICES	1,950.00	2,400.00	0.00	0.00	0.00	0.00	0.00
814-822-818-205	SECRETARIAL SERVICES	0.00	0.00	2,400.00	1,650.00	150.00	750.00	68.75
814-822-825-000	CITY ATTORNEY	36.00	0.00	0.00	0.00	0.00	0.00	0.00
814-822-853-000	TELEPHONE	0.00	540.00	540.00	874.00	45.00	(334.00)	161.85
814-822-864-000	MEETINGS & CONFERENCES	50.00	0.00	0.00	0.00	0.00	0.00	0.00
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON	0.00	0.00	0.00	137.11	137.11	(137.11)	100.00
Total Dept 822 - DDA OPERATIONS		10,041.78	11,040.00	11,040.00	10,596.08	332.11	443.92	95.98
Dept 824 - SPECIAL EVENTS								
814-824-706-000	DPW WORKERS	0.00	0.00	0.00	606.80	586.82	(606.80)	100.00

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		06/30/2018	ORIGINAL	2018-19	05/31/2019	MONTH 05/31/19	BALANCE		
		NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)		
Fund 814 - DDA									
Expenditures									
814-824-709-000	OVERTIME	0.00	0.00	500.00	274.64	0.00	225.36	54.93	
814-824-715-000	FICA	0.00	12.00	12.00	67.44	44.91	(55.44)	562.00	
814-824-716-000	HEALTH/DENT/VIS/LIFE-LTD/RHCS	0.34	102.00	102.00	2.99	0.00	99.01	2.93	
814-824-718-000	RETIREMENT-DB MERS	0.00	0.00	0.00	244.85	236.79	(244.85)	100.00	
814-824-722-000	SICK LEAVE	0.00	8.00	8.00	0.00	0.00	8.00	0.00	
814-824-817-009	MERRIMONTH	3,611.35	5,000.00	5,000.00	3,972.36	0.00	1,027.64	79.45	
814-824-817-010	LADIES NIGHT OUT	3,048.75	3,000.00	3,000.00	3,389.40	251.48	(389.40)	112.98	
814-824-817-011	DOWNTOWN SUMMER CONCERTS	0.00	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	500.00	0.00	0.00	500.00	0.00	
814-824-817-013	STREET ART FEST	500.00	500.00	500.00	509.48	0.00	(9.48)	101.90	
814-824-817-014	OAKLAND COUNTY IRISH FEST	17.07	500.00	500.00	518.22	0.00	(18.22)	103.64	
814-824-817-015	HOLIDAY LIGHTS	23,025.10	22,000.00	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	5,000.00	2,154.32	0.00	2,845.68	43.09	
Total Dept 824 - SPECIAL EVENTS		33,651.86	37,822.00	39,022.00	31,975.50	1,120.00	7,046.50	81.94	
Dept 826 - MARKETING AND ADVERTISING									
814-826-758-000	PROGRAM SUPPLIES	1,117.16	0.00	0.00	244.97	0.00	(244.97)	100.00	
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITU	0.00	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	35,000.00	34,675.99	500.00	324.01	99.07	
814-826-901-001	MAP UPDATE & REPRINT	5,175.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00	
Total Dept 826 - MARKETING AND ADVERTISING		26,945.91	37,000.00	40,500.00	34,920.96	500.00	5,579.04	86.22	
Dept 827 - MARKET DEVELOPMENT									
814-827-758-000	PROGRAM SUPPLIES	0.00	3,500.00	0.00	0.00	0.00	0.00	0.00	
Total Dept 827 - MARKET DEVELOPMENT		0.00	3,500.00	0.00	0.00	0.00	0.00	0.00	
Dept 829 - STREETScape & DESIGN									
814-829-818-000	CONTRACTUAL SERVICES	0.00	3,500.00	3,500.00	2,618.50	0.00	881.50	74.81	
814-829-818-200	FLOWER BASKET PROGRAM	23,732.31	27,735.00	27,735.00	40.00	0.00	27,695.00	0.14	
814-829-818-201	PUBLIC ART/PLACEMAKING	5,357.78	7,500.00	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	0.00	
814-829-818-203	MARKET ANALYSIS	0.00	60,000.00	0.00	0.00	0.00	0.00	0.00	
814-829-818-206	DOWNTOWN PLAN	0.00	0.00	75,000.00	71,392.26	9,442.65	3,607.74	95.19	
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	8,543.50	25,000.00	25,000.00	16,837.50	2,500.00	8,162.50	67.35	
814-829-974-301	BERKLEY HIGH GARDEN CLUB	0.00	0.00	300.00	0.00	0.00	300.00	0.00	
Total Dept 829 - STREETScape & DESIGN		115,295.30	123,735.00	139,035.00	97,094.02	11,942.65	41,940.98	69.83	
Dept 830 - BUSINESS DEVELOPMENT									
814-830-814-002	BUSINESS DATABASE CRM	249.50	299.00	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	0.00	
814-830-818-204	BUSINESS RECRUITMENT	2,500.00	5,000.00	5,000.00	5,800.00	3,300.00	(800.00)	116.00	
814-830-960-100	BUSINESS SUPPORT/TRAINING	2,997.50	3,000.00	3,000.00	599.09	0.00	2,400.91	19.97	
814-830-960-110	QUARTERLY MERCHANT MEETINGS	0.00	400.00	400.00	275.40	0.00	124.60	68.85	
Total Dept 830 - BUSINESS DEVELOPMENT		25,264.50	8,699.00	8,699.00	6,949.34	3,300.00	1,749.66	79.89	
Dept 940 - PUBLIC IMPROVEMENT									

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		06/30/2018	ORIGINAL	2018-19	05/31/2019	MONTH 05/31/19	BALANCE		
		NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)		
Fund 814 - DDA									
Expenditures									
814-940-974-002	STREETSCAPE IMPROVEMENTS	77,082.35	77,500.00	2,000.00	123.07	0.00	1,876.93		6.15
814-940-974-003	SIDEWALK REPAIR	0.00	300.00	0.00	300.00	0.00	(300.00)		100.00
814-940-974-005	WAYFINDING	13,165.58	30,000.00	0.00	407.50	0.00	(407.50)		100.00
814-940-974-300	COMPLETE STREETS	0.00	0.00	107,500.00	24,143.85	800.00	83,356.15		22.46
Total Dept 940 - PUBLIC IMPROVEMENT		90,247.93	107,800.00	109,500.00	24,974.42	800.00	84,525.58		22.81
TOTAL EXPENDITURES		360,614.30	390,696.00	408,896.00	260,541.83	24,199.60	148,354.17		63.72
Fund 814 - DDA:									
TOTAL REVENUES		279,552.24	291,920.00	308,920.00	311,643.78	27,154.71	(2,723.78)		100.88
TOTAL EXPENDITURES		360,614.30	390,696.00	408,896.00	260,541.83	24,199.60	148,354.17		63.72
NET OF REVENUES & EXPENDITURES		(81,062.06)	(98,776.00)	(99,976.00)	51,101.95	2,955.11	(151,077.95)		51.11
BEG. FUND BALANCE		280,784.64	199,722.58	199,722.58	199,722.58				
END FUND BALANCE		199,722.58	100,946.58	99,746.58	250,824.53				