

- 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](http://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.