

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  
Petro Drakopoulos  
Jennifer Finney  
Lawrence Gallagher  
Andy Gilbert  
Alanda Knox  
Mitchell Moses  
Matteo Passalacqua

*Absent:* Andrew Agbay – *excused*  
Donna Dirkse – *excused*  
Maggie Gable  
Eli Hurwitz  
Razur Rahman  
Bryan Schnicker – *excused*  
Wayne Wudyka – *excused*

*Also present:* Patrick Calhoun, Chamber of Commerce Liaison  
Vivian Carmody, Berkley DDA Director  
Doug Deeds, Berkley Beautification Committee  
Matt Trotto, Planning Commission 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 September 12, 2018:** On motion by Knox and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported he and Carmody were informed by Finance Director Burke-Miller that the DDA tax capture would be increasing @\$17,000 due to rising property values. He noted that the amount could be redirected to MOGO or Complete Streets (Road Diet-Coolidge-Public Improvements). Carmody and Moses recommended Complete Streets. First, the Board needed to approve increasing the line item for revenue and then to allocate that amount to Complete Streets (Public Improvements).

Drakopoulos moved to receive and file the Treasurer's Report, Passalacqua seconded, and the motion was unanimously approved by the Board.

**VI. DISCUSSION/ACTION ITEMS:**

**A. Budget Amendment(s)**

Gallagher moved to accept the approximately \$17,000.00 increase in tax capture per Finance Director Burke-Miller and budget that amount into Complete Streets, Finney seconded, and the motion was unanimously approved by the Board.

**B. Library Mural Application**

In honor of the Berkley Library's 90<sup>th</sup> anniversary, the Friends of the Library were proposing to fund painting of a small mural on the Library's metal side door. A picture of the proposed mural was included in the Board packet. The chair of the Public Art Committee, Deb Kobayashi, recommended that the mural application be approved. No DDA funds are needed.

Knox moved to approve the mural to be painted on the metal Library door, Drakopoulos seconded, and the motion was unanimously approved by the Board.

**VII. Committee Updates from DDA Committee Chairs**

**Design Committee:** Passalacqua reported that the Design Committee has updated the façade grant application. In addition, committee members are walking around the downtown to identify what business and property owners have done a great job of caring for and updating their businesses. The committee hopes to recognize them in some fashion or another. Carmody said there would be a joint meeting of the Design and Business Development Committees in November to determine the teams and details for the First Impressions Clawson-Berkley visits.

**Organization Committee:** Gallagher reported they are working on the Berkley video and incorporating take-away points from all four of the DDA committees.

**Business Development Committee:** Schnicker was absent. Carmody reported the retail recruitment brochure is almost finished. Another business "Meet and Greet" is planned for early 2019.

**Marketing and Promotions:** Finney reported they are working on training new committee members. Attendance at the last Art and About was down, and the committee is looking at reducing the number to two or three events next year and making it more unique. The last Ladies Night Out was competing with a Milford Ladies Night Out the same evening as well as the weather being colder, and attendance was also down. More communities are doing this kind of event so going forward the committee will try to make Berkley's different. They plan to brainstorm about both events in January and are currently focusing all their creative efforts on MerriMonth.

**VIII. Staff & Community Updates:**

**A. Executive Director**

**1. MOGO Update**

Carmody met with Beaumont Hospital representatives regarding their possibly contributing to the Coolidge road diet by funding the bike lane portion or supporting the MOGO stations in Berkley. They were enthusiastic about being involved in MOGO and are looking at potentially covering the grant match cost of the MOGO docking stations for Berkley, Oak Park, and Huntington Woods. Mogo's title Sponsor in Detroit is Henry Ford/HAP, sponsoring the bikes themselves and covering monthly maintenance. There is a strong possibility that HAP would move into this southern Oakland County area and do the same. Sponsorship recognition for both entities would be displayed on their respective products (bikes and bike stations). The MOGO director will be meeting with Henry Ford reps on Oct. 15 at which point MOGO hopes to know what kind of investment HF/HAP will want to make.

**2. Coolidge Update**

A resolution of support for the Coolidge lane reduction will be presented to City Council on Nov. 19 and the City will hold another public input session in November.

**3. Downtown Design Guidelines / Design Review Board Update**

There will be a meeting Oct. 11 to refine language in the ordinance. LaSalette is still under contract with the previous developer who will be coming back to the city with a new conceptual site plan, but they have made no formal application yet. Carmody noted the concept is closer to what the Design Guidelines would request. There is interest in the site from other developers, some from out of state.

**4. Downtown Strategic Plan & Parking Study Update**

Carmody reported meeting with Lakota staff on October 4 and 5 for multiple stakeholder listening sessions. The first public open house will be held 11/13 at the Collaborative Center. Information is posted on [berkleydowntownplan.com](http://berkleydowntownplan.com), which can be linked to from the DDA web site, and the page is open for feedback. After the 11/13 open house, Lakota will open a field office for @4-5 hours at a vacant retail office on 12 Mile or Coolidge, such as Right Moves.

**5. Property and Downtown Development Updates**

**a. LaSalette**

**i. Current Developers**  
See VIII.A.3. above.

**ii. Potential Developers**

One of the developers interested in the site was referred by MSOC; they do historic preservation and rehabilitation projects nationwide.

**6. Business Recruitment Efforts**

**a. One Stop Shop Community Showcase Event – 11/2/18**

The showcase will feature available properties aimed at potential new businesses and developers, and fact sheets on available properties will be provided.

**b. Retail Recruitment Brochure**

The brochure is going to print.

**B. City Council – Steve Baker (absent)**

In Baker's absence, Baumgartner reported that at the 10/8 meeting, the Oakland County road maintenance agreement was approved. Charitable organization fundraising was also approved. There was a second reading of the alley plowing ordinance. Accessory structures will now be allowed with only administrative approval from the Planning Commission.

**C. Planning Commission – Matt Trotto**

Trotto reported that the Michigan State Bank site plan was approved. The current building will be torn down and a new one built. The Master Plan revision is coming up soon.

**D. Chamber of Commerce**

Calhoun reported that the Chamber closed out its member survey and will do an evaluation based on their findings. The State of the City luncheon will be held Oct. 26. The Chamber is gearing up for Small Business Saturday in November.

**IX. Board of Directors Comments: None.**

**X. Public Comments:** Deeds reported working on the Webster and Woodward bus stop planting. The gas main repair at 12 and Woodward destroyed some of the plantings. He will be having discussions with the Library, City Hall, and Public Safety about landscaping.

**XI. Adjournment:**

The meeting was adjourned at 9:33 AM on motion by Drakopoulos and second by Passalacqua.