

I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

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

*Absent:* Petro Drakopoulos – *excused*  
Maggie Gable  
Eli Hurwitz

*Also present:* Steve Baker, City Council Liaison  
Patrick Calhoun, Chamber of Commerce Liaison  
Vivian Carmody, Berkley DDA Director  
Matt Trotto, Planning Commission Liaison  
Wendi Zabranski, Resident

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

IV. **APPROVAL OF MINUTES:**

**A. Regular meeting of August 8, 2018:** On motion by Moses and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

**A. Budget Amendments**

Moses reported that the budget report from the City is 95% correct; revenues had not been adjusted for the property tax from the previous year (will be higher). From the 940-Public Improvements-Complete Streets fund, the DDA will be moving @\$15,000 for the Downtown Plan/Parking Study; The fund balance won't be finalized until the books are closed for 2017/18, and should be @\$198,000+.

Gallagher 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. DDA Video Project**

Gallagher reported that the Organization Committee had been discussing a video to promote the identity of the Berkley DDA more vividly and clearly. Carmody reported that the 4-minute video would cost @\$5,000 to produce, and she proposed allocating up to \$4,000 from the Operations budget. Board member Agbay volunteered to sponsor part of the cost of the video. Release is planned for January 2019.

**B. MOGO Funding**

Carmody reported that the MEDC advised MOGO to apply for a Flex grant rather than a TAP grant, and subsequently the cost of installation to the communities signing on had increased. As a result, the two stations (10 bikes) originally planned for Berkley would cost @\$17,700. How to fund the project as well as more information about project specifics will be discussed at the October Board meeting.

Carmody noted that Huntington Woods would only have one station and is trying to find a local sponsor. They have not committed to participating. Passalacqua asked about costs to the DDA after installation, and Carmody noted that it was expected that user fees cover any maintenance costs. The two stations were tentatively planned for Coolidge at Catalpa and Royal at 12 Mile. Schnicker asked about the costs for one station (three bikes), which is \$5,200. Passalacqua asked when the decision is due, and Carmody said October. Baker suggested someone from MOGO come to the October Board meeting to better explain the details and benefits. Carmody said she would reach out to them. The DDA Board supports participating in order to be competitive with its neighbors, but must determine how it will be funded. Knox suggested partnering with Huntington Woods on a station at 11 Mile and Coolidge, which borders both cities, and sharing the cost. Carmody will talk to them about it.

**C. Spalding DeDecker Contract**

A copy of the contract for as-needed professional engineering services (traffic engineering) was included in the Board packet. Carmody explained that it is an extension of the contract from the previous year, at an hourly fee of \$150.00, not to exceed 25 hours or \$3,750.00, and has been budgeted.

Passalacqua moved to approve the contract extension with Spalding DeDecker in an amount not to exceed \$3,750.00, Dirkse seconded, and the motion was unanimously approved by the Board.

**D. Coolidge Lane Reduction Project**

Carmody plans to make a presentation to City Council asking for a resolution of support in October after the city has an opportunity to get more information out to the public. The project is estimated to cost @\$117,000, and approximately @\$100,000.00 is budgeted for 2018/19. Carmody will be meeting with potential funding sources to seek sponsorship for the bike lane part of the project. Approximately 38 on-street parking spaces will be added to Coolidge. Data suggests a 28% decrease in accidents and that traffic diversion will be minimal.

**E. Tootie & Tallulah's Façade Grant Application**

The Design Committee had reviewed Tootie & Tallulah's façade grant application and recommended the Board approve the full matching grant amount of \$2,000.00.

Wudyka moved to approve the \$2,000.00 matching grant to Tootie & Tallulah's, Finley seconded, and the motion was unanimously approved by the Board.

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

Design Committee: Passalacqua reported the Design Committee is working to update the façade grant criteria and planning a joint meeting with the Business Development Committee on the First Impressions meetings with Clawson. Design will do another walk-about on Coolidge and 12 Mile in the fall so that they can acknowledge businesses that are doing things well.

Organization Committee: Gallagher reported they are working on the video project discussed previously. Other areas of focus are a joint annual review and work plan, Board appointments, volunteer appreciation, the 501(c)3 application, and implementing a “green” policy.

Business Development Committee: Schnicker reported the committee spent time reviewing the retail recruitment brochure from Carmody and Mike Byrne. They’re also putting together the team to join the First Impressions meetings with Clawson.

Marketing and Promotions: Finney reported the committee worked on the details for the final Art & About and Ladies Night Out events. Upcoming is the Small Business Saturday in November, which leads up to MerriMonth. There was a Berkley centerspread ad in the recent *Metro Times* magazine.

## **VIII. Staff & Community Updates:**

### **A. Executive Director**

#### **1. Downtown Design Guidelines / Design Review Board Update**

Carmody will be presenting information on how the Design Review Board will work to City Council September 17, and then two Design Review Board ordinances will go to the Planning Commission in October/November.

#### **2. Downtown Strategic Plan & Parking Study Update**

Carmody reported meeting with the team the previous Friday. Discussion continues about setting the dates for the public input sessions.

#### **3. DDA Public Art Project**

Carmody included a graphic of a concept that a sculptor had drawn up for the empty tree wells at the Coolidge/12 Mile corners, sort of an impressionistic, tree-like sculpture. It may be possible to light the artwork as there are already electrical hook-ups there (from light fixtures that can be removed). Using Patronicity as a public fundraising tool is a possible way to fund the sculpture which includes an MEDC matching grant. A campaign kick-off early in October is planned.

#### **4. DDA Updates and Concerns**

##### **1. Vacant Property Update**

###### **a. Toy Soldier Shop**

One of the buildings has been sold with an official announcement to come, as well as a jeweler moving in to another.

Carmody is working with Oakland County on business recruitment for Berkley’s vacancies, and she has met several times with their consultant. The county’s One-Stop Shop also holds a one-day trade show marketing properties that will include Berkley.

###### **b. DHM**

###### **c. AirMaster**

These two properties have the same owner and Carmody has discussed marketing help with him.

d. Mazza

Rahman said he's had discussions with Detroit Pop Up Alliance about locations in the suburbs and his location, specifically.

e. Our Greentopia

Oakland County recruitment has talked with the building owner.

f. Right Moves Consignment

DDA is working with Oakland County to recruit tenants

2. City Hall Project

Carmody will meet again with the younger Gulli (Mr. Kabob and gas station owner).

**B. City Council – Steve Baker** (left before his report)

Baumgartner reported that the city is working with Ecoworks (an energy planning company) to assess city buildings and find ways to save money with efficiency upgrades. The SMART contract will be reviewed; they will consider applications for Board appointments; and the technology advisory committee is up and running.

**C. Planning Commission – Matt Trotto**

Trotto reported that the Commission approved the plan for Folio; they have also been discussing generators.

**D. Chamber of Commerce**

Calhoun (outgoing President) reported that the nominating committee is looking for new members and committee members. They're reviewing nominations for the "Best of Berkley" awards lunch and connecting with other Chambers in the Woodward Five region. The next Chamber Chat will be held 9/21 at Distinctive Framing in Huntington Woods, a home-based woodworking business.

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

**X. Public Comments:** None.

**XI. Adjournment:**

The meeting was adjourned at 9:39 AM on motion by Passalacqua and second by Dirkse.