

I. **CALL TO ORDER:** The meeting was called to order at 8:33 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

*Present:* Andrew Agbay  
Petro Drakopoulos  
Jennifer Finney  
Lawrence Gallagher  
Andy Gilbert  
Mitchell Moses  
Matteo Passalacqua  
Razur Rahman  
Wayne Wudyka

*Absent:* Matthew Baumgarten – *excused*  
Donna Dirkse – *excused*  
Maggie Gable – *excused*  
Eli Hurwitz – *excused*  
Bryan Schnicker – *excused*

*Also present:* Vivian Carmody, Berkley DDA Director  
Kefentse Mandisa, Chamber of Commerce Liaison  
Matt Trotto, Planning Commission Liaison

III. **APPROVAL OF AGENDA:** Carmody noted that under item VI.A., the Board would also be discussing the memo sent to the Board about an increase in the amount of the tax capture, not simply the forecast. On motion by Gallagher and second by Agbay, the agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES:**

A. **Regular meeting of March 13, 2019:** On motion by Agbay and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that after Carmody talked with other DDA representatives at the Michigan Downtown Association workshop in Lansing in March, she learned that most consider a 20% fund balance a comfortable figure. Berkley's is in line with that. The budget is right on projections with approximately \$8,000 more than projections on hand. Higher adjusted figures for the Wayfinding project require that it be split into two phases, FY 2019/20 and 2020/21.

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

**VI. DISCUSSION/ACTION ITEMS:**

**A. FY 2020/21 forecast budget**

Carmody reported meeting with the Finance Director who surprised her with the news that the tax capture figure will increase @\$26,500 more per year (for the next 10 years) due to the millage increase approved in the November 2018 election. She suggested using those funds for placemaking and beautification, maybe in places along Coolidge, near the high school and some parking lots. Downtown Master Plan public input meetings have shown a lot of interest in creating small plaza gathering areas, and there is a possibility of coordinating with the School District to create such a plaza next to the high school parking area that borders Coolidge. Grant money could be pursued and high school students could also be involved.

Gallagher reported that the School District is finalizing a long term plan. They have a purchase agreement for the house and property on Coolidge adjacent to the high school's community garden but haven't yet closed on it. Moses suggested putting a presentation together for the School Board.

An option suggested by Wudyka was to allow those extra funds to build up and devote to debt service for a much larger project.

Carmody asked if the Finance Committee had received enough direction from the Board to make budget plans, and Gallagher said he felt they did.

**VII. Student Board Member Updates and Presentations**

Absent (SAT testing).

**VIII. Standing Committee Updates**

**A. Business Development Committee:** No report

**B. Design Committee:** No report.

**C. Marketing and Promotions:** Jennifer Finney

Finney reported their committee met Monday. Among other things, they reviewed the first Ladies Night Out in March where merchants reported an increase in sales even with lower attendance. The next event, in July, will be branded "Couples Night Out," and they hope to sign up more downtown restaurants. The first Art and About will take place in June. That subcommittee still needs a chair. They plan to continue co-op advertising in C&G newspapers and Edible Wow, and are thinking about co-op cable TV or radio/social media advertising. Gilbert offered his impression that the marketing the DDA has done over the last two years is really giving back to the businesses in the district.

**D. Organization Committee:** Larry Gallagher

Gallagher reported that they're still fine tuning the video and hope to get more video of the district now that the weather's breaking. They've also started the vetting process to fill the three seats on the Board needing replacement soon and hope to make recommendations to the Board at the next meeting.

**IX. Staff & Community Updates:**

**A. Executive Director**

**1. Coolidge Complete Streets Update**

Carmody reported that the Coolidge restriping is tentatively scheduled to kick off April 17. They've been working with the City's Community Engagement group to get information out to the public.

**2. Mogo Station Sites**

Carmody reported one site will go in at Griffith and 12 Mile and the other near the intersection of Coolidge and Catalpa. Those should be installed in June.

**3. Public Art Project**

Carmody reported they're still waiting to finalize budget numbers.

**B. City Council – Steve Baker**

Absent. In his absence, Carmody reported Council had another work session on marijuana businesses within the City and discussions are ongoing as more information becomes available.

**C. Planning Commission – Matt Trotto**

Trotto reported the Commission is working on budgets.

**D. Chamber of Commerce – Kefentse Mandisa**

Mandisa reported that the next Chamber Chat would be held April 19 at Berkley First Methodist Church. Berkley Biz will be held May 1 at Common. They've received 155 applications for Art Bash in June. The Art Fest will take place on Coolidge July 15 and they're signing up more chalk artists.

**X. Board of Directors Comments:**

Finney reported on her National Main Street Conference experience. The Board member roundtable she attended was informative and rewarding, as well as a workshop on retail success in a digital world, but she also enjoyed her first trip to Seattle and walking around their downtown. She was impressed by a "Happy Hour" concept where retail businesses stay open a little later and offer discounts to shoppers.

**XI. Public Comments: None.**

**XII. Adjournment:**

The meeting was adjourned at 9:15 AM on motion by Drakopoulos and second by Baumgarten.