

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  
Donna Dirkse  
Petro Drakopoulos  
Jennifer Finney  
Scott Francis  
Andy Gilbert  
Chris Gross  
Mitchell Moses  
Matteo Passalacqua  
Razur Rahman  
Brian Zifkin

*Absent:* Matthew Baumgarten  
Maggie Gable – *excused*  
Eli Hurwitz – *excused*  
Wayne Wudyka

*Also present:* Vivian Carmody, Berkley DDA Director  
Natalie Price, Citizens Engagement Advisory Committee  
Nicole Miller, Chamber of Commerce Liaison  
Charles Tyrrell

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

IV. **APPROVAL OF MINUTES:**

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

V. **TREASURER'S REPORT:**

Moses reported the fund balance, as reported last month, is higher than projected at the beginning of fiscal year 2018/19, with some expenses not yet billed to the DDA (lane reduction), and/or coming in under the budgeted amount (lane reduction again). Wayfinding expenses have been pushed forward to fiscal year 2019/20.

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

VI. **DISCUSSION/ACTION ITEMS:**

A. **Holiday Lights Contract 2019**

Carmody reported that the Design Committee had expressed a desire to have this year's decorations stand out from neighboring communities and have a more contemporary look. LeClerc Display submitted samples of three new decorations to use in addition to the mini-lights on the poles. The Design Committee enthusiastically approved of the three new decorations. LeClerc's proposed

lease, in the amount of \$21,750.00, did not include a lit tree in the Robina Plaza area, which could be added back in at an approximate cost of \$1,200. Lights would go up early to mid-November and stay up until early February.

Francis moved to add the lighted Robina tree back, Agbay seconded, and Agbay, Dirkse, Drakopoulos, Finney, Francis, Gilbert, Gross, Moses, Passalacqua, and Rahman voted in favor of the motion. Zifkin abstained.

Agbay moved to approve the Holiday Lights 2019 Contract with the Robina tree added, Rahman seconded, and the motion was unanimously approved by the Board.

#### **B. Frank's Landscaping Contract Extension**

Carmody noted that this is the fourth year that Frank's has worked as the landscaper for the Downtown District and that they had for the most part been very responsive to any concerns brought to them.

Carmody proposed a two-year extension of that contract at the current 2019 price, Gilbert and several other Board members were interested in extending plantings west down 12 Mile. Carmody noted that each block-and-a-half or two the plantings are extended costs @\$8,000-10,000. Moses was in favor of re-bidding the contract in early 2020. Business owner buy-in to a different method of adding flowers, such as contributing to the cost and maintenance of free-standing planters, was suggested as a way to make the western extension affordable.

Passalacqua suggested consulting Frank's about options and added that properties he manages use more perennials in their plantings. Drakopoulos suggested that the Design Committee look at what neighboring cities are doing. Gilbert would like the Design Committee to survey businesses farther west on 12 Mile for their opinions and perhaps having Frank join the Design Committee for their meeting. The Board agreed to table discussion on the landscaping.

#### **C. By-law Review**

Carmody noted the Organization Committee had been working on amending the by-laws in accordance with changes to PA57, most of the changes dealing with organizational processes. Their amended document was reviewed by Attorney Elliot, who also added language. One objective of the changes is to try to re-affirm that the City and DDA are working together as partners. One change of note is that any items requiring Board action or affecting the budget must be added to the agenda at least four business days prior to a Board meeting. Board members had received a copy of the amended by-laws in the packet e-mailed prior to the meeting.

Moses moved to approve the amended by-laws, Dirkse seconded, and the motion was unanimously approved by the Board.

#### **D. DDA Policy Review**

The policies will be posted on the Web site after Board approval but do not need Council approval.

##### **1. Agenda Submissions**

The policy review document states that late additions to the agenda will not be allowed.

Agbay moved to approve the agenda submission policy, Drakopoulos seconded, and the motion was unanimously approved by the Board.

##### **2. Board Vacancies**

The policy review document states the procedure to be followed for filling Board vacancies including that no Board member appointment can be made without a review of the application by the Organization Committee and recommendation by the Board as a whole.

Dirkse moved to approve the Board vacancy procedure policy, Agbay seconded, and the motion was unanimously approved by the Board.

#### **E. Retail Marijuana Sub-Committee Recommendations**

Nicole Miller read through the sub-committee's proposed recommendations to City Council (e-mailed to the Board after the meeting).

1. Strict locations within the city
2. Strict rules for signage - need to strictly follow the DDA Design Guidelines
3. Limit of 2 businesses in Berkley
4. Retail only in the DDA district
5. Limit the size of buildings where they can go, hoping to prevent a "Best Buy" of marijuana business
6. Set specific time for when businesses can be open. We recommend 10 am to 8 pm
7. Recommendation of the DHM building as a good location because of proximity to public safety dept. and the "health and wellness" district, while not being directly in the main shopping area

Gilbert and Rahman suggested West 12 Mile could also be good location, especially for attracting private investment. Gilbert suggested the Board read the proposed City ordinance, read the sub-committee's recommendations and make any additional comments about them, and then the sub-committee would e-mail the final DDA recommendations to the City Manager and Council liaison, Steve Baker.

#### **F. Recommended ED Hiring Committee**

Carmody noted the Organization Committee made the recommendation to add West 12 Mile business owner Tim Barnes and Alan Semonian as well as the MSOC liaison, Annake Norris (with no vote). Semonian had been approached and had not decided as of 8/14. Others recommended for the hiring committee were Gilbert, Councilperson Baker, Francis, and Baumgarten. Passalacqua applauded the diversity but asked for more Board representation. He said he would be happy to join the group.

#### **G. Façade Grants**

Carmody showed renderings of Berkley Eyewear's proposed façade upgrade and noted the Design Committee was recommending the maximum matching grant of \$5,000.00. MSOC had provided their free design assistance. Gilbert said the only pending issue is a question of whether the "Berkley Eyewear Man" complies with or should be governed by the City sign ordinance. Gilbert describes it as a piece of public art.

Agbay moved to approve the maximum grant of \$5,000.00 for Berkley Eyewear's façade upgrade, Dirkse seconded, all were in favor except for Gilbert, who abstained.

#### **H. Coolidge Six Month Metrics – October 2019**

Carmody reminded the Board that the 6-month safety evaluation will be coming up in October with the Traffic Information Association providing some of the evaluation metrics, as well as statistics from Public Safety and emergency responders. She suggested Board members reach out to businesses for feedback on the effect of the additional parking and the comfort of shoppers and pedestrians and stay on top of and involved in the evaluation process.

**VII. Student Board Member Updates:** Absent – On summer hiatus.

#### **VIII. Standing Committee Updates**

##### **A. Business Development Committee:**

Carmody reported the new Community Development Director is working with the Business Development Committee on creating a roadmap for new businesses and businesses looking to expand to help them navigate the process of getting the approvals they need.

**B. Design Committee: Matteo Passalacqua**

Carmody reported the committee is discussing additional ways to work with property owners to beautify West 12 Mile and south Coolidge. They also reviewed and recommended approval of the Berkley Eyewear façade grant application.

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

Finney reported that Couples Night Out was a success with restaurants packed and *men* actually shopping as well as dining. They will repeat the event next year. The committee has updated their 2019/20 work plan, and decided to cancel MerriMonth this year after losing two key volunteers. Gilbert noted there's not enough participation from business owners and asked Board members to reach out for committee volunteers. They need to figure out a game plan to cover the social media/e-mail marketing campaign after Carmody leaves.

**D. Organization Committee: Petro Drakopoulos**

The committee has been working on polishing the legal documents and policies.

**IX. Staff & Community Updates:**

**A. Executive Director**

Carmody reported that the closing date for Executive Director applications is 8/20 and that they may want to extend the date and re-post the position as only two resumes have been received. Committees are updating their action plans. The DDA MacBook is being loaded with all critical files.

She also thanked the Board for the opportunity to work with them over the last 2-plus years. It's been fabulous, she said.

**B. City Council – Steve Baker**

Absent – no report.

**C. Planning Commission – Matt Trotto:**

Absent – no report.

**D. Chamber of Commerce – Nicole Miller**

Miller reported the Pub Crawl is coming up 8/24 (the first time on a Saturday) from 1:00-6:00 PM. They're gearing up for Cruise Fest 8/16 selling T-shirts and other memorabilia. The Street Art Fest made a nice little profit. The next Chamber Chat is at Folio 8/16. Ads are still available in their City Guide. There will be a ribbon cutting for Gatekeepers on 8/28.

**X. Board of Directors Comments:**

Agbay, joined by the rest of the Board, thanked Carmody for all she's done to move Berkley forward.

**XI. Public Comments:**

Liaison from the Citizens' Engagement Advisory Committee offered the committee's help with the educational component of Coolidge bike lane use or other DDA initiatives. The committee is also looking to create a quarterly city-wide magazine replacing *The Berkley Buzz* with information from other City Departments.

Charles Tyrrell noted that the Downtown Master Plan defines "downtown" as 12 Mile between Tyler and Coolidge whereas the DDA encompasses 12 Mile from Coolidge to Greenfield and Coolidge from 11 Mile to 12 Mile. He asked for an explanation for the discrepancy and submitted that as a written question.

**XII. Adjournment:**

The meeting was adjourned at 10:10 AM on motion by Agbay and second by Dirkse.