

- 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
Petro Drakopoulos
Scott Francis
Andy Gilbert
Chris Gross
Mitchell Moses
Matteo Passalacqua
Brian Zifkin

Absent: Donna Dirkse – *excused*
Jennifer Finney – *excused*
Maggie Gable – *excused*
Eli Hurwitz – *excused*
Razur Rahman – *excused*
Wayne Wudyka – *excused*

Also present: Steve Baker, City Council Liaison
Nicole Miller, Chamber of Commerce Liaison
- III. **APPROVAL OF AGENDA:** On motion by Francis and second by Gross, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Regular meeting of November 13, 2019: On motion by Gross and second by Agbay, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Moses reported that through October 31, much of the income is in and the cash balance shows an increase with a surplus in the amount allocated for the Executive Director with the position vacant for four months. Advertising and marketing spending is also down without an Executive Director. None of the amount allocated in the DDA budget for Wayfinding (\$115 M) has been spent. Baumgarten noted the City will be moving forward on Phase 1 of the project. Moses proposed getting a revised proposal for the DDA's portion of the Wayfinding project.

Agbay moved to accept and approve the Treasurer's Report, Gross seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**
A. Discussion Regarding Interim Executive Director
Gilbert reported that Baumgarten had submitted to him a boilerplate offer that the City uses in a new employee search. A decision needs to be made about whether to use the 501c3 (DDA Partnership) as the Executive Director employer. Francis reported that he and Gallagher would discuss the pros and cons of that option. Baumgarten reported he will review the costs, including overtime and tax

implications, with the Finance Director in terms of hiring the Executive Director as a City employee and being reimbursed by the DDA. If hired as a City employee, they would need to budget for the long term costs, including pension benefits that City employees receive as part of the defined benefit plan. Francis expects the Organization Committee to make a recommendation within a month. Baumgarten reported that MSOC is also checking into the situation in regards to how other municipalities operate. The statute is clear that the Director serves at the pleasure of the Board.

Moses suggested also having the DDA's attorney give his opinion on the employment situation. He also suggested that the additional cost incurred if the Director were a City employee could instead be paid by the DDA directly to the Director as a contractor. Zifkin thought the best way to get talent was to pay a commission or bonus for fundraising performance.

Gilbert will share the current job description with the other Board members, and was in favor of the Organization Committee reviewing the City employee option as soon as possible. The person being considered as Interim Director could possibly start working as soon as January or February, and the Organization Committee could discuss hours and compensation with him prior to that.

B. Update on Berkley Local Pod Cast

Gilbert reported that 24 businesses are set to be profiled next year and the sessions for January through April are set and ready to go. The Marketing team will be promoting the podcasts. Gilbert suggested a Chamber member sit on that committee. He will send Board members the link to the podcast.

C. Approval of 2020 Board Meeting Dates

Passalacqua asked if any other Board members were interested in moving up the meeting start time to 8:15 but got no interest.

Passalacqua moved to approve the 2020 Board meeting dates as listed (second Wednesday of every month: January 8, February 12, March 11, April 8, May 13, June 10, July 8, August 12, September 9, October 14, November 11, and December 9), Moses seconded, and motion was unanimously approved by the Board.

VII. Student Board Member Updates: Absent.

VIII. Standing Committee Updates

A. Business Development Committee:

Moses reported that the committee had not met.

Design Committee: Matteo Passalacqua

Passalacqua reported that the committee had not met. Regarding Tootie & Tallulah's mural, painting was started, but the mural doesn't appear to be the design approved by the Board at the November meeting. The business owners have been working through the Public Art Committee chair, Deb Kobayoshi, and already submitted an invoice for the mural installation grant funding. Passalacqua suggested the business owners should reapply and submit the actual design that's being painted.

B. Marketing and Promotions: Jennifer Finney

In Finney's absence, Gilbert reported plans are ongoing for MerriMonth activities. According to Oakland County, Berkley was runner-up only to Rochester in terms of the number of sales receipts customers registered for Small Business Saturday, Gilbert noting that's a sign that promotional efforts are working. Friday and Saturday events are scheduled, but not as many businesses are participating. Marketing is very short on volunteers for the committee and upcoming events.

Organization Committee: Scott Francis

Francis additionally reported that the school district purchased the property adjacent to the high school parking lot and leveled the building, with the short-term plan being to lay down gravel for parking until a long-term plan for a more permanent surface can be put out to bid. There are also streetscaping options and DDA cost sharing to be considered.

IX. Staff & Community Updates:

A. City Council – Steve Baker

Baker reported Council met December 2, and the annual audit report from Plante & Moran is good. The City is entering into a purchase agreement with the owner of property at Cummings just south of 12 Mile rezoned from residential to parking. They completed their 6-month safety review of the Complete Streets project on Coolidge (lane reduction) and the numbers are basically favorable. Speeds are down and accidents haven't increased. Traffic on Kipling south (near 11 Mile) appears to have increased.

One marijuana ordinance on licensing had its second reading, and will be considered again on the 16th. The zoning portion of the ordinance was approved on its first reading, and the City would like to get the DDA's formal input. Licenses will be awarded on a merit-point system, which will be finalized in January (by resolution). He thanked everyone who participated in planning for the Holiday Lights Parade.

B. Planning Commission – Matt Trotto:

In Trotto's absence, Baumgarten reported the Commission gave site plan approval to the developers' LaSalette Phase 1 redevelopment.

C. Citizens Engagement Advisory Committee – Absent – no report.

D. Chamber of Commerce – Nicole Miller

Miller reported Explore Berkley holiday gift certificates are still available. The Chamber will be holding a Berkley U event on Business Owner Health and Balance on January 31 at 8:00 AM at the Library. They've been discussing holding a monthly networking lunch and are working on their budget for the upcoming year. Their holiday party is December 11, 5:30 PM at Crispelli's.

X. Board of Directors Comments: None.

XI. Public Comments: None.

XII. Adjournment:

The meeting was adjourned at 9:47 AM on motion by Agbay and second by Zifkin.