

- 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  
Matthew Baumgarten  
Donna Dirkse  
Petro Drakopoulos  
Maggie Gable  
Lawrence Gallagher  
Andy Gilbert  
Eli Hurwitz  
Mitchell Moses  
Matteo Passalacqua  
Wayne Wudyka  
  
*Absent:* Jennifer Finney – *excused*  
Alanda Knox – *excused*  
Razur Rahman – *excused*  
Bryan Schnicker – *excused*  
  
*Also present:* Steve Baker, City Council Liaison  
Vivian Carmody, Berkley DDA Director  
Lisa Howard, Chamber of Commerce Liaison
- 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 December 12, 2018:** On motion by Agbay and second by Gallagher, the minutes were unanimously approved by the Board.  
**B. Special meeting of January 3, 2019:** On motion by Dirkse and second by Agbay, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**  
Moses reported that the Board Strategic Planning category is @\$1,000 over the budgeted amount of \$1,500.00; money not needed for office space rental and Strategic Planning will be used to create the DDA Video. Approximately 1/3 of budgeted expenditures have been utilized with large expenses coming up for the remainder of the fiscal year. The City has hired a new Finance Director, which will help in re-categorizing some funds.  
  
Gallagher moved to approve the Treasurer's Report, Baumgartner seconded, and the motion was unanimously approved by the Board.

**VI. DISCUSSION/ACTION ITEMS:**

**A. MOGO Discussion**

Included in the Board packet was a memorandum from Carmody noting three options for moving forward on the MOGO project.

1. One Satellite Kiosk (7 docking points/3 bikes) on Coolidge: \$5,274.00
2. One Kiosk Station (15 docking points/7 bikes) on Coolidge: \$12,463.00
3. Two Satellite Kiosks (one on Coolidge and one on 12 Mile): \$10,548.00

For a minimal cost, additional docking points can be added to a Satellite Kiosk. Option 3 was her choice.

Beaumont decided not to contribute to MOGO because of competition with the branding of Henry Ford (HAP) as title sponsor. In conversations with Lisa, Executive Director of MOGO, she noted that they will help determine the best locations for the stations.

Baumgartner move to adopt option 3, Moses seconded, and the motion was unanimously approved by the Board.

**B. MSOC Annual Evaluation**

Carmody reported that in order to become a certified Main Street community as part of the national program, Berkley has to undergo an annual evaluation. MSOC and NMSC staff members will make an all-day site visit to Berkley on February 5 and meet with a variety of stakeholders, including Board members and City officials. Committee work and work plans will be focal points.

**C. MSOC Awards**

Main Street offers numerous awards to its participating communities. The deadline for awards applications in any category is April 1. Categories for all MSOC communities include Spirit of Main Street and Window on Main Street. Categories for Select Level Communities (Berkley is one) are: Stars of Main Street (Volunteer, Local Leader, Board Member, and Business Owner of the Year); Preservation Action; On a Shoestring; Out in the Open; Telling Your Story; Celebrating Main Street; and Game Changer. Hurwitz, Gable, Dirkse, Finney, and Knox will form the committee to look at the various categories and decide who and what to nominate for the awards.

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

At Berkley High Hurwitz and Gable have had the opportunity to use ArcGIS software to create interactive story maps. Cambridge, Massachusetts has also used it on their Web site. Their idea is to create story maps for the DDA district to show off Berkley, give previews of what's coming, show DDA influences around the city (murals, façade improvement before and after pictures). The story maps could be loaded to the DDA Web site or accessed through phones or similar devices. Their science teacher is giving them additional support on the project.

**VIII. Standing Committee Updates**

Business Development Committee: Bryan Schnicker

In Schnicker's absence, Carmody reported that their meeting is coming up the following week. The committee is working to set up a Meet and Greet to be held at Beaumont Physical Therapy sometime late winter or early spring. The committee is working with the Design Committee on the Clawson First Impressions program and will be doing another business owner survey to gauge the effectiveness of the DDA's efforts from a business point of view and what they would like to see in the future.

Design Committee: Matteo Passalacqua

Passalacqua reported nothing to update from the committee.

**Marketing and Promotions: Jennifer Finney**

In Finney's absence, Carmody noted the many positives from the MerriMonth activities. Most recently, Vitrine Gifts won the people's choice Holiday Window contest (over 1,200 votes). There is still MerriMoney out there to be spent at local businesses in January and February. Gilbert noted that there is no reason for a business not to offer coupon savings for the promotion and more businesses should be involved.

**Organization Committee: Larry Gallagher**

Gallagher reported that the committee did not meet but that the video production is in the editing stage after the four spots were recorded in December. They will start working on the 2019/20 budget soon and are completing the application process for the 501c3 organization.

**IX. Staff & Community Updates:**

**A. Executive Director**

**1. Main Street Conference – March 25-27**

Carmody reported that the two scholarships and travel discount are still available but she needs to know soon if anyone is interested in attending. Agbay indicated his interest, and Drakopoulos said he would let her know by the end of the week.

**B. City Council – Steve Baker**

Baker reported that Council unanimously voted in favor of the Road Diet Resolution of Support at its meeting January 7. They also considered the terms of the Executive Director's contract renewal and had questions about the evaluation process and how it is conducted. The city will hold a public session about recreational marijuana business on February 19 at the Community Center, 6:30-8:00 PM. Comments he's received are running @90% in favor of allowing them in Berkley.

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

In Trotto's absence Baumgartner reported the Green Lantern site plan approval is still under consideration. Carmody reported that the Design Overlay District ordinance will be reviewed at the January meeting, followed by a public hearing.

**D. Chamber of Commerce**

Lisa Howard reported that the next Chamber Chat will be held Jan. 18 at the Library. January 25 the Chamber will present a Berkley U new tax law program at the Library and another on using Instagram at the Wedding Shoppe in March. They are already accepting applications for the Art Bash June 8.

**X. Board of Directors Comments:**

Baumgartner reported that the city has hired a new Finance Director (from Clawson). In 2019 Baumgartner would like to see a district stakeholder survey, which could be a joint City/DDA effort.

**XI. Public Comments: None.**

**XII. Adjournment:**

The meeting was adjourned at 9:37 AM on motion by Drakopoulos and second by Agbay.