

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  
Matthew Baumgarten  
Petro Drakopoulos  
Jennifer Finney  
Maggie Gable  
Lawrence Gallagher  
Andy Gilbert  
Eli Hurwitz  
Mitchell Moses  
Matteo Passalacqua  
Wayne Wudyka

*Absent:* Donna Dirkse – *excused*  
Alanda Knox – *excused*  
Razur Rahman – *excused*  
Bryan Schnicker – *excused*

*Also present:* Steve Baker, City Council Liaison  
Adam Carbeck, Chamber of Commerce Liaison  
Vivian Carmody, Berkley DDA Director  
Charles Tyrrell, Resident

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

IV. **APPROVAL OF MINUTES:**

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

V. **TREASURER'S REPORT:**

Moses reported that most of the expenses are in for this year and that the fund balance is where it was expected to be at this point in the year.

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

VI. **DISCUSSION/ACTION ITEMS:**

A. **Coolidge Bid Restriping Bid Contract**

Carmody reported that the \$8,000.00 bid and contract for construction engineering from Spalding DeDecker had been approved at the prior month's meeting. Spalding DeDecker recommended that a 5% contingency (@ \$3,600) should be added to the construction cost (\$71,858.73) to bring the total cost up to (not to exceed) \$75,500.00. Baumgarten noted that the city has an ongoing contract to maintain the lane lines as they fade over time.

Agbay moved to approve the construction bid of P.K. Contracting in an amount not to exceed \$75,500.00, Gallagher seconded, and the motion was unanimously approved by the Board.

#### **B. DDA FY 2019/20 Budget**

Moses outlined highlights of the proposed budget, a copy of which had been sent to the Board prior to the meeting. The goal, as in prior years, is to spend the fund balance down to @21% or @ \$72,000 at the end of the fiscal year. Income from the tax capture increases every year with rising property values.

Most continuing line items are budgeted approximately the same as they have been in prior years. Moses noted the Director's compensation is increased to \$59,000.00 and office rent for the Director is projected at \$6,000.00. A new expense for the Downtown Berkley Partners Non-Profit (the 501c3) will cover the IRS application fee and opening an account to set aside funds.

A line item for Wayfinding (signage in the district) is budgeted at \$115,000 in fiscal year 2019/20. Carmody and Passalacqua noted discussion about taking @\$25,000 for Robina/12 Mile enhancements and about \$10,000 for a parking lot improvement grant program (aesthetic, not paving) from that Wayfinding line item. Carmody noted the Wayfinding could be stretched out into three phases rather than two to cover those two design projects, leaving @\$80,000 for Wayfinding.

Moses asked to see details of sign placement and costs, and Carmody said she would send the Board Corbin's cost breakdown and recommended 2-phase schedule. Gilbert asked if the Wayfinding (signage) that the City is funding (signs not in the DDA district) was planned to be spread out over more than one year, and Baumgarten noted that decision hasn't been finalized.

Board members discussed the impact of completing the Wayfinding project versus diverting some of the money budgeted (@\$35,000) to Robina/12 Mile and parking lot improvements. Opinion was split. Carmody noted that the draft budget reflected "buckets" that could be amended during the year as priorities and circumstances change. She was hesitant about having the fund balance drop too low and would find out if there's a benchmark figure for DDA fund balances at a meeting of the Michigan Downtown Association in Lansing the next day.

Drakopoulos moved to approve the 2019/20 budget as submitted, Agbay seconded, and the motion was approved by the Board with Passalacqua abstaining.

#### **C. MSOC Market Positioning Workshop**

Carmody presented a description of the Market Positioning Workshop offered by the National Main Center will take place sometime in the summer. The workshop is free and will take the form of a pre-visit to the community, an on-site visit, and follow up evaluation/report. Carmody said it would be a good follow up to the Downtown Master Plan and formulating a market position statement. Berkley's Business Development Committee would be active in the process.

Agbay moved to support Berkley's DDA taking part in the workshop, Drakopoulos seconded, and the motion was unanimously approved by the Board.

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

Hurwitz reported that Berkley High had their Senior Bear Awards (their version of the Grammys), their musical "Disaster" will be performed March 22 through 24, and they have a blood drive coming up. Hurwitz and Gable are fine tuning their video submission for the upcoming MSOC Awards. Their Story Maps presentation could be ready for the April Board meeting.

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

Business Development Committee: Bryan Schnicker

In Schnicker's absence, Carmody reported the committee had been working on the budget for the new fiscal year and with Oakland County on retail recruitment. They're also working with the Chamber to better coordinate events for business owners (meet and greets).

Design Committee: Matteo Passalacqua

Passalacqua reported their committee had been working on design ideas for Robina/12 Mile, the downtown plan, their overall vision, and aesthetics.

Marketing and Promotions: Jennifer Finney

Finney reported the committee has been getting ready for the first Ladies Night Out (3/28), Art and About, marketing plans, and coop advertising opportunities. They will need a new committee chair for Art and About.

Organization Committee: Larry Gallagher

Gallagher reported their committee had been focusing on the budget, tweaking the video, the 501c3 application, and evaluating possible replacements for the three seats on the Board that will need to be filled this year when terms expire.

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

### **A. Executive Director**

#### **1. Downtown Berkley Master Plan Public Input Session #2 – Online Survey**

Carmody reported the second session was held February 28 and the online survey is still open for comments.

#### **2. Multi-community Planning Process Public Input Session - March 14 (Berkley)**

Carmody asked for Board representation at the session to be held March 14 at Public Safety from 6:00 to 8:00 PM.

#### **3. MOGO Station Sites**

Carmody reported that locations at the library and Robina and 12 Mile had been tentatively identified, but that she was still working with MoGo, DPW and Public Safety to finalize. Installation could take place around June 1.

#### **4. Design Overlay District Update**

Carmody reported that the Planning Commission approved the overlay and that it would be submitted to Council for approval in April.

#### **5. Public Art Project**

Carmody reported that after initially stalling, the project is moving along. The goal is to have the majority of the cost funded with a matching grant from Patronicity and MEDC.

### **B. City Council – Steve Baker**

Baker reported that the City and DIA are working on the Inside Out public art installations. The Road Commission is working on plans for 12 Mile resurfacing in 2020. Public sentiment for allowing recreational marijuana businesses in Berkley is running about 60% in favor. The Michigan Municipal League noted that the city was lauded in a third-party webinar for its handling of the issue.

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

In Trotto's absence, Baumgarten reported the Commission is working on the Master Plan update. Folio's revised façade plan was approved.

### **D. Chamber of Commerce – Adam Carbeck**

Carbeck reported that Hometown Art would kick off March 14 with student art being displayed at around a dozen businesses in the city. The next Chamber Chat is March 15 at Vibe Credit Union.

The State of Your Business is scheduled for March 27 at Berkley High School. Art Bash is scheduled for June 8, and Berkley Street Art Fest July 13. The Chamber is planning to survey all its members about their experience and ways to improve the Chamber.

**X. Board of Directors Comments:**

Gilbert announced his store would host one of the Hometown Art displays. The students put together a clever artwork using broken and damaged eyewear.

**XI. Public Comments:**

Charles Tyrrell asked what the charitable purpose of the 501c3 was, and how the 501c3 could be defined as charitable. Carmody responded that it would be a partner organization for the DDA. The non-profit would focus on beautification and preservation related activities in the DDA District. The IRS recognizes that as a charitable purpose.

**XII. Adjournment:**

The meeting was adjourned at 9:59 AM on motion by Drakopoulos and second by Baumgarten.