

- I. **CALL TO ORDER:** The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
- Present:* Matthew Baumgarten
Petro Drakopoulos
Jennifer Finney
Scott Francis
Andy Gilbert
Mitchell Moses
Matteo Passalacqua
Razur Rahman
Wayne Wudyka
- Absent:* Andrew Agbay – *excused*
Donna Dirkse
Maggie Gable – *excused*
Chris Gross – *excused*
Eli Hurwitz – *excused*
Brian Zifkin – *excused*
- Also present:* Steve Baker, City Council Liaison
Tom Coke, Executive Director Candidate
Doug Deeds
Natalie Price, Citizens Engagement Advisory Committee
Kefentse Mandisa, Chamber of Commerce Liaison
Annaka Norris, MSOC
- III. **APPROVAL OF AGENDA:** On motion by Wudyka and second by Baumgarten, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
- A. Special Informational meeting of August 14, 2019:** On motion by Moses and second by Baumgarten, the minutes were unanimously approved by the Board.
- B. Regular meeting of September 11, 2019:** On motion by Passalacqua and second by Moses, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Moses did not receive a financial report from the City Finance Director.
- VI. **DISCUSSION/ACTION ITEMS:**
- A. Mural Application: Tootie & Tallulah's**
Tootie & Tallulah's owners submitted an application to the Public Art Committee to have a mural painted on the east facing wall of their building on 12 Mile just west of Coolidge. A Flagstar Bank grant through MSOC in the amount of \$2,500.00 had been made available to grant applicants that were reviewed by the Public Art Committee, and they had chosen Tootie & Tallulah's as the grant recipient. The total cost of the mural is \$7,500.00, with the remaining \$5,000.00 to be funded by the

DDA. The \$2,500.00 reimbursement will be made by MSOC to the DDA after the mural funds are expended.

The mural application was not handled in normal fashion (with the application being forwarded to the Board for approval) because of a committee mix-up, and there was no graphic available for the Board to consider at the 10/9 meeting. Because of weather considerations that might delay the mural painting to next year if the approval was put off until the November Board meeting, Wudyka suggested approving the mural application pending final design approval by the Design Committee as soon as possible so that installation could take place immediately after that and before November's Board meeting.

Wudyka moved to approve the mural application in the amount of \$7,500.00, with \$2,500 reimbursed to the DDA by MSOC, pending approval of the graphics by the Design Committee and the project starting within 30 days. Baumgarten seconded, and motion was unanimously approved by the Board, Baumgarten noting the decision was not precedential.

B. Update on Executive Director Hiring Process

Gilbert introduced Tom Coke to the Board as the top candidate after review of applicants by the Organization Committee and Interview Committee. Four candidates advanced to the Interview Committee stage.

C. Candidate Interview: Executive Director

Coke, a resident of Windsor, Ontario, gave an overview of his background, with six years of local municipal experience, having served in Business Improvement Areas (BIA), the Ontario equivalent of a Downtown Development Authority, using a Main Street-like model for downtown revitalization. He was Office Manager for the Napanee BIA, developing their Strategic Plan that focused on collaboration with the Town of Greater Napanee in a Joint Beautification Committee. Following that he served as Downtown Revitalization Coordinator for the County of Prince Edward, coordinating a series of five revitalization plans and a county-wide plan. The experience he gained next as Executive Director of Epilepsy Southeastern Ontario further developed his grant writing, budgeting, human relations, and financial projection skills.

Board members each had an opportunity to ask him a question pertaining to the current DDA Executive Director position. He had researched Berkley through news articles as well as reading a year's worth of Board meeting minutes. He noted Berkley is unique in that it has two downtowns as part of the district: Coolidge and 12 Mile Road. Communication is key for the position, using both social media, e-mail, and visiting every business in the district. He has always worked with Boards of Directors in the past and understands the need for clear communication with them. His experience bringing two groups together on the joint beautification committee gave him valuable experience in creating partnerships. He was also asked about any difficulty he might have getting a visa allowing him to work in the U.S. Depending on the kind of visa he can get, it would take almost no time or at worst, one or two months. The DDA would need to sponsor him and present him with a signed offer containing no conditions. Regarding his ability to compromise, he noted he can compromise about ideas but not core principles. Asked about his vision for west 12 Mile, an underdeveloped area of the DDA district, Coke said he looks at what the potential for the area is and selling the downtown at trade shows and other nearby municipalities, touring their downtowns, and looking at the business mix. He would be looking to find the right kind of development for new business. At the process level, the city can/should let developers know what they *can* do and make it as easy as possible for them to do it. His philosophy on events is that less is more, have one major event per quarter, and unique to Berkley. That also makes it easier on volunteers.

D. Authorization for Chair Gilbert to negotiate Employment Agreement with candidate

Wudyka moved to authorize Chair Gilbert to negotiate an Employment Agreement with the candidate, Tom Coke, Drakopoulos seconded, and the motion was unanimously approved by the Board.

VII. Student Board Member Updates: Absent – no report.

VIII. Standing Committee Updates

A. Business Development Committee:

Moses and Rahman reported working on a community investment program (like a “Kickstarter” campaign) that would help fund new businesses.

B. Design Committee: Matteo Passalacqua

Passalacqua reported that he met with Frank of Frank’s Landscaping about extending the DDA’s beautification efforts west on 12 Mile and south on Coolidge, and he expected to hear some of his ideas by the November Board meeting. After talking to Frank, Passalacqua was in favor of extending their contract for two years as presented at the August 14 Board meeting.

C. Marketing and Promotions: Jennifer Finney

Finney reported the committee has been focused on the Moms’ Night Out event October 17. She’s meeting with some business owners interested in volunteering for their committee. They’ve been coordinating with 94.7 doing some Facebook Live videos around the city.

Organization Committee: Scott Francis

No additional report.

IX. Staff & Community Updates:

A. City Council – Steve Baker

Baker reported Victoria Mitchell is the new City Clerk. Council is working on cannabis adult use business zoning and licensing. They will be seeking input from residents, nearby businesses, and affected parties, where there is some resistance. They also discussed amendments to the city ethics policy. Council previously amended their code of conduct, a non-binding agreement, that did not affect their ethics ordinance. How to enforce the ethics ordinance is under discussion, as is establishing an ethics review board.

B. Planning Commission – Matt Trotto:

In Trotto’s absence, Baumgarten reported the LaSalette site plan review is on the October meeting agenda. They are also working on the cannabis business issue. Plans for a log cabin style building for a business on 12 Mile received site plan approval after some changes.

C. Citizens Engagement Advisory Committee – Natalie Price

Price reported hiring a new City-hired Citizens Engagement Officer, Torri Mathes, replacing the former Communications Director. The SEMCOG bike safety/bike lane video series will be posted on the City web site. Their pamphlet about bike safety will be available at City Hall and other locations in town. Interested volunteers for City boards and commissions can register on their web site. The CEAC has discussed having a walking tour of areas downtown.

D. Chamber of Commerce – Kefentse Mandisa

Mandisa reported the next Chamber Chat will be held at Annabelle’s on Oct. 18. October 25 is the State of the Cities breakfast at Farina’s. Such Great Heights is Business of the Year and Andrew Gilbert is Business Person of the Year. The Chamber’s City Guide is due out the week of Oct. 14.

X. Board of Directors Comments:

Gilbert congratulated Coke on being chosen as the next Executive Director and said he and Baumgarten would be negotiating with Coke on his Executive Director Contract.

Moses spoke about Regulation Section 57 (regarding DDAs) with Jack Blanchard. Quite a few new regulations started January 1, 2019 that must be completed 12/31/19. He'll go over those with Baumgarten (who attended an MSOC meeting about them) and Coke.

Baumgarten reported that he ran into Drakopoulos, who was leading a session at the MML conference. Drakopoulos has become a state-wide expert in food truck regulations and food service. He's been picked up by the Atheneum Hotel for their fine dining Greek restaurant, doing banquets, room service, as well as food and beverages for the restaurant.

XI. Public Comments:

MSOC's Norris reported Genisys Credit Union will be offering a \$2,500.00 small business matching grant through MSOC to startup micro-businesses as a rent subsidy.

Deeds reported that after some health problems, he's starting his beautification efforts again. He's working with the BP gas station owner to apply for one of the new façade grants aimed at parking lot and sidewalk side beautification. He also can help with beautification efforts on west 12 Mile.

XII. Adjournment:

The meeting was adjourned at 9:55 AM on motion by Passalacqua and second by Francis.