

I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Scott Francis
Andy Gilbert
Chris Gross
Mitchell Moses
Razur Rahman
Brian Zifkin

Absent: Maggie Gable – *excused*
Eli Hurwitz – *excused*
Matteo Passalacqua – *excused*
Wayne Wudyka

Also present: Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director

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

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of June 10, 2020

On motion by Gross and second by Agbay, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that after some adjustments were made and the receipt of an additional \$30,000 in tax capture funds, the fund balance was @\$340,000, higher than projected originally with spending inhibited by the corona virus. Approximately \$9,000 was expended on the Berkley High School Plaza design work as well as administrative expenses, leaving a balance close to \$334,000.

Gross moved to receive and approve the Treasurer's Report, Baumgarten seconded, and the motion was unanimously approved by the Board.

VI. **ACTION ITEMS:**

A. Marketing Contract – Catalyst Media

Finney reported that Catalyst Media has been working with the DDA on social media projects and marketing Berkley events for the past several years. Local businesses have asked for help with marketing on a tight budget and "best practices" to use now. Catalyst will host business webinars and use TV and radio spots to raise Berkley's profile. Their contract calls for 54 hours of marketing services at \$130.00 per hour and is focused specifically on promoting Berkley during 12 Mile construction and businesses reopening.

Gross moved to approve the Catalyst Media marketing contract in the amount of \$7,020.00, Zifkin seconded, and the motion was unanimously approved by the Board.

B. Winter Holiday Lighting Display

Finney included a copy of LeClerc's proposed contract for 2020 downtown Holiday lighting decorations to be displayed in the district from late November through the month of January 2021. The contract is based on identical lighting displays as in the 2019/20 holiday season, and the expense will be the same as the 2019/20 season. Gilbert noted that it would be nice to increase the amount budgeted in 2021 so that more decorations could go up on Coolidge.

Agbay moved to approve LeClerc's proposed Winter Holiday Lighting contract at a cost of \$22,950.00, Baumgarten seconded, and motion was unanimously approved by the Board.

VII. DISCUSSION ITEMS:

A. Crowdfunding Campaign/Downtown Berkley Face Coverings

Finney reported that the campaign raised \$2996.00 and when matched by MSOC, the total was \$5992.00. That amount covered half the cost of producing and distributing downtown face coverings for district businesses. Finney has been passing them out to business owners who have been thankful for the assistance and loved the face coverings.

B. Outdoor Dining, Selling, and Signage

Finney reported that Council had approved temporary ordinance changes allowing businesses to use some private and municipal parking areas for outdoor dining and selling. Some additional areas between the alleys and main streets will be closed to traffic for the same purpose (north Robina, south Griffith, north Phillips, south Thomas, and east Dorothea near Coolidge). A business interested in using one of those designated areas must complete an application on the city's web site. There is no fee to apply or for an approved business to use one of the designated areas. Businesses with a liquor license can serve alcohol in those areas with permission of the State Liquor Control Commission and by filling out an additional application.

C. Frank's Landscaping

Finney reported that Frank's had removed the excess soil from the tree wells as approved at the June meeting and found some of the sprinkler system parts were in need of repair, which was taken care of by the city's DPW. Frank's can now plant the flowers they have been holding prior to the soil removal and sprinkler repair.

D. Wayfinding Signage

Finney reported that Corbyn Design, the firm contracted to oversee the project, was waiting on return of bids on a very similar project to Berkley's to see if original estimates will hold up or if costs have decreased. Once they review bids for that similar project, Corbyn will put Berkley's project out for bid. When they're received and the contractor chosen (sometime in August), work can begin and may be finished by winter 2020.

E. DIA Inside Out

Finney had included a title of the reproductions to be displayed and a map of their locations around the city in the packet sent to the Board. The three locations in the district are Berkley Common, Odd Fellows Antiques, and the Berkley Library. There will be a virtual ribbon cutting July 9 at 6:00 PM.

F. Berkley High School Plaza

Finney reported that representatives of the three project partners met (the School District, the city, and the DDA), and all have agreed to a contribution of \$30,000.00 each. An intergovernmental agreement is being prepared and will be sent to Board members for review prior to the meeting. It will be presented to the Board for approval at the August meeting, as well as the architectural proposal. The DDA will be supervising project construction.

VIII. STUDENT BOARD MEMBER UPDATES: Absent – no report.

After speaking with Gable and Hurwitz, the retiring student Board members, Finney reported that they told her being involved was a “wonderful experience.” Finney will reach out to the teacher who helped choose Hurwitz and Gabel to identify two new students to join the Board in the fall. Francis asked to be kept in the loop.

IX. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

Moses had nothing new to report since the committee hadn’t met since June’s meeting.

B. Design Committee – Matteo Passalacqua

Absent – no report.

C. Marketing & Promotions Committee – Jennifer Finney

Finney reported the joint committee met and is planning a 3-day Ladies Night Out afternoon/evening event running from 5:00 to 9:00 PM, 7/23-7/25. Businesses that apply will be encouraged to sell outside their stores or in outside spaces set aside. There will be no shuttle, paper maps (just digital), or gift card donations, but there will be a grand prize with donated items, and Downtown Berkley Bucks will be available. On social media, they will be reaching out to Downtown Berkley Superfans to be Downtown Ambassadors and help promote the downtown on social media. So far the Scavenger Hunt, which ends July 8, had one participant complete it. They’ve discussed a possible “Touch a Truck” Construction Event with Catalyst Media, but details haven’t been worked out.

Organization Committee – Scott Francis

Francis reported the committee will be reviewing applications for the vacant Board seat and will have a report for the Board at the August meeting.

X. STAFF & COMMUNITY UPDATES:

A. City Council – Steve Baker

XI. Baker reported that Council met July 6 and the DDA By-laws were slated to be on the agenda for council to review and potentially approve. However, it was removed from the agenda for some additional tweaks. Council reviewed public alley vacating policies for Woodward and other main streets. They discussed insuring access to voting, and with about 4,000 applications for absentee ballots received so far, Oakland County will partner with Oakland County communities to assist in vote tabulation. The city received 31 applications for cannabis business licenses, to be awarded in the fall (3 total).

A. Planning Commission – Lisa Kempner

In Kempner’s absence, Baumgarten reported the Commission is updating ordinances.

B. Citizens Engagement Committee – Absent – no report.

C. Chamber of Commerce – Absent – no report

XII. BOARD OF DIRECTORS’ COMMENTS:

Zifkin asked about the parking lot plans for the Cummings property, and Baumgarten reported that the project is in the engineering and planning stages and reviewing environmental issues.

XIII. PUBLIC COMMENTS: Finney asked that anyone with comments or questions e-mail them to the DDA Director to be answered within five business days.

XIV. Adjournment:

The meeting was adjourned at 9:26 AM on motion by Zifkin and second by Drakopoulos.