

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 (from Berkley)
Donna Dirkse (from Berkley)
Petro Drakopoulos (from Berkley)
Scott Francis (from Huntington Woods)
Andy Gilbert (from Berkley)
Chris Gross (from Huntington Woods)
Mitchell Moses (from Huntington Woods)
Razur Rahman
Wayne Wudyka (from Berkley)
Brian Zifkin (from Berkley)

Absent: Andrew Agbay
Matteo Passalacqua – *excused*
Ashley Poirier – *excused*

Also present: Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Matt Trotto, Planning Commission Liaison

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

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of September 9, 2020

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

V. **TREASURER'S REPORT:**

Moses noted his report is similar to previous months in that anticipated spending is down. Revenues are up as tax income is received. The goal this fiscal year is to reduce the fund balance to @20%, or @\$75,000. Finney noted that some of the year's events will be more like normal (Ladies Nights Out) but many will be online, with less printed advertising. Spending on other media advertising is anticipated, and Finney is working with Catalyst Media on that. Holiday lights are up. No events will use a shuttle bus or trolley.

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. Updated DDA Facade Grant Application

Finney had e-mailed the revised application with changes highlighted. The printed application should now align with the web site version and include the information that application can be made for grants funding parking lot enhancements as well as façades. The Design Committee also reviewed and discussed how many times a business can get a grant. The Design Committee will review the

application of a business that has already received a grant. One grant per fiscal year is the current consensus. Finney said applicants would meet with both her and Schlutow so that all parties are in agreement on particulars such as completion schedule.

Baumgarten moved to approve the updated DDA Façade Grant Application, Gross seconded, and the motion was unanimously approved by the Board.

B. Budget for W. Twelve Mile

Finney reported that \$25,000.00 would be budgeted from the fund balance for West 12 Mile improvements. Zifkin will head the subcommittee charged with surveying businesses in the area to determine priorities and then meet with Baumgarten to see how those align with the Master Plan and Downtown Plan. There was general discussion of time frame (how many years) with general agreement to wait and see what ideas are proposed, how much they each would cost, and how long it would take to implement them. Wudyka reminded Board members that 12 Mile is a County road and that influences what can be done.

Zifkin moved to approve the budget for West Twelve Mile improvements in the amount of \$25,000.00, Moses seconded, and motion was unanimously approved by the Board.

VII. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

Moses indicated he would be deferring now and in the future to Finney for this committee report. The committee was scheduled to meet the following week. Finney planned to reach out to district businesses to promote Main Street's Shop Loyal program, which provides an online e-commerce site for businesses that sign up. Nine are currently registered with a goal of at least 15.

B. Design Committee – Matteo Passalacqua

In Passalacqua's absence, Finney reported that the committee will be working with the Marketing Committee to promote the Holiday Window Decorating contest as well as Artists Sunday, where locally handmade holiday gifts will be sold.

C. Marketing & Promotions Committee – Ashley Poirier

In Poirier's absence, Finney reported that it's time to update the downtown shopping map including having a QR code linking to businesses' promotional pages. Some MerriMonth activities are already set, and kickoff is Nov. 21. Merry and Bright has evening shopping nights Dec. 10 & 11; a virtual holiday concert will be performed on December 12 (streamed on Facebook and the local Berkley TV channel); and virtual Story Time with Santa is scheduled for Dec. 19. Main Street's Shop Loyal program will be ongoing.

D. Organization Committee – Scott Francis

Francis reported the committee is reviewing and prioritizing the Action Plan and working on the 501c3. They are also reviewing the DDA bylaws. They meet again 11/20.

VIII. STAFF & COMMUNITY UPDATES:

A. Executive Director – Jennifer Finney

1. Wayfinding Signs

Finney reported that all drawings and locations but one have received Road Commission permit approval, Permit approval for that one is expected and then footings will be installed Dec. 1-7. Any delay would be attributed to getting post bases from the supplier, and the bases can be installed after the signs. Finney and a Corbin Design rep will be on hand to oversee installation and do a walk-through.

2. Design Guidelines

Two public meetings out of three have been held, with the last delayed by COVID restrictions. Baker noted that Council is figuring out how to work around those when public input is needed

(such as the Master Plan). Finney said she's hoping the last public session can be held early in the first quarter of 2021. It's important to get the guidelines approved as soon as possible.

B. City Council – Steve Baker

Baker reported that after public hearing, Council approved the resolution on the Brownfield abatement credit application for the LaSalette development project. He urged the DDA Board to get involved as the project moves forward as it will have such an impact on the District. Abatement is expected to cost @\$700,000. Application was delayed because the developers had to own the land before applying, and that property transfer was just recently completed. The Archdiocese was the previous owner. He thanked everyone who participated in the election process. Over 80% of eligible Berkley voters participated.

C. Planning Commission – Matt Trotto

Trotto reported the new owners at 3180 Coolidge are applying for approval of redevelopment of the former auto parts store, where he believes a party store is planned. Developers will be back in front of the Commission at their December meeting.

D. Chamber of Commerce – Tim Murad

Murad reported the Chamber received a \$75,000 grant from Oakland County to be used in their COVID plan, covering salaries, rent, and PPE supplies for members.

IX. BOARD OF DIRECTORS' COMMENTS:

Moses urged the Board to move forward on the Berkley Plaza project in spite of the increased cost determined when bids were received. Finney noted she and Passalacqua are working on new plans which she hopes to present at the December meeting. Suggestions to raise additional money include finding business sponsors, selling naming rights, and getting public donations were briefly discussed.

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

XI. Adjournment:

The meeting was adjourned at 9:45 AM on motion by Baumgarten and second by Gross.