

- I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**  
*Present:* Andrew Agbay (from Beverly Hills)  
Matthew Baumgarten (from Berkley)  
Scott Francis (from Oak Park)  
Andy Gilbert (from Berkley)  
Chris Gross (from Huntington Woods)  
Mitchell Moses (from Huntington Woods)  
Ashley Poirier (from Berkley)  
Ailya Siddiqi (from Lathrup Village)  
Wayne Wudyka (from Berkley)  
Garrett Wyatt (from Huntington Woods)  
Brian Zifkin (from Oak Park)
- Absent:* Donna Dirkse  
Petro Drakopoulos – *excused*  
Matteo Passalacqua – *excused*  
Razur Rahman – *excused*
- Also present:* Steve Baker, City Council Liaison  
Jennifer Foster, Catalyst Media  
Tim Murad, Chamber of Commerce Liaison
- III. **APPROVAL OF AGENDA:** Baumgarten moved to amend the agenda to add two items: VIII-Student Board Member Updates, and IX.E-Standing Committee Updates: West 12-Mile Improvements, Gross seconded, and the amended agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**  
**A. Regular Meeting of January 13, 2021**  
On motion by Baumgarten and second by Moses, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**  
Moses deferred to Baumgarten, who reviewed the 2021/22 draft budget line items on a shared screen, with input from Francis. The Holiday Lights line item increased from \$22,000 to \$30,000 in order to put more lights on Coolidge, Façade Grants decreased from \$25,000 to \$20,000, and the Berkley Plaza expenditure increased by \$30,000, an increase the School District is agreeable to match. The City contribution hasn't been agreed upon, as their budgeting is still in the planning stage. DDA revenues will be confirmed later and should be available for the April meeting .
- Approximately \$2,500 is budgeted to hire another DDA attorney, and under Operations the budget for memberships and dues (for the Executive Director) is increased. Events are consolidated under one line item instead of being broken out into individual events. New trash cans are included in the Streetscape budget.
- The Berkley Plaza project was considered an important focus for completion as originally designed, and it was agreed that this would be the best money spent for its tangible impact on the district.

The draft budget shows total expenditures of just under \$400,000.

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

**VI. ACTION ITEMS:**

**A. Updated DDA By-laws**

Francis reported that the Organization Committee made some revisions to the by-laws, but they need attorney review and will be brought back to the Board when a new attorney is hired and reviews them.

Baumgarten moved to postpone a vote on the updated by-laws until the March meeting, Zifkin seconded, and the motion was unanimously approved by the Board.

**VII. Discussion Items:**

**A. 2021/22 Fiscal Budget**

See Treasurer's Report, item V. above.

**VIII. STUDENT BOARD MEMBER UPDATES**

Siddiqi reported that in-person high school classes will resume in about a week, and not much is happening until then. Wyatt reported that contact high school sports are now allowed to resume.

**IX. STANDING COMMITTEE UPDATES:**

**A. Business Development Committee – Mitchell Moses**

Moses reported the committee did not meet.

**B. Design Committee – Matteo Passalacqua**

In Passalacqua's absence, Baumgarten reported that he and Passalacqua would be speaking later about public art in the city. Gilbert reported that the owner of the BP gas station adjacent to the Plaza site is interested in putting a mural on the south facing wall of his building.

**C. Marketing & Promotions Committee – Ashley Poirier**

Poirier reported the committee is working on the March into Berkley program to run March 15 to April 2, which is similar to the January 21 Days of Berkley campaign, with \$40 spent at participating businesses earning \$20 in Berkley Bucks. Ladies Nights Out is scheduled for April 1 and 2. They are also working on a co-op advertising match campaign.

**D. Organization Committee – Scott Francis**

Francis reported the committee met with the attorney they are considering hiring and hope to have the Board approve him at the March meeting.

**E. West 12-Mile Improvements – Brian Zifkin**

Zifkin reported their group has added another volunteer, Deb Kobayashi, owner of Articipate, and that his daughter, a graphic designer, is contributing ideas about improvements seeing what other small towns in the area have done. Gilbert asked Board members about support for an August/-September in-person event tied in with 12 Mile, adding a section of Coolidge from Catalpa to Beverly. He's also talked with some supportive downtown businesses. Moses noted there are now state-supported guidelines for holding such events with details for how to maintain social distancing.

**X. STAFF & COMMUNITY UPDATES:**

**A. City Council – Steve Baker**

Baker noted that Council has discussed how to hold safe programs. At their last meeting Council repealed a portion of the ordinance dealing with political lawn signs and how long they can be displayed. They took action faced with court challenges in other cities and a threat of one in Berkley.

Size parameters still remain. He noted state guidelines about in-person outside gatherings recommend attendance be limited to 20 people per 1,000 square feet, all wearing face masks.

**B. Planning Commission – Matt Trotto; Absent – no report.**

**C. Citizens Engagement Committee – Absent. No report.**

**D. Chamber of Commerce – Tim Murad**

Murad reported the Chamber has been discussing events it sponsors, and decided to move the Art Bash from June to probably September. The Street Art Fest event in July is still under discussion as is the size and scope of the event.

**XI. BOARD OF DIRECTORS' COMMENTS:**

Baumgarten applauded the Chamber's efforts in support of local business, in particular the restaurant relief program and providing pandemic-related protective equipment and supplies, including a disinfectant sprayer rental program.

Foster reported coordinating with the DDA's newly hired branding firm and described recent media events highlighting some Berkley businesses, Republica, Vitrine, and Fresh Collective, on 910 radio and Fox 2, as well as an article in *Hour Detroit* showcasing several downtown businesses. A representative from the new branding firm will be touring Berkley's downtown soon.

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

**XIII. Adjournment:**

The meeting was adjourned at 9:29 AM on motion by Zifkin and second by Gross.