

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, January 11, 2023, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. CALL TO ORDER: The meeting was called to order at 8:40 AM with Chair Andy Gilbert presiding.

II. ROLL CALL:

Present: Matthew Baumgarten
Donna Dirkse
Desiree Dutcher
Scott Francis
Andy Gilbert
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Brian Zifkin

Absent: Tim Barnes
Chris Gross – *excused*
Jenna Hance
Garrett Wyatt

Also present: Steve Baker, City Council Liaison
John Bry, Main Street Oakland County
Ric Chalmers, DPW Liaison
Justin Findling, Berkley High School
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Annaka Norris, Main Street Oakland County
Erick Phillips, Oakland County Economic Development
Ray Scriber, Main Street Louisiana
Talia Wittenberg, Berkley High School

III. APPROVAL OF AGENDA:

On motion by Zifkin and second by Dirkse, the agenda was unanimously approved by the Board.

IV. APPROVAL OF MINUTES

A. Regular Meeting of December 14, 2022

On motion by Francis and second by Dirkse, the minutes of the regular meeting of December 14, 2022 were unanimously approved by the Board. The minutes were corrected to list Councilman Steve Baker as being “also present” at the 12/14/22 meeting.

B. Informational Meeting Minutes of December 21, 2022

On motion by Baumgarten and second by Francis, the Informational Meeting minutes of December 21, 2022 were unanimously approved by the Board.

C. Informational Meeting Minutes of December 22, 2022

On motion by Dirkse and second by Baumgarten, the Informational Meeting minutes of December 22, 2022 were unanimously approved by the Board.

V. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported that at their January 9 meeting, Council proclaimed February as Black History Month with a Day of Action scheduled for the following Monday, January 16. Mayor Terbrack retired effective December 31, 2022, and Mayor Pro Tem Bridget Dean was elevated to take his place. Ross Gavin is the new Mayor Pro Tem. That created another vacancy on Council, and candidate presentations from six applicants to fill the vacant seat were held at the meeting. Additionally there was discussion of putting a Headlee override in front of voters on the May 2023 ballot to raise additional needed funds for City operations and avoid cutbacks to services. Baker praised the collaboration between the DDA Board and City administration.

B. Community Development – Kristen Kapelanski

Kapelanski said she would give her report when related agenda items came up for discussion.

C. Planning Commission – Matteo Passalacqua

Passalacqua deferred to Kapelanski, who reported the Commission will hold a public hearing on a proposed vape ordinance. They have had discussions about a downtown outdoor seating ordinance, and may also hold a public hearing on that issue in the near future.

D. Public Works – Shawn Young and Ric Chalmers

Nothing to report. Chalmers said they were pleased with the cooperation of the Board since he's been working directly with them and McGuinness.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber held no meeting but was still seeking a replacement coordinator for Nicolai, who is doing consulting for the Chamber to help out in the interim. Their planned kit home tour has five home owners signed up so far. Gilbert noted the Chamber and DDA work closely together on events, and Murad also spoke well of their collaborations.

VI. TREASURER'S REPORT:

A. Financial Report for December 2022

In Gross's absence, McGuinness reported allocated year-to-date revenues of @\$373,000, expenditures of @\$180,000, and a fund balance of @\$507,500. December expenses were primarily for administrative salaries, events, and marketing/advertising. Most of the Plaza expenses are paid.

Zifkin moved to receive and accept the Treasurer's report for December 2022, Dirkse seconded, and the motion was unanimously approved by the Board.

VII. ACTION ITEMS:

A. Proposed DDA Budget for Fiscal Year 2023-2024 (first reading)

McGuinness reported the proposed budget is similar to the previous year's and is submitted now to get an early start on priorities. The new revenue streams (sponsorships, merchandise sales) are reflected in the budget, and BOOKley activities are separated from other events. The schedule has the final draft being submitted to the Board in March and a final vote on that at the Board's April meeting. The budget will then be submitted to Council. No vote on the budget is required at this time.

B. Adoption of Downtown Promotional Events Strategy for 2023

McGuinness presented a draft list of the DDA's events for 2023 and noted Lisa Kempner is still leading the overall events efforts. The DDA's marketing team works closely with the Chamber. Passalacqua endorsed having the trolley run for many events as it encourages those who attend to spend more time downtown.

Passalacqua moved to approve the adoption of the Downtown Promotional Events Strategy and calendar for 2023, Dirkse seconded, and the motion was unanimously approved by the Board.

VIII. DISCUSSION ITEMS

A. Parking Study Progress, Community Engagements

McGuinness noted again that the cost of the study is being split with the City. Kapelanski reported a planned community engagement session on January 31 where information will be exchanged and input solicited from the public.

B. Coolidge Complete Streets Enactment, Crosswalks Enhancements

McGuinness noted that Council had approved the Coolidge Complete Streets configuration, and the costs of enhancements needed for crosswalk restart will be presented to the Board when those costs are finalized.

C. Robina North Design Concepts Progress

Passalacqua reported receiving one recommendation for a different firm to prepare a bid package to submit to contractors. The PEA Group can give the DDA an *estimate* of the construction cost of the project.

D. ArtSpace at Coolidge and Catalpa Progress

Formal opening is expected in Spring.

E. Strategic Approaches to Enhancing Mural Program

McGuinness and Gilbert proposed revisiting the earlier decision on contributing to the cost of MHG Studio's proposed mural on the alley side of the building. It was clarified that the DDA mural contribution is *not* a match grant like the façade improvement program grant. There was consensus that the guidelines need to be clarified and ambiguity eliminated before future applications are considered. MHG's application will be put up for reconsideration at the next monthly Board meeting.

F. Main Street America Annual Evaluation Process

McGuinness opened the discussion to the Main Street visitors to speak about their annual evaluation process. John Bry, Main Street Oakland County, reported that there are 28 recognized Main Street districts in Oakland County. Select level communities, like Berkley, are evaluated annually. There are 18 select level communities in the County. Main Street America has new evaluation standards this year, reduced from ten to six.

After listening to the mural program discussion, Bry encouraged the Board to make a "public art blueprint" of the city as well as a public spaces master plan. He noted there can be financial support from MSOC for a placemaking strategy. A mural "tour" fits into that strategy, and McGuinness mentioned the MOGO mural bike tour. Bry noted that Royal Oak actually has created an alley strategy.

Bry talked about the success of running a trolley between Berkley and a neighboring community like Oxford and Lake Orion have done after the school shooting in Oxford in 2021. Annaka Norris, also from MSOC, recounted that @2010 there was a Thursday trolley that ran between Ferndale, Royal Oak, and Berkley one summer.

Main Street Technical Assistance funds (@\$7,000) could be used to partially pay for the Robina North project bid package.

Ray Scriber, Main Street Louisiana, is doing the actual face to face interactions with members of the community (Board members, City administration, business owners, and residents). He listed the standards and asked how Berkley was responding to each. Available to select level Main Street communities is a T-Mobile \$50,000.00 Hometown Grant that Berkley could pursue.

McGuinness will be attending, free, the National Main Street Conference in Boston, and free registration and a \$500.00 travel stipend is also available for another representative from the Berkley community (Board member or designated stakeholder in the community).

IX. STUDENT BOARD MEMBER UPDATES

No report.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

No report.

B. Business Development Committee – Jenna Hance

Absent – no report.

C. Downtown Events Committee

No report.

D. Marketing Strategies Committee – Ashley Poirier

No report.

E. Organization Committee – Scott Francis

No report.

F. West 12-Mile Committee – Brian Zifkin

No report.

EXECUTIVE DIRECTOR UPDATES

No update.

XI. BOARD OF DIRECTORS' COMMENTS:

None.

XII. PUBLIC COMMENTS: The opportunity for public comment was offered, and there were no in-person requests to address the body. 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 lost quorum and ended at 10:05 AM. No motion was needed to adjourn.