

BERKLEY DDA

Retro Feel. Metro Appeal.

BERKLEY
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING

Wednesday, June 13, 2018

8:30 AM – 9:30 AM

Berkley Public Library Conference Room

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of May 9, 2018
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Budget Amendments
 - B. Upcoming Board Vacancy Recommendations, Interviews and Nominations
 - C. Board Vote
 - D. Chair and Vice Chair Recommendations and Nominations
 - E. Board Vote
 - F. E.D. Annual Review
- VII. Committee Reports – see Board Packet
- VIII. Staff & Community Updates:
 - A. Main Street Scholarship Recipients Conference Update
 1. Debby Kobayashi – Design Committee/ Public Art Chair
 2. Rick Ax – Business Development Committee
 - B. Executive Director
 1. Downtown Master Plan and Parking Study RFP
 2. Downtown Design Guidelines Next Steps
 3. TIA Traffic Analysis Next Steps
 - C. City Council – Steve Baker
 - D. Planning Commission – Joe Tangari or Tim McLean
 - E. Chamber of Commerce – TBD
- IX. Board of Directors' Comments
- X. Public Comments
- XI. Adjournment

- I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Rob Onesko presiding.
- II. **ROLL CALL:**
Present: Donna Dirkse
Petro Drakopoulos
Maggie Gabel
Andy Gilbert
Eli Hurwitz
Mitchell Moses
Rob Onesko
Matteo Passalacqua
Dottie Popp
Bryan Schnicker

Absent: Matthew Baumgarten – *excused*
Lawrence Gallagher – *excused*
Alanda Knox – *excused*
Wayne Wudyka – *excused*

Also present: Vivian Carmody, Berkley DDA Director
Matt Church, Director, Berkley Library
Doug Deeds, Berkley Environmental Committee
Jennifer Finney, DDA Marketing and Promotions Committee
Tim McLean, Community Development Director
Wendi Zabramski, Resident
- III. **APPROVAL OF AGENDA:** On motion by Drakopoulos and second by Dirkse, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Meeting of April 11, 2018: On motion by Drakopoulos and second by Passalacqua, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**
The Budget Report for the City of Berkley as of 4/30/18 was included in the Board packet. Moses reported not much change as the fiscal year winds down other than the ending fund balance probably being @\$20,000-30,000 higher than expected.
- VI. **DISCUSSION/ACTION ITEMS:**
A. Multi-Community Planning Grant Letter of Support
Carmody reviewed a memo regarding a new SEMCOG grant to fund multi-community project planning. Carmody has been working with Huntington Woods and Oak Park on possible projects on 11 Mile (shared border) and Coolidge from 9 Mile to 12 Mile. The draft of the traffic analysis has been received and will be finalized soon. The SEMCOG grant is an 80/20 grant with the three cities dividing the 20% portion of the project planning cost. Application deadline is May 22. If the 3-city

partnership is awarded the grant, an RFP will be issued for a firm to study feasibility and make recommendations. Carmody estimated the cost of this planning phase to be @\$18,000 total. Letters of support for the application from the three communities are desirable.

Gilbert moved to approve Berkley's letter of support for the SEMCOG multi-community project planning grant, Drakopoulos seconded, and the motion was unanimously approved by the Board.

B. MSOC Select Level Application and Main Event

Carmody still has tickets available for the Main Event Dinner where Berkley will be recognized as one of the newest Select Level Main Street Communities. Seven people associated with the city and DDA will be attending, and she asked if any Board members were interested in the free ticket offer.

C. Upcoming Board and Officer Vacancies

The Organization Committee will be interviewing candidates to fill upcoming and current vacancies on the Board this month. Two current Board members' (Popp and Onesko) terms expire at the end of June. The committee will make recommendations to fill the vacancies as well as filling the 2018/19 officers positions and present them at the June Board meeting.

Carmody asked for volunteers to be liaisons to the Chamber of Commerce and Coolidge Task Force. Gilbert volunteered for Chamber liaison, but there has been discussion that the Coolidge Task Force is now redundant, and no one volunteered.

- VII. Committee Reports** – see Board packet. The Business Development Committee is working on a “meet and greet” for Coolidge business owners in June at Berkley Common. Passalacqua reported that the Design Committee is working on a “First Impressions” program with Clawson where the two DDAs visit the other's downtown, report on their perceptions, and make comments on strengths and weaknesses. They're also working on updates to the sign ordinance and changes they might make sooner than the anticipated ordinance overhaul. They're also revisiting the old parking study to identify any unfinished projects outlined there that might still be undertaken.

Finney of the Marketing and Promotions Committee reported the first Art and About was coming up May 11. The DDA is no longer pairing artists with businesses; businesses are welcome to choose their own artists and activities. In addition, the DDA will have several different pop-up locations with groupings of artists and musicians, running from 5:00 to 9:00.

The Berkley co-op radio advertising program will run on station 94.7 from the end of April through the middle of December with different businesses spotlighted.

VIII. Staff & Community Reports:

A. Executive Director – Vivian Carmody

1. Downtown Master Plan and Parking Study RFP

An RFP has been issued and sent to five planning firms with responses due by June 15. The Downtown Master Plan update will focus on land use rather than design.

2. Beasley Media Group Cooperative Ads

Carmody played an ad that has been purchased and is running on radio station 94.7. Gilbert and Drakopoulos both purchased multiple spots in order to make the program work. Carmody noted there is added value in that 94.7 radio personalities will be broadcasting from events like Art and About and Ladies Night Out.

3. Art & About – May 11

See VII. Committee Reports.

B. Main Street Scholarship Recipients Conference Update

1. Matt Church

Church thanked the Board and City Manager for the opportunity to attend the conference. It gave him a chance to reflect on the library's importance and place in the community: Its prominent location in the downtown makes it a major draw and encourages patrons to stay longer in the district. The library is financed by the public to serve the public, putting the library in a different position than businesses in the district. It's a public space that celebrates the Berkley community. And it can create partnerships with business through potential story time programs at their locations around the city. One of the keynote speakers who impressed him spoke about the importance of celebrating and loving your community. When people feel connected and attached, they're more likely to shop and spend money in the community. He also gave kudos to the Board for putting the two high students on the Board.

He noted one thing kept coming up at the conference: Some action is better than no action. Start something small or something big, but whatever you do, start it. It doesn't need to be perfect. Start and refine as you go, learn from your mistakes, and try it again. "Partners with shared vision can be unstoppable."

2. Jennifer Finney

Finney also thanked the Board for the opportunity. It was inspiring and invigorating, and there were many little lessons learned, like preserving a town's history through art: sidewalk art and murals in stores, not just on outside walls. She envisioned a walking tour of the district's murals and mural locations marked on a future version of the downtown map. A way to strengthen the city's core events and make it easier for participating businesses would be to create information packets as well as sponsorship packages. She noted that defining roles and responsibilities for volunteer committee members to leverage their assets is on her agenda.

3. City Council – Absent – no report.

C. Planning Commission – Tim McLean

McLean reported that the Commission recommended to City Council approval of a special land use concept for the former Zen Design building on Coolidge, a shared office concept. He also reported that Berkley is now engaged in the Redevelopment Ready Community initiative with the Michigan Economic Development Council. MEDC reviews the city's application, issues their assessment, , and engages the city on ways to improve their best practices to attract development. MEDC also helps market available properties. Grant money is available to help in overhauling ordinances.

The LaSalette PUD should be on the Commission's June meeting agenda. The developer will be submitting revisions based on feedback from the Planning Commission.

D. Chamber of Commerce: Absent – no report.

IX. Board of Directors Comments:

Onesko was sorry that he would be out of town on Thursday and had to miss the MSOC Main Event.

X. Public Comments:

Wendi Zabramski spoke about sidewalk signs in front of businesses blocking the view of drivers trying to pull out of side streets onto 12 Mile.

Deeds reported cleaning up and planting at the bus stops on Woodward and 12 Mile and Woodward and Webster. He asked if the DDA was interested in having him plant around the district parking lots like he had done around the Dorothea-Catalpa municipal lot. Carmody explained that Frank's had been hired again this year by the DDA to do maintenance and flowers in the district.

XI. Adjournment:

The meeting was adjourned at 9:38 AM on motion by Drakopoulos and second by Passalacqua.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 06/30/2018
 % Fiscal Year Completed: 100.00

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2018 NORMAL (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Revenues						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	39,735.00	46,767.28	0.00	(7,032.28)	117.70
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	196,256.79	0.00	(2,500.79)	101.29
814-001-549-010	STATE REIMBURSEMENTS - PPT	31,160.00	26,750.67	0.00	4,409.33	85.85
814-001-664-000	INVESTMENT EARNINGS	2,029.00	2,021.47	0.00	7.53	99.63
814-001-675-000	CONTRIBUTIONS	0.00	120.00	0.00	(120.00)	100.00
814-001-675-814	EVENT SPONSORSHIPS	20,000.00	5,850.00	0.00	14,150.00	29.25
Total Dept 001 - REVENUES		286,680.00	277,766.21	0.00	8,913.79	96.89
TOTAL REVENUES		286,680.00	277,766.21	0.00	8,913.79	96.89
Expenditures						
Dept 175 - DDA ADMINISTRATION						
814-175-728-000	OFFICE SUPPLIES	1,290.00	659.00	0.00	631.00	51.09
814-175-814-001	WEBSITE	216.00	291.85	0.00	(75.85)	135.12
814-175-817-008	BOARD STRATEGIC PLANNING	1,500.00	0.00	0.00	1,500.00	0.00
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	44,000.00	0.00	4,000.00	91.67
814-175-960-000	PROFESSIONAL DEVELOPMENT	1,500.00	10,486.17	0.00	(8,986.17)	699.08
Total Dept 175 - DDA ADMINISTRATION		52,506.00	55,437.02	0.00	(2,931.02)	105.58
Dept 265 - CITY HALL						
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SERVICES - LABOR	6,000.00	4,500.00	0.00	1,500.00	75.00
814-822-807-000	AUDIT SERVICES	1,745.00	1,684.95	0.00	60.05	96.56
814-822-818-000	SERVICES	2,400.00	1,500.00	0.00	900.00	62.50
814-822-864-000	MEETINGS & CONFERENCES	0.00	50.00	0.00	(50.00)	100.00
Total Dept 822 - DDA OPERATIONS		10,145.00	7,734.95	0.00	2,410.05	76.24
Dept 824 - SPECIAL EVENTS						
814-824-706-000	DPW WORKERS	1,317.00	338.24	0.00	978.76	25.68
814-824-712-000	IN LIEU	17.00	0.00	0.00	17.00	0.00
814-824-715-000	FICA	102.00	28.11	0.00	73.89	27.56
814-824-716-000	HDLO	529.00	241.70	0.00	287.30	45.69
814-824-718-000	RETIREMENT	484.00	153.77	0.00	330.23	31.77
814-824-722-000	SICK LEAVE	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	8,250.00	3,611.35	0.00	4,638.65	43.77
814-824-817-010	LADIES NIGHT OUT	3,000.00	2,948.75	0.00	51.25	98.29
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	0.00	0.00	1,200.00	0.00
814-824-817-012	ART BASH	500.00	0.00	0.00	500.00	0.00
814-824-817-013	STREET ART FEST	500.00	500.00	0.00	0.00	100.00
814-824-817-014	OAKLAND COUNTY IRISH FEST	628.00	17.07	0.00	610.93	2.72
814-824-817-015	HOLIDAY LIGHTS	22,000.00	23,025.10	0.00	(1,025.10)	104.66
814-824-817-016	ART & ABOUT	3,750.00	1,570.98	0.00	2,179.02	41.89

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		AMENDED BUDGET	06/30/2018 NORMAL (ABNORMAL)	MONTH 06/30/2018 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Expenditures						
Total Dept 824 - SPECIAL EVENTS		42,285.00	32,435.07	0.00	9,849.93	76.71
Dept 826 - MARKETING AND ADVERTISING						
814-826-901-000	ADVERTISING/MARKETING	34,454.00	10,813.75	0.00	23,640.25	31.39
814-826-901-001	GENERAL MARKETING	5,000.00	5,175.00	0.00	(175.00)	103.50
Total Dept 826 - MARKETING AND ADVERTISING		39,454.00	15,988.75	0.00	23,465.25	40.53
Dept 829 - STREETScape & DESIGN						
814-829-758-010	BANNERS	2,500.00	0.00	0.00	2,500.00	0.00
814-829-818-200	FLOWER BASKET PROGRAM	28,130.00	9,419.85	0.00	18,710.15	33.49
814-829-818-201	PUBLIC ART/PLACEMAKING	6,000.00	5,357.78	0.00	642.22	89.30
814-829-818-202	DESIGN GUIDELINES	73,000.00	65,493.11	0.00	7,506.89	89.72
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	20,000.00	7,800.00	0.00	12,200.00	39.00
Total Dept 829 - STREETScape & DESIGN		129,630.00	88,070.74	0.00	41,559.26	67.94
Dept 830 - BUSINESS DEVELOPMENT						
814-830-814-002	BUSINESS DATABASE CRM	299.00	224.55	0.00	74.45	75.10
814-830-818-203	MARKET ANALYSIS	0.00	19,517.50	0.00	(19,517.50)	100.00
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	0.00	0.00	5,000.00	0.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	3,000.00	2,997.50	0.00	2.50	99.92
814-830-960-110	QUARTERLY MERCHANT MEETINGS	400.00	0.00	0.00	400.00	0.00
Total Dept 830 - BUSINESS DEVELOPMENT		8,699.00	22,739.55	0.00	(14,040.55)	261.40
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	73,000.00	76,008.85	0.00	(3,008.85)	104.12
814-940-974-005	WAYFINDING	40,000.00	26,331.16	0.00	13,668.84	65.83
Total Dept 940 - PUBLIC IMPROVEMENT		113,000.00	102,340.01	0.00	10,659.99	90.57
TOTAL EXPENDITURES		398,219.00	324,746.09	0.00	73,472.91	81.55
Fund 814 - DDA:						
TOTAL REVENUES		286,680.00	277,766.21	0.00	8,913.79	96.89
TOTAL EXPENDITURES		398,219.00	324,746.09	0.00	73,472.91	81.55
NET OF REVENUES & EXPENDITURES		(111,539.00)	(46,979.88)	0.00	(64,559.12)	42.12
BEG. FUND BALANCE		280,784.64	280,784.64			
END FUND BALANCE		169,245.64	233,804.76			
TOTAL REVENUES - ALL FUNDS						
TOTAL REVENUES - ALL FUNDS		286,680.00	277,766.21	0.00	8,913.79	96.89
TOTAL EXPENDITURES - ALL FUNDS						
TOTAL EXPENDITURES - ALL FUNDS		398,219.00	324,746.09	0.00	73,472.91	81.55
NET OF REVENUES & EXPENDITURES		(111,539.00)	(46,979.88)	0.00	(64,559.12)	42.12
BEG. FUND BALANCE - ALL FUNDS		280,784.64	280,784.64			

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END FUND BALANCE - ALL FUNDS		169,245.64	233,804.76			



**BERKLEY
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Committee Reports
June 13, 2018**

BUSINESS DEVELOPMENT COMMITTEE

Third Tuesday of every month, 5:00 – 6:30 pm
Committee Chair: Bryan Schnicker

Verbal report at Board Meeting

DESIGN COMMITTEE

First Tuesday of every month, 5:30 – 7 pm
Committee Chair: Matteo Passalacqua

Verbal report at Board Meeting

MARKETING & PROMOTIONS COMMITTEE

Second Monday of every month, 5:30 – 7 pm
Committee Co-Chair: Jennifer Finney

This month, the Marketing and Promotions Committee is welcoming new volunteers, nailing down a social media strategy for our events, and finalizing the work plan for 2018. We're also getting organized to start planning for this year's MerriMonth festivities. LNO also has a new event chair and some new and exciting things will be happening with the next event in July.

ORGANIZATION COMMITTEE

Fourth Thursday of every month, 8:30 am – 9:30 am
Committee Chair, Larry Gallagher

Verbal report at Board Meeting