

**MEETING MINUTES**  
**Berkley Downtown Development Authority**  
**Meeting of the Board of Trustees**  
**Berkley Public Safety Building, 2nd Floor Conference Room**  
**Wednesday, April 13, 2016**

**I. CALL TO ORDER:** The meeting was called to order at 8:03 AM with Chair Alan Semonian presiding.

**II. DETERMINATION OF ATTENDANCE:**

*Present:* Bridget Dean  
Richard Eshman  
Diane Farrington  
Lawrence Gallagher  
Ross Gavin  
Alanda Knox  
Keith Logsdon  
Rob Onesko (8:11)  
Matteo Passalacqua  
Alan Semonian

*Absent:* Kathy Abrahamian  
Karen Koerber  
Margie Simmons –*excused*

*Also present:* Steve Baker, City Council Liaison  
Matt Church, Berkley Library Director  
Doug Deeds, Berkley resident/Beautification Advisory Committee  
RoseAnn Nicolai, Chamber of Commerce Liaison, Nicolai Events  
Dottie Popp, Planning Commission Liaison  
David Sabuda, Finance Director, City of Berkley  
Sean Young, DPW

**III. APPROVAL OF AGENDA:** On motion by Logsdon and second by Farrington, the agenda was unanimously approved by the Board. Semonian asked the Board for a motion to add a discussion arising from the most recent Maintenance/Beautification Committee meeting. Farrington so moved, Gavin seconded, and the amended agenda was unanimously approved by the Board.

**IV. APPROVAL OF MINUTES:**

**A. Regular Meeting of March 9, 2016:** On motion by Logsdon and second by Gallagher, the minutes were unanimously approved by the Board.

**V. PUBLIC COMMENTS:** None.

**VI. CHAIRPERSON'S UPDATE:** Semonian said updates would be included in the Budget discussion.

**VII. LIAISON REPORTS:**

**A. City Council Liaison:** Baker reported that Council had agreed to hire as Berkley's new City Manager the former Huntington Woods City Manager Matthew Baumgarten. Terms had been agreed to and he was expected to begin work in Berkley some time in May.

Tina Edgar was resigning from City Council and Council is working to find a replacement for her until the next scheduled election in 2017. Information about submitting an application is on the City's Web site. Presentations from applicants will be made at the next Council meeting.

At their last meeting Council reviewed a special land use request sent by the Planning Commission for the former building occupied by Berkley Eye Wear to be converted from retail to office as the owner of Berkley Eye Wear merges his two businesses into one just south of his former location. The new tenant will be a mortgage company. If that tenant were to move their business, it would revert to retail use.

According to a DDA study done in 2000, the district should encourage more retail rather than office use. The special land use request did pass Council and as a result Coolidge now has an equal number of retail and office businesses. Baker noted this is an opportunity to think about the broader vision for the city. Logsdon urged that the DDA be involved in decisions like the one Council made, and Semonian agreed, adding that one of the ways the DDA can be more proactive and focused would be discussed when the budget details were talked about later.

He also noted that there are at least two kinds of office businesses, those that bring customers and consumers into town and those that don't, where workers come and just do their jobs and go home. If your office brings potential customers into town who will also shop at the stores and eat at the restaurants, that's a different kind of office.

**B. Planning Commission Liaison:** Popp noted that the owner of Berkley Eyewear, who also owns her building, had originally wanted her to move into his old space, but it was just too small for her. She was surprised at the to-do about the relocation as most of the businesses on Coolidge and 12 Mile are "destination" businesses. She reported that the Commission did a site plan review at their last meeting for a 12-unit apartment development on Greenfield near Catalpa, but they postponed a decision and asked for improvements to the plan to be considered at their 4/26 meeting.

**C. Chamber of Commerce Liaison:** Nicolai reported that the next Chamber Chat would be held on Friday, April 15. The Art Bash will take place on 12 Mile on June 11.

**D. Beautification Advisory Committee:** Deeds reported that in cooperation with the Tree Board they would be having the first annual tree walk, canvassing the city's trees. Saturday, April 16, would be a parks spring clean up.

**VIII. New Business:**

**A. Maintenance and Beautification: Flower Planting Additions** – Semonian reported that the committee met with Frank's Landscaping the previous Monday to discuss flowers for 12 Mile and the viability of adding hanging pots of flowers for Coolidge. There is a type of pot with liners that hold enough water so that pots only need supplemental watering once a week.

Because the committee would like more height and variety in the 12 Mile plantings, they asked Frank's to recommend something taller to use at the corners of Robina and 12 Mile, and they suggested Dragon Wing begonias that grow taller than most and grow well in sun or shade. Semonian said this year would be a test of the new flowers.

The additional flowers will increase the 2015/16 landscaping budget \$768.00. Dean moved to approve the expenditure, Knox seconded, and the motion was unanimously approved by the Board.

**IX. UNFINISHED BUSINESS:**

**A. 2016/17 Operating Budget: David Sabuda** – Semonian reported after additional meetings about the budget, the Promotions Committee was suggesting four areas to increase the 2016/17 proposed budget.

- 1) Contractual services: Adding \$50,000.00 for a DDA manager. This amount is a placeholder until more research is done on the actual cost, looking at what is paid to other DDA managers in the area.
- 2) Maintenance/Beautification: Adding \$25,000.00 to install hanging flower pots on Coolidge.
- 3) Promotions: Adding \$25,000.00 for additional advertising and \$4,000.00 for Ladies Night Out events.

- 4) Structural: Adding \$20,000.00 for new banner poles. The old ones are dangerous and can't be used and the banner is important for advertising events. The actual cost is unknown although some preliminary research has been done, according to Young of the DPW.

Semonian suggested that the Board needed to be more proactive in promoting the City and to move forward as a city, they needed someone in a dedicated role, a DDA manager. In the past the Board had hired two different part-time managers, who didn't work out. Passalacqua asked if the amount being budgeted was commensurate with what other cities paid and if the term was too short, and Semonian said it may not be enough. Sabuda noted that tax capture funds would need to be moved to cover the expense. Semonian also noted that in order to participate in the Main Street program and reap those benefits, Berkley would need a full time DDA Manager. Farrington said the manager could act as a coordinator and liaison, finding businesses to bring in to Berkley. Logsdon suggested engaging MML and the new City Manager to find an appropriate candidate and work out reasonable compensation.

Coolidge has received little in the way of beautification funds and the hanging flowers pots would be a Phase 1 trial.

Semonian proposed that all the additional expenditures would not necessarily continue year to year in the future, such as the banner poles being a long-term investment and the hanging planters for Coolidge flowers should certainly last more than a year. He suggested that the additional funds requested for DDA manager, hanging flowers, and banner poles be moved to the 815 fund budget. He stressed that one of the jobs of the DDA is to promote the city and get people to come to Berkley.

Logsdon said he tended to agree with Sabuda that the DDA should be investing in "brick and mortar" projects first as their primary focus and that the budget seemed to be skewing in the other direction. He suggested that some of the promotional monies budgeted could come from the Chamber, working with the DDA, but Nicolai noted that the Chamber serves its members first. Knox said that she hears often from other Berkley business people that nothing seems to be allocated for advertising Berkley, unlike other communities nearby. She said customers are often surprised at what Berkley has to offer downtown. She suggested Berkley should advertise the downtown at least every month in the local newspapers.

Baker said that while he couldn't speak for Council as a whole, he applauded the Board for considering a broader vision to create the context that would draw more businesses and shoppers to downtown. He said he believed it was a sound balance in that direction forward and sustainable, as some of the proposed extra expenditures were one-time expenditures, like the banner poles.

Dean moved to approve the recommended budget plus the amendments presented on 4/13/16, and Knox seconded. Logsdon had an objection to voting on them together; he would rather vote on them separately. He moved to vote on them separately, and Gavin seconded.

Dean moved to approve the amendments to the budget presented at this meeting (4/13/16), and Knox seconded. Eshman, Dean, Farrington, Gavin, Knox, Onesko, Passalacqua and Semonian voted in favor, with Logsdon opposed and Gallagher absent (had to leave early).

Farrington moved to approve the resolution approving the original budget as presented March 9, 2016 for the fiscal year beginning July 1, 2016 and ending June 30, 2017, Onesko seconded, and Eshman, Dean, Farrington, Gavin, Knox, Onesko, Passalacqua and Semonian voted in favor, with Logsdon opposed and Gallagher absent (had to leave early).

**Robina/12 Mile Project: Traffic Study Test – No report.**

**X. COMMITTEE REPORTS:**

**A. Maintenance/Beautification Committee – No additional report.**

**B. Promotions Committee:** No report.

**C. Budget/Finance: Margie Simmons/David Sabuda** – No additional report or discussion.

**XI. ADJOURNMENT:**

The meeting was adjourned at 9:06 AM on motion by Farrington and second by Dean.