

### AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
  - A. Regular meeting of July 14, 2021
- V. Presentation
  - A. New Branding – Kim Rivera, New Moon Visions
- VI. Treasurer’s Report
- VII. Action Items
  - A. Advertising Plan
  - B. Downtown Benches
  - C. Making Waves Facade Grant Application
  - D. The Lunch Cafe Facade Grant Application
  - E. Amici’s Kitchen & Living Room Mural Application
- VIII. Discussion Items
  - A. DDA Bylaws Language Update
  - B. Sign up for remaining City Council Meetings (September - December)
  - C. New Board Member Candidates for Three Vacancies
  - D. 2021/22 Board Officers
- IX. Student Board Member Updates
- X. Standing Committee Updates
  - A. Business Development – Open
  - B. Art & Design – Matteo Passalacqua
  - C. Marketing & Promotions – Ashley Poirier
  - D. Organization – Scott Francis
  - E. West Twelve Mile – Brian Zifkin
- XI. Staff & Community Updates
  - A. Interim Director/Board Members
    - 1. Wayfinding Signs
    - 2. Parking Lots Restriping
    - 3. Berkley Plaza Project
    - 4. Coolidge Crosswalks
    - 5. Berkley Street Art Fest
    - 6. MoGo Downtown Berkley Mural Ride
  - B. City Council – Steve Baker
  - C. Planning Commission – Lisa Kempner
    - 1. Building Department - Erin Schlutow
  - D. Chamber of Commerce – Tim Murad
- XII. Board of Directors’ Comments
- XIII. Public Comments
- XIV. Adjournment

I. **CALL TO ORDER:** The meeting was called to order at 8:29 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

*Present:* Matthew Baumgarten  
Donna Dirkse  
Scott Francis  
Andy Gilbert  
Chris Gross  
Matteo Passalacqua  
Ashley Poirier  
Razur Rahman  
Ailya Siddiqi  
Brian Zifkin

*Absent:* Andrew Agbay – *excused*  
Petro Drakopoulos – *excused*  
Mitchell Moses – *excused*  
Wayne Wudyka – *excused*  
Garrett Wyatt – *excused*

*Also present:* Steve Baker, City Council Liaison  
Mike McGuinness, Candidate for Interim DDA Executive Director  
Tim Murad, Chamber of Commerce Liaison  
Annaka Norris, Main Street Oakland County

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

IV. **APPROVAL OF MINUTES**

**A. Regular Meeting of June 9, 2021**

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

V. **TREASURER'S REPORT:**

No report available.

VI. **ACTION ITEMS:**

**A. Interim Executive Director**

Mike McGuinness, Interim Director candidate, introduced himself to the Board. Francis noted the Organization committee had interviewed candidates for the permanent position but were not impressed with their level of experience. McGuinness was recommended by Main Street Oakland County, is active in downtown Pontiac, is President of the School Board and Historical Society, and interviewed with Baumgarten, Gilbert, and former Director Finney. He would be expected to work @40 hours per week, employment dates are open-ended, and he will be on the City's payroll.

The advertisement for a full-time permanent Director will be re-posted. MSOC's Norris noted there's a wide range of compensation for DDA Directors, from @low \$40,000's to @\$120,000 per year and that the position is evolving to be more focused on economic development. Board members agreed

to seriously discuss permanent Executive Director compensation as soon as possible, perhaps in a “retreat” or special meeting.

Passalacqua moved to approve offering McGuinness the position of Interim DDA Executive Director, Zifkin seconded, and the motion was unanimously approved by the Board.

**B. Contractor for Berkley Plaza Project**

Former Director Finney forwarded the quotation for Plaza construction received from WCI in the amount of \$160,594.00. If approved at the 7/14 meeting, construction should be completed before the end of the year. The School District has affirmed their contribution of \$60,000.00. The construction bid does not include furniture or artwork.

Francis reported that the District has offered to be the project management lead.

On motion by Passalacqua and second by Gross, the Berkley Plaza proposal from WCI in the amount of \$160,94.00 was unanimously accepted and approved by the Board.

**C. Advertising Plan**

Catalyst Media submitted a quotation for a 4-week ad campaign in C&G Newspapers (\$11,511.60) and a 9-week social media campaign on the *Metro Detroit Mommy* blog (\$530.00), for a total of \$12,041.60.

Board members asked for specifics on the content of the ads created by the new branding agency New Moon, which hadn't been presented yet, and expressed the desire for more details before approving the contract. “Reinventing Charm” will be the overarching theme. New Moon and Catalyst should be available to address those at the August Board meeting. Poirier will make the connection with New Moon and Catalyst and send any other info she gets from them soon to the Board.

On motion by Zifkin and second by Baumgarten, the Board unanimously approved tabling a vote on the advertising plan until the August meeting. Poirier will take the lead in arranging for Jennifer Foster of Catalyst Media and personnel from New Moon to make presentations to the Board on the plan and rebranding at the August meeting.

**D. Frank's Quote for 12 Mile Stamped Concrete**

Frank's Landscaping (the DDA's flower bed and hanging basket contractor) submitted a quotation of \$17,599.48 for power washing and sealing the stamped concrete areas along 12 Mile. The DPW Director notes Frank's has done this work in the past, and it has now been several years since it was cleaned and sealed. This maintenance should usually be repeated approximately every five years.

On motion by Zifkin and second by Baumgarten, the proposal from Frank's to clean and seal the stamped concrete on 12 Mile in the amount of \$17,599.48 was unanimously approved by the Board.

**E. Folio Mural Application**

A copy of Folio's application with accompanying graphic representation was sent to the Board prior to the meeting.

On motion by Poirier and second by Dirkse, Folio's mural application was unanimously approved by the Board.

**F. Making Waves Façade Grant Application**

Application not reviewed by the Design Committee.

**G. The Lunch Café Façade Grant Application**

Application not reviewed by the Design Committee.

**H. Green Lantern Mural Application**

Application not reviewed by the Design Committee.

**VII. DISCUSSION ITEMS**

**A. Downtown Benches**

Former Director Finney sent the Board her recommendation regarding adding new benches for the downtown and replacing older benches that have deteriorated, noting locations for additional benches. There are currently no benches on the West end of 12 Mile but that will be remedied with the newly planned locations. There is \$15,000.00 allocated for benches in the current budget.

Two vendors' quotations and graphics were included: Terra Bound Solutions and Keystone Ridge Designs. The Keystone Ridge bench is more traditional and resembles the original benches that are being replaced. Benches from Keystone Ridge have been installed in some of the parks and can be viewed during a visit to the splash park. Board members can view the benches in person and choose a style and vendor at the August meeting.

**B. DDA Bylaws**

**1. Add section regarding lack of Executive Director**

Francis will consult the DDA's attorney about adding a section for this.

**C. Board members sign up for remaining City Council Meetings (August-December 2021)**

Passalacqua volunteered to attend the Oct. 18 Council meeting. Board members will be sent a list of meeting dates (below) and respond with days they are available.

August 9 (Gross e-mailed she could attend), Sept. 20, Oct. 4, Oct. 18, Nov. 15, Dec. 6, Dec. 20

**VIII. STUDENT BOARD MEMBER UPDATES**

School is out for summer vacation.

**IX. STANDING COMMITTEE UPDATES:**

**A. Business Development Committee – TBD**

Absent – no report.

**B. Design Committee – Matteo Passalacqua**

Passalacqua reported the committee has been working on restructuring. They plan to review the draft Design Guidelines when available.

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

Poirier reported the committee has been planning themed months for the remainder of the year and the night shopping markets, as well as working on the rebranding rollout.

**D. Organization Committee – Scott Francis**

Francis reported that the committee has been reviewing resumes and made a recommendation to the hiring committee.

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

Zifkin has been touring 9 Mile Road and viewing the improvements the City of Oak Park has made. The mayor gave him contact information so he can talk to their Economic Development Director about the cost of the improvements the city made.

**X. STAFF & COMMUNITY UPDATES:**

**A. Executive Director/Interim/Board Members**

**1. Wayfinding Signs**

Gilbert reported that Corbin will create a punch list of all items that need to be addressed by the contractor. One issue is that the sign at the 12 Mile/Greenfield entrance to Berkley partially blocks Alco's signage.

**2. Parking Lot Restriping**

The parking lot restriping is scheduled for July 25 and 26, and affected businesses have been notified twice.

**3. Rebrand Update**

Covered previously.

**4. Main Street America Accreditation – July 19 City Council**

MSOC representatives will announce and present accreditation to the Berkley DDA at the July 19 City Council meeting.

**B. City Council – Steve Baker**

Baker left early but reported that at the next Council meeting on July 19, Council would consider a resolution addressing voter suppression.

**C. Planning Commission – Matt Trotto**

**1. Building Department – Erin Schlutow**

Absent – no report.

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

Murad reported that the Street Art Fest is scheduled for August 7, then the Cruise Fest, and the Art Bash on Sept. 11. They are working on the next *City Guide*. There's still time to get an Art Fest chalk square, and yard signs in support of the event can be purchased for \$10.

**XI. BOARD OF DIRECTORS' COMMENTS:** None.

**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 lost quorum and ended at 9:50 AM.

Fund 814 DDA

GL Number	Description	PERIOD ENDED 07/31/2020	PERIOD ENDED 07/31/2021
<b>*** Assets ***</b>			
Cash			
814-000-001-000	CASH IN BANK	322,664.13	414,956.43
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(2,504.96)
814-000-005-000	PETTY CASH	300.00	300.00
	Cash	<u>322,964.13</u>	<u>412,751.47</u>
Accounts Receivable			
814-000-026-000	DELINQUENT PPT RECEIVABLE	8,528.73	7,836.18
814-000-040-001	ACCOUNTS RECEIVABLE - MANUAL	0.00	(26.97)
	Accounts Receivable	<u>8,528.73</u>	<u>7,809.21</u>
Other Assets			
	Other Assets	<u>0.00</u>	<u>0.00</u>
	<b>Total Assets</b>	<b><u>331,492.86</u></b>	<b><u>420,560.68</u></b>
<b>*** Liabilities ***</b>			
Accounts Payable			
	Accounts Payable	<u>0.00</u>	<u>0.00</u>
Liabilities-ST			
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS	1,914.97	2,139.71
814-000-241-000	FICA TAXES	127.42	89.32
814-000-257-000	ACCRUED PAYROLL	1,681.69	1,167.61
814-000-259-000	ACCRUED HEALTH CARE	493.65	0.01
814-000-285-000	UNEARNED REVENUE	0.00	4,787.24
	Liabilities-ST	<u>4,217.73</u>	<u>8,183.89</u>
	<b>Total Liabilities</b>	<b><u>4,217.73</u></b>	<b><u>8,183.89</u></b>
<b>*** Fund Balance ***</b>			
Unassigned			
814-000-390-000	FUND BALANCE	325,390.51	325,390.51
	Unassigned	<u>325,390.51</u>	<u>325,390.51</u>
	<b>Total Fund Balance</b>	<b><u>325,390.51</u></b>	<b><u>325,390.51</u></b>
	<b>Beginning Fund Balance</b>	<b>325,390.51</b>	<b>325,390.51</b>
	<b>Net of Revenues VS Expenditures - 20-21</b>		<b>56,323.00</b>
	<b>*20-21 End FB/21-22 Beg FB</b>	<b>381,713.51</b>	
	<b>Net of Revenues VS Expenditures - Current Year</b>	<b>1,884.62</b>	<b>30,663.28</b>
	<b>Ending Fund Balance</b>	<b>327,275.13</b>	<b>412,376.79</b>
	<b>Total Liabilities And Fund Balance</b>	<b>331,492.86</b>	<b>420,560.68</b>

\* Year Not Closed

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 07/31/2021  
 % Fiscal Year Completed: 8.49

GL NUMBER	DESCRIPTION	END BALANCE	2021-22	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT
		06/30/2021		AMENDED BUDGET	MONTH 07/31/21	07/31/2021	
		NORM (ABNORM)		INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	USED
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	38,505.21	37,680.00	4,002.88	4,002.88	33,677.12	10.62
814-001-401-001	PROPERTY TAX CAPTURE - DDA	302,073.83	315,000.00	34,570.36	34,570.36	280,429.64	10.97
814-001-401-850	PPT - CURRENT YR DEL	0.00	(2,500.00)	0.00	0.00	(2,500.00)	0.00
814-001-539-000	STATE GRANTS	5,775.62	0.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,569.46	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS	1,011.62	3,000.00	0.00	0.00	3,000.00	0.00
814-001-674-005	MERCHANDISE REVENUE	0.00	250.00	0.00	0.00	250.00	0.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	15,000.00	0.00	0.00	15,000.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	0.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		361,935.74	384,930.00	38,573.24	38,573.24	346,356.76	10.02
TOTAL REVENUES		361,935.74	384,930.00	38,573.24	38,573.24	346,356.76	10.02
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-704-000	FULL TIME EMPLOYEES	52,856.07	69,360.00	2,326.95	2,326.95	67,033.05	3.35
814-175-715-000	FICA	4,006.47	5,306.00	178.01	178.01	5,127.99	3.35
814-175-728-000	OFFICE SUPPLIES	199.33	1,500.00	0.00	0.00	1,500.00	0.00
814-175-814-001	WEBSITE	225.77	0.00	0.00	0.00	0.00	0.00
814-175-817-008	BOARD TRAININGS	0.00	3,000.00	0.00	0.00	3,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	0.00	4,000.00	0.00	0.00	4,000.00	0.00
Total Dept 175 - DDA ADMINISTRATION		57,287.64	83,166.00	2,504.96	2,504.96	80,661.04	3.01
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	0.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	10,000.00	10,000.00	0.00	0.00	10,000.00	0.00
814-822-730-000	POSTAGE-PRINTING-MAILING	0.00	300.00	0.00	0.00	300.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	937.00	1,030.00	0.00	0.00	1,030.00	0.00
814-822-807-000	AUDIT SERVICES	1,470.00	1,500.00	0.00	0.00	1,500.00	0.00
814-822-817-000	CONSULTANT	0.00	15,000.00	0.00	0.00	15,000.00	0.00
814-822-818-205	SECRETARIAL SERVICES	1,825.00	2,000.00	150.00	150.00	1,850.00	7.50
814-822-824-000	LEGAL SERVICES	573.75	2,500.00	0.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	488.17	600.00	0.00	0.00	600.00	0.00
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	25.00	1,500.00	0.00	0.00	1,500.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	0.00	300.00	0.00	0.00	300.00	0.00
814-822-904-000	PRINTING	0.00	300.00	0.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		15,318.92	35,030.00	150.00	150.00	34,880.00	0.43
Dept 824 - SPECIAL EVENTS							
814-824-817-004	DDA - EVENTS	746.38	14,700.00	0.00	0.00	14,700.00	0.00
814-824-817-015	HOLIDAY LIGHTS	25,001.44	30,000.00	0.00	0.00	30,000.00	0.00
814-824-901-000	ADVERTISING	580.00	0.00	0.00	0.00	0.00	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

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GL NUMBER	DESCRIPTION	END BALANCE	2021-22	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT
		06/30/2021					
		NORM (ABNORM)		INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 814 - DDA							
Expenditures							
Total Dept 824 - SPECIAL EVENTS		26,327.82	44,700.00	0.00	0.00	44,700.00	0.00
Dept 826 - MARKETING AND ADVERTISING							
814-826-814-000	WEBSITE	0.00	312.00	0.00	0.00	312.00	0.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	0.00	1,500.00	0.00	0.00	1,500.00	0.00
814-826-818-000	CONTRACTUAL SERVICES	390.00	6,000.00	3,600.00	3,600.00	2,400.00	60.00
814-826-901-000	ADVERTISING/MARKETING	38,990.27	29,000.00	0.00	0.00	29,000.00	0.00
814-826-901-001	MAP UPDATE & REPRINT	1,390.00	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		40,770.27	38,312.00	3,600.00	3,600.00	34,712.00	9.40
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	0.00	0.00	1,615.00	1,615.00	(1,615.00)	100.00
814-829-818-200	FLOWER BASKET PROGRAM	32,410.85	28,000.00	0.00	0.00	28,000.00	0.00
814-829-818-201	PUBLIC ART/PLACEMAKING	11,416.67	25,000.00	0.00	0.00	25,000.00	0.00
814-829-818-207	PEST CONTROL	480.00	500.00	40.00	40.00	460.00	8.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	12,408.00	15,000.00	0.00	0.00	15,000.00	0.00
Total Dept 829 - STREETScape & DESIGN		56,715.52	68,500.00	1,655.00	1,655.00	66,845.00	2.42
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	1,615.00	55,000.00	0.00	0.00	55,000.00	0.00
814-940-974-003	SIDEWALK REPAIR	0.00	25,000.00	0.00	0.00	25,000.00	0.00
814-940-974-005	WAYFINDING	71,202.75	55,000.00	0.00	0.00	55,000.00	0.00
814-940-974-007	BERKLEY PLAZA PROJECT	0.00	60,000.00	0.00	0.00	60,000.00	0.00
Total Dept 940 - PUBLIC IMPROVEMENT		72,817.75	195,000.00	0.00	0.00	195,000.00	0.00
Dept 952 - ACTIVE EMPLOYEE BENEFITS							
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
814-952-716-500	HEALTH CARE COSTS - BC/BS	9,437.65	10,300.00	0.00	0.00	10,300.00	0.00
814-952-718-000	RETIREMENT-DB MERS	25,937.17	26,520.00	0.00	0.00	26,520.00	0.00
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		36,374.82	37,820.00	0.00	0.00	37,820.00	0.00
TOTAL EXPENDITURES		305,612.74	505,028.00	7,909.96	7,909.96	497,118.04	1.57
Fund 814 - DDA:							
TOTAL REVENUES		361,935.74	384,930.00	38,573.24	38,573.24	346,356.76	10.02
TOTAL EXPENDITURES		305,612.74	505,028.00	7,909.96	7,909.96	497,118.04	1.57
NET OF REVENUES & EXPENDITURES		56,323.00	(120,098.00)	30,663.28	30,663.28	(150,761.28)	25.53
BEG. FUND BALANCE		325,390.51	325,390.51		325,390.51		
NET OF REVENUES/EXPENDITURES - 2020-21					56,323.00	56,323.00	
END FUND BALANCE		381,713.51	205,292.51		412,376.79		





**DDA Advertising Quote**

TODAY'S DATE: June 29, 2021

CLIENT: Berkley DDA

PROJECT: Advertising Quote

DETAILS:

**C&G News (\$11,511.60)**

- o C&G News prints bi-weekly and covers news close to home with 19 local newspapers delivered to homes throughout Oakland, Macomb and Wayne counties. The four papers that Berkley would run ads in are **Woodward Talk, Royal Oak Review, Madison-Park News and Birmingham-Bloomfield Eagle**. The combined distribution of the papers is 33,106 and more than 100,000 people reach C&G's domain per month.
- o 4-week campaign
- o 2 "1/2 Page Color Ads" in each paper (\$2,618.70/week + \$500 for inclusion in each paper)
- o 2 "1/3 Page Color Ads" in each paper (\$2,137.10/week + \$500 for inclusion in each paper)

**Metro Detroit Mommy (\$530)**

- o Metro Detroit Mommy is one of the most popular parenting blogs in Michigan that features a wide array of activities parents can do with their children throughout metro Detroit. Since its conception in 2010, the blog has grown a huge list of followers as shown on their social media pages with 26K followers on Facebook, 10.7K followers on Instagram and 8.5K followers on Twitter. Their website also receives 20,000 unique visitors per month
- o 2 Months of advertising
- o Banner on website for 9 weeks (\$20/week)
- o 2 Social Plus Plans (August and September, \$175/month) includes:
  - 2 Posts on Facebook
  - 2 Posts on Twitter
  - 1 Post on Instagram
  - 1 Instagram Story

**TOTAL**

**\$12,041.60**

*Quotation prepared by:*

Quotation prepared by:

To accept this quotation, sign here and return:

## Helpful Context on Proposed Advertising Plan

*From Mike McGuinness: For the Board of Directors' benefit, Jennifer Foster of Catalyst Media Factory shared further context on the proposed Advertising Plan following questions generated at the July 2021 DDA Board Meeting. Here is some context from her professional vantage point, as you're considering action on the plan. Kudos to Ashley Poirier for requesting her feedback!*

**From Jennifer Foster:** C & G Newspapers publications are mailed directly to homes. Most people at least Flip through before disposing of. The response rate is very strong and they have maintained a steady ad rate reflective of their reader response. We can target zones around Berkley that we want to reach.

Banner/display ads in news outlets have a tremendously low return rate. People have learned to block them out when viewing a web page.

Because the budget was rather limited and we were asked to recommend placement for the upcoming creative, we presented the best bang for the buck.

Radio has traditionally performed very well for Berkley. Without the stipulation, I would have bought more radio or invested in a small cable campaign.

Sponsored Digital Content articles in HOUR Detroit and SEEN have performed well but would not incorporate the new creative due to their article-like format.

Unfortunately, print magazines such as HOUR Detroit run about \$5-6,000 per page and are historically out of Berkley's preferred budget. (You'd also need to place for some level of frequency).



**CITY OF BERKLEY**

3338 COOLIDGE HWY, BERKLEY, MICHIGAN 48072

**BERKLEY DDA**

Retro Feel. Metro Appeal.

Downtown Development Authority  
3338 Coolidge Hwy.  
Berkley, MI 48072  
(248) 658-3353

## MEMO

**To:** Berkley DDA Board  
**From:** Jennifer Finney, Executive Director  
**Subject:** Downtown Berkley Benches  
**Date:** 6/21/2021

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The DDA is looking at adding new benches throughout the downtown. Currently, there are 16 benches along Coolidge and 0 along 12 Mile.

This discussion during the July 2021 Board meeting is to determine the bench color/style along with the locations.

Bench Option #1: Black, Traditional

The below bench is similar in design to the current ones we have along Coolidge Hwy. In the board packet, you will find the exact quote for 10 benches. Vendor: Keystone Ridge Designs





**CITY OF BERKLEY**

3338 COOLIDGE HWY, BERKLEY, MICHIGAN 48072

**BERKLEY DDA**

Retro Feel. Metro Appeal.

Downtown Development Authority  
3338 Coolidge Hwy.  
Berkley, MI 48072  
(248) 658-3353

**MEMO**

**To:** Berkley DDA Board  
**From:** Jennifer Finney, Executive Director  
**Subject:** Downtown Berkley Benches  
**Date:** 6/21/2021

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**Bench Option #2: Recycled, Relaxed Look**

The below bench are ones that Berkley Parks and Rec recently put into our parks. It would be nice to have a consistent bench look throughout the City. The DDA's Wayfinding Signs will also make there way into Berkley Parks so we can be consistent in a few different aspects.

In the board packet, you'll find two different quotes (one for new locations (11), and the other to replace all benches and to add new ones (27). Vendor is Terra Bound Solutions.





**CITY OF BERKLEY**

3338 COOLIDGE HWY, BERKLEY, MICHIGAN 48072

**BERKLEY DDA**

Retro Feel. Metro Appeal.

Downtown Development Authority  
3338 Coolidge Hwy.  
Berkley, MI 48072  
(248) 658-3353

## MEMO

**To:** Berkley DDA Board  
**From:** Jennifer Finney, Executive Director  
**Subject:** Downtown Berkley Benches  
**Date:** 6/21/2021

---

New Bench Locations

12 Mile North Side

Garden Central/Tootie's

Corner - Griffith

Corner - Phillips (in front of strip center)

A&W

12 Mile South Side

Neighbors Shoppe/Chemistry Salon

Corner - Gardner

Articipate/Aero Pacific

Country Oven/Green Lantern

Coolidge East Side

The Wedding Shoppe

Coolidge West Side

Frosty Freeze

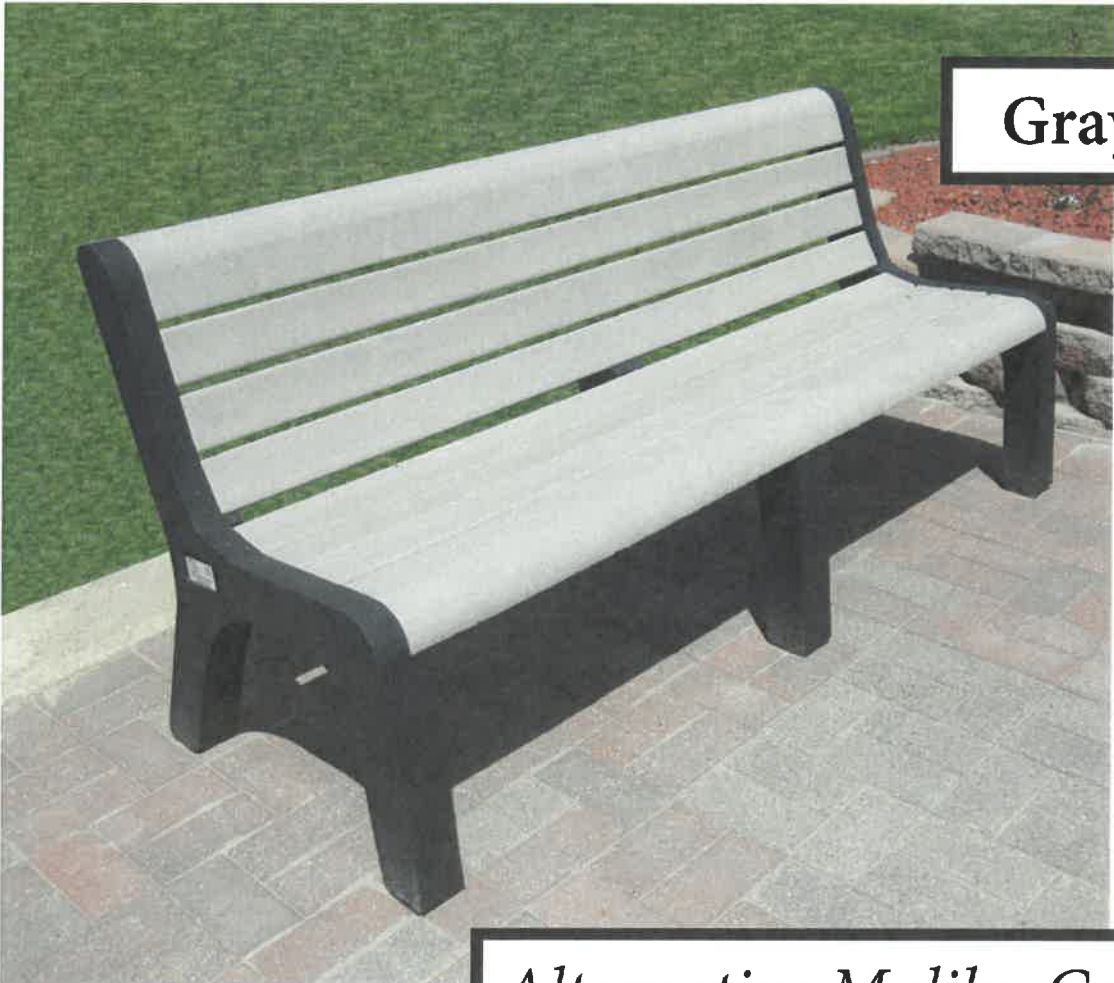
Republica

If the DDA decides to go with Option 2, I'd recommend to replace ALL benches in the downtown so we don't have two different styles. DPW recommends to buy a few first, get them installed, and see how they look, wear/tear then we can buy the full amount.

The DDA has \$15,000 allocated towards new benches.



**Brown Version**



**Gray Version**

*Alternative Malibu Color Options*



670 Mercer Road | Butler, PA 16001-1840  
 Toll-free: 1-800-284-8208 | Phone: 724-284-1213 | Fax: 724-284-1253  
 www.keystoneridgedesigns.com

DATE:	5/13/2021	ATTN:	JENNIFER FINNEY
QUOTATION #:	043235-00	EMAIL:	JFinney@BerkleyMich.net
PROJECT NAME:	BERKLEY DDA BENCHES	CUSTOMER #:	017334
QUOTE VALID TO:	06/30/2021	SELL TO:	BERKLEY DOWNTOWN DEVELOPMENT AUTH
PAYMENT TERMS:	NET 30		3338 COOLIDGE HWY
EST. LEAD TIME:	12 WEEKS		
FAX NUMBER:			BERKLEY, MI 48072-1636
SALES REP:	Connor Lowe	SHIP TO:	
EMAIL:	ConnorL@keystoneridgedesigns.com		
EXTENSION:	225		BERKLEY, MI 48072-1636

Please confirm the ship to location listed on the top portion of this quote and complete the following when placing your order.

24 Hour Advance Shipment Notification To/ On-Site Contact: **JENNIFER FINNEY** Phone: \_\_\_\_\_

**QUOTE SUMMARY:**

Total Quotation Amount:	\$16,464.50
Payment Required to Activate Order:	\$0.00
Remaining Balance Due Net 30	\$16,464.50

**SPECIAL CONSIDERATIONS:**

Terms of Sale: Net 30

- \* All credit card transactions are subject to a 3% processing fee. This fee can be waived if paid by check, ACH or wire transfer.
- \* If products or quantities change, discount will be revised accordingly.
- \* Lift gate service is included.
- \* Cast nameplate wording TBD.

**LINE ITEMS:**

Line	Part #	Description	Qty	Unit Price	Extended Price
1	OLL02-6000000-0000	L26 - LAMPLIGHTER BENCH 6' WITH BACK - PLEASE ADVISE COLOR Item reflects a 3.00% discount	10	\$1,498.65	\$14,986.50
2	ALCST-0000000-0000	CAST NAME PLATE ADD-ON FOR LAMPLIGHTER BENCH LEGS. UP TO 21 CHARACTERS (INCLUDING SPACES), CUSTOMIZED TO CLIENT'S SPECIFICATIONS. NAMEPLATE AFFIXED TO EACH END CASTING ON LAMPLIGHTER BENCH. (THIS IS A ONE-TIME CHARGE.)	1	\$350.00	\$350.00

Total Material Costs:	\$15,336.50
Freight & Packaging:	\$1,128.00
<b>Quotation Total:</b>	<b>\$16,464.50</b>

I acknowledge that I have received and reviewed the complete terms and conditions of this quotation. By signing this page, I understand and accept all of Keystone Ridge Designs' Terms and Conditions as outlined on this page and all proceeding and subsequent pages of the quotation. See following page for complete terms and conditions.

Authorized Signature

#### STANDARD PAYMENT TERMS

Products and quantities needed are the responsibility of the customer. All products are produced to individual customer specification and unless otherwise stated, require a 50% down payment before manufacturing along with a sign off on this quotation. Balance of materials, freight and packaging and sales tax (if applicable) is due before products ship. This payment method is an effective and efficient system to ensure timely production and scheduling, ultimately providing greater cost savings to the client. MasterCard®, Visa®, American Express® and Discover® are accepted payment methods.

• A 50% down payment of total costs is required to activate an order with an approved credit card, check or money order. Check or money order payment orders will be activated upon receipt. Credit card orders will be immediately activated. Client may pay balance C.O.D. with a cashiers check. C.O.D. also requires an additional fee to the trucking company, payable with a second cashiers check. Please note that full truck shipments cannot be sent C.O.D.

• The remaining 50% of total costs is due before the products will ship from the factory. Upon notification from Client Services, the remaining balance is payable by approved credit card, check or money order.

• If payment in full is received along with order activation, a 2% discount will be applied to material costs only. Credit card purchases are excluded.

• On the day your products ship, Client Services will contact you with pertinent shipping information.

#### FREIGHT & PACKAGING

Freight and packaging charges to stated shipping address are based on quantities listed on quotation. If the scope of project changes, freight and packaging will be revised accordingly.

Unless otherwise indicated, freight charges do not include unloading and placement. If you require lift gate service (lowering the products to ground level if there is no loading dock), please call for pricing before placing an order.

24-hour advance notification is including with your freight quote. You will receive a call from the shipping company prior to delivery.

#### DISCOUNTS

Discounts are applied based on a tiered sales volume structure. If products or quantities change, discount will be revised accordingly.

#### TAX

Sales tax will be assessed only to products shipping to or picked up within Pennsylvania and will be listed as a line item on the quotation.

#### CANCELLATIONS & RETURNS

A 25% restocking fee will be assessed on returned orders and orders cancelled more than two weeks after placement.

#### STORAGE

Storage fees will begin to accrue after one month from the date that the client is notified that the products are ready to ship, or one month after the estimated delivery date (whichever is later).

#### LEAD TIME

Delivery dates are estimated dates only and vary, but are usually estimated for 8-12 weeks. Final ship date notification will be coordinated through our Client Services.

#### HARDWARE

Keystone Ridge Designs utilizes high-quality stainless steel assembly hardware where applicable. Anchoring hardware, due to specialization required for each installation, is not supplied. Stainless steel hardware is recommended.

#### DELIVERY

The bill of lading is considered the client receipt and should be compared to each delivery for discrepancy. Products should be carefully examined for damage incurred during shipment. Keystone Ridge Designs, Inc.® is not responsible for product damage or shortage once the bill of lading is signed by the client. Inconsistency between order and shipment quantities, as well as product damage, must be indicated on the bill of lading upon delivery and before the freight company leaves the delivery site in order to file a damage claim with Keystone Ridge Designs, Inc. If damage is found or if there are any concerns regarding delivery, immediately notify Client Services at 1-800-284-8208.

#### WARRANTY

Keystone Ridge Designs, Inc.® is committed to product quality as well as client satisfaction. Therefore, all products are covered against material and workmanship defects for THREE YEARS from the date of purchase. "Material" is defined by all metal substrates that create the structure of the site furniture and the powder coat finish that coats the product. "Workmanship" refers to the welding, material bending and finishing. Any defect to our product that is a failure of the product within the normal wear and tear of product usage is covered under the warranty. Product damaged by abnormal use, vandalism or acts of nature are not eligible for this factory warranty.

To apply for the three-year warranty, products must be installed according to the manufacturer's recommendations. Products are recommended to be bolted to the surface to avoid theft, damage or movement. Umbrellas must be anchored in an 80 lb. or heavier base to apply for the three-year warranty. For questions concerning proper installation of our products, please call Client Services. Keystone Ridge Designs, Inc.® will repair or replace any part found defective upon written notification and inspection by Client Services.

Wood table/seat tops, fiberglass planters, gypsum planters and other products, as noted, are guaranteed for indoor use only.

#### PROPRIETARY STATEMENT

Keystone Ridge Designs, Inc.® is proud to offer the design community exceptional site amenities. Due to the time and resources invested in designing, manufacturing and marketing Keystone Ridge Designs™ products and services, we pursue design patents, copyrights, trademarks and service marks whenever possible. Any unlawful duplication or misrepresentation of Keystone Ridge Designs™ products or promotional materials will be rigorously protected.

Keystone Ridge Designs reserves the right to alter pricing, product design, materials or construction without notice.

Keystone Ridge Designs' products are covered by one or more of the following patent numbers: United States Des. 372,133; 378,270; 380,313; 406,700; 406,701; 413,449; 413,738; 414,952; 418,652; 420,814; 421,515; 421,824; 423,166; 423,239; 424,769; 440,060; 446,399; 449,745; 454,674; 458,579; 457,334; 457,701; 457,738; 457,741; 457,742; 458,044; 459,563; 461,336; 465,679; 465,936; 465,952; 466,318; 466,729; 467,104; 471,368; 474,618; 474,619; 481,890; 506,339; 510,216; 515,856; patents pending or Exclusive By Design™.

Keystone Ridge Designs, Inc. designs, manufactures and markets an original and exclusive line of site furniture. In accordance with the United States patent process, our products are officially marked with the designated descriptive numbers and required labeling. We strictly prohibit any other labeling which interferes, mutilates or restricts the legal requirements of product identification.



# Estimate



Office: 1-877-857-2915  
 Fax: 281-288-2870  
 www.TerraBoundSolutions.com  
 20020 Hickory Twig Way \* Spring, TX \* 77388

Date	Estimate #
6/21/2021	Finney1

Name / Address	Ship To
Berkley Downtown Development Authority Jennifer Finney  48072 Phone: 248-752-0589	Berkley Downtown Development Authority Jennifer Finney  48072 Phone: 248-752-0589

Customer Phone	E-mail	Terms	Rep
	heather@terraboundsolutions.com	Prepaid Visa, MC, ...	RLE

Description	Qty	Cost	Total
Shipping with Freight Svcs Additional Svcs not included (must be purchased prior to ship date): - Lift gate service - Call Ahead service - Residential/Church delivery - Inside delivery - Guaranteed delivery date Estimated Ship Date: Estimated Transit Time: business days **NOTE** Estimated transit time is never a guarantee. If you do not purchase guaranteed delivery service TerraBound is not responsible for any delays.  Reminder: Please check packages and contents for any damages upon arrival and note with freight carrier. TerraBound Solutions, Inc. is not responsible for damaged products in shipping. It is the responsibility of the receiving party to inspect and count packages at the time of delivery and report to freight carrier and customer service.  TERMS: Prepaid Visa, MC, Amex, Discover, Wire or Check		300.00	300.00

Production time is based on current schedule, and subject to change at time of order. Thank you for this opportunity to quote. Prices are guaranteed for 30 days. All sales are final.

If you would like to place an order or have any additional questions please call (877)857-2915 or email to [contact@terraboundsolutions.com](mailto:contact@terraboundsolutions.com)

Visit [www.terraboundsolutions.com](http://www.terraboundsolutions.com)

<b>Subtotal</b>	\$4,359.00
<b>Sales Tax (0.0%)</b>	\$0.00
<b>Total</b>	\$4,359.00



Office: 1-877-857-2915  
 Fax: 281-288-2870  
 www.TerraBoundSolutions.com  
 20020 Hickory Twig Way \* Spring, TX \* 77388

# Estimate

Date	Estimate #
6/21/2021	Finney1

Name / Address	Ship To
Berkley Downtown Development Authority Jennifer Finney  48072 Phone: 248-752-0589	Berkley Downtown Development Authority Jennifer Finney  48072 Phone: 248-752-0589

Customer Phone	E-mail	Terms	Rep
	heather@terraboundsolutions.com	Prepaid Visa, MC, ...	RLE

Description	Qty	Cost	Total
6' Malibu Hi Back Bench Dimensions: 72" width Weight: 193 lbs.(6ft) Seat Depth: 19" Back Height: 19" Seat Height: 17.5" Material: Recycled Plastic Lumber Slat Color: Black Legs (Colored Legs are Additional)	11	369.00	4,059.00

Production time is based on current schedule, and subject to change at time of order. Thank you for this opportunity to quote. Prices are guaranteed for 30 days. All sales are final.

If you would like to place an order or have any additional questions please call (877)857-2915 or email to [contact@terraboundsolutions.com](mailto:contact@terraboundsolutions.com)

Visit [www.terraboundsolutions.com](http://www.terraboundsolutions.com)

<b>Subtotal</b>
<b>Sales Tax (0.0%)</b>
<b>Total</b>

# Making Waves

## DDA BERKLEY FAÇADE GRANT PROGRAM APPLICATION

Company Name: Making Waves USA  
Company Owner: Sean P Ryan

Members of the Berkley DDA Board,

Thank you for taking time out of your schedules to read our Façade Grant application. We are looking to update the exteriors outside of 3116 12 Mile Road. This is a shared building space between Making Waves and The Lunch Café. We are resubmitting two applications, one for each business.

Since we are new to the area let me introduce our business, Making Waves USA is a premiere swim shop, we serve those who participate in aquatics from the national to the recreational level. We pride ourselves on customer service and hope to be an uplifting beacon as one of downtown Berkley's storefronts. I had the pleasure of meeting Jennifer Finney, and as discussed in my meeting, I have received two different quotes from Michigan based signage companies. I will be attaching the invoices I received as well as mock up designs that were made. To improve Making Waves side of the building are asking for \$14,800 (Signarama ests-29644)

The first improvement on the agenda would be to remove the Right Moves Consignment awning completely off the corner of the building and repaint the faced of the building. We will then replace the awnings it with a Non-Lit wall sign. Please see the mock ups below.



EXISTING

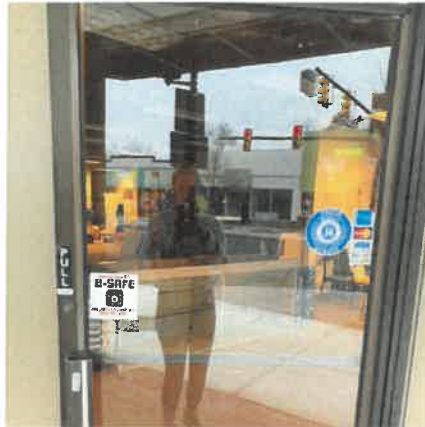


PROPOSED

# Making Waves

We will also be removing the previous company's verbiage off of the bay windows and front door. (Please note the following improvements only apply to Making Waves side of the building.) We decided to leave the blue and orange pin stripes in the bay window, they just so happen to be our company's colors! A mock up has been done for our hours of operation and is shown below.

Existing:



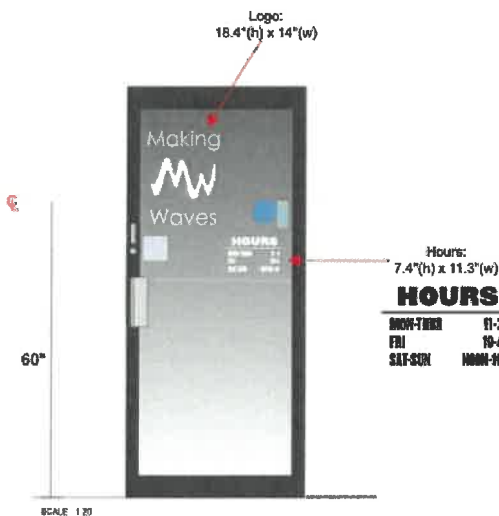
Proposed:

INSTALLED AT:  
3116 12 Mile Rd.  
Berkley, MI 48076  
**MAKING WAVES USA**

S-29644

Troy / Metro Detroit  
**Signarama**  
The way to grow your business

248-665-6880 | michigan-signshops.com | 1017 Naughton Dr. Troy, MI 48063



AN ARTIST REPRESENTATION - Image is for illustration purposes only. Objects in reality may be larger or smaller than depicted.

**DETAIL - ITEM 2**  
White Vinyl Door Logo  
- Overall Size: 18.4"(h) x 14"(w)  
- White RTA, gloss laminate  
- Placed first surface on glass

**QTY 1**  
**2.5 SF**

SALES: Renee W | renee@michigan-signshops.com  
DRAWING: Reid J.  
CREATED: 01/19/2021 REVISIONS:

FILE PATH:

CLIENT APPROVAL: By signing this proof, I approve the size, quantity, material, colors, & overall design. I understand that I am 100% responsible for any additional charges to my order after the date indicated on my approval.

Below is a picture of the side door entrance into our building. We use it for shipping and receiving. The side door faces Griffith street.

# Making Waves

Existing:

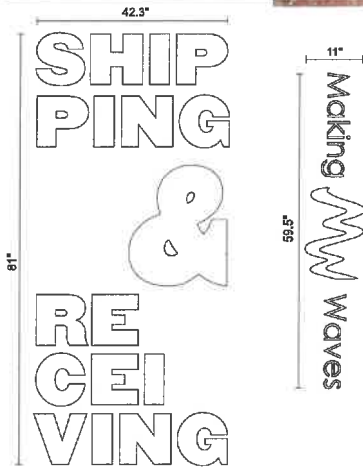


Proposed:

INSTALLED AT:  
3116 12 Mile Rd.  
Berkley, MI 48076  
**MAKING WAVES USA**

Troy / Metro Detroit  
**Signarama**  
The way to grow your business.

248-565-6880 | michigansignshops.com | 1017 Naughton Dr. Troy, MI 48063



(TRIMMED ON-SITE)

AN ARTIST REPRESENTATION - Image is for illustration purposes only. Objects in reality may be larger or smaller than depicted.

**DETAIL - ITEM 4**  
White Vinyl Door Label  
- White RTA, gloss laminate  
- Placed first surface on glass

**QTY 1**  
**30 SF**

SALES: Renee W | renee@michigansignshops.com  
DRAWING: Reid J.  
CREATED: 01/19/2021 REVISIONS:

FILE PATH

CLIENT APPROVAL: By signing this proof I approve the size, quantity, spelling, color(s), & overall design. I understand that I am 100% responsible for any additional changes to my order after the date indicated on my approval.

# Making Waves

Lastly, we will need to discard and replace 5 parking signs that are in the back of the building.

Existing:



Proposed:

INSTALLED AT:  
 3118 12 Mile Rd.  
 Berkley, MI 48075  
**MAKING WAVES USA**

Troy / Metro Detroit  
**Signarama**  
 The way to grow your business

S-29644

248-560-6883 | michigan.signshops.com | 1017 Naugross Dr. Troy, MI 48063



AN ARTIST REPRESENTATION - Image is for illustration purposes only. Objects in reality may be larger or smaller than depicted.

<p><b>DETAIL - ITEM 5</b>          Parking Sign          - 063" Aluminum          - Printed Vinyl graphics          - Non-Reflective</p>	<p><b>QTY 6 Signs</b></p>	<p>SALES: Renee W   rwee@michigan.signshops.com          DRAWING: Reid J.          CREATED: 01/19/2021    REVISED:</p>
--	---------------------------	--

CLIENT APPROVAL: By signature of client or authorized party. Signage design is the property of Signarama. All rights reserved. © 2021 Signarama. All rights reserved.

# Making Waves

Along with this application I have attached three estimates from Signarama and Michigan Custom Signs and J&L Painting and remodeling. Please let me know if you have any questions, comments or concerns. We look forward to hearing back from you and getting this project started!

Thank you for your consideration.

- Making Waves Management



1675 W. Hamlin Rd.  
 Rochester Hills, MI 48309  
 (248) 218-2559

# ESTIMATE

## EST-2569

www.michigancustomsigns.com

Payment Terms: Cash Customer

Chase

Created Date: 4/9/2021

**DESCRIPTION:** Awning Removal and MAKING WAVES Channel Letter Sign

**Bill To:** Making Waves  
 3116 12 Mile  
 Berkley, MI 48072  
 US

**Pickup At:** Michigan Custom Signs  
 1675 W. Hamlin Rd.  
 Rochester Hills, MI 48309  
 US

**Requested By:** Elliott Schinella  
 Email: eschinella@makingwavesusa.com

**Salesperson:** House Main Location

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Awning Removal	1	\$1,983.75	\$1,983.75
2	MAKING WAVES Face Lit Channel Letters, aprox. 240"W x46"(logo) 17" Capital Letters on Raceway	1	\$3,454.22	\$3,454.22
3	Installation (Lunch Cafe & Making Waves)	1	\$1,072.50	\$1,072.50
4	Lunch Cafe - OPTION 1- 48" Diameter Internally Lit Cabinet	1	\$1,570.26	\$1,570.26
5	Lunch Cafe- OPTION - Non-Lit 48" Diameter Circular sign	1	\$619.15	\$619.15
6	Permit- Determined by City, added to final invoice	1	\$0.01	\$0.01
7	Permit Management	1	\$150.00	\$150.00

<b>Subtotal:</b>	\$8,849.89
<b>Taxes:</b>	\$0.00
<b>Grand Total:</b>	\$8,849.89

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



The way to grow your business!

Payment Terms: 50/COD

Created Date: 1/14/2021

**DESCRIPTION:** Signage Package

**Bill To:** Making Waves USA  
3116 12 Mile,  
Berkley, MI 48076  
US

**Installed:** Making Waves USA  
Elliot Schinella  
3116 12 Mile,  
Berkley, MI 48076  
US

**Requested By:** Elliot Schinella  
Email: [eschinella@makingwavesusa.com](mailto:eschinella@makingwavesusa.com)  
Work Phone: (248) 228-5775

**Salesperson:** Renee Wenner  
Email: [renee@michigansignshops.com](mailto:renee@michigansignshops.com)  
Work Phone: 2485856880  
Entered By: Renee Wenner

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	<p>Non-Lit Wall Signs - Option 1</p> <p>Custom Non-Lit Wall Sign</p> <ul style="list-style-type: none"> <li>- Sized: 41" x 146"</li> <li>- 3" Deep Aluminum Pan Sign - Painted White</li> <li>- Flat Vinyl Graphics on surface</li> </ul> <p>-----</p> <p>Includes Installation</p> <ul style="list-style-type: none"> <li>- Includes use of bucket truck and (2) men</li> </ul> <p>Price to Install: \$700 each</p>	2	\$2,600.00	\$5,200.00
2	<p>Channel Letters - Option 2</p> <p>Custom fabricated channel letters</p> <ul style="list-style-type: none"> <li>- Overall Size: 36" x 155"</li> <li>- White returns, 3.5" deep</li> <li>- White edgcap</li> <li>- Flush Mount</li> <li>- Illuminated with high-efficiency low-voltage LED's</li> <li>- UL listed</li> <li>- Proudly Built in our shop, in Metro Detroit!</li> </ul> <p>-----</p> <p>Price Includes Complete Installation of Signage</p> <ul style="list-style-type: none"> <li>- Use of bucket truck and (2) men for install</li> <li>- Includes drive time, labor and materials</li> <li>- Signarama will connect to any existing electrical within 8' of sign location</li> <li>- If electrical is not run to sign location, customer is responsible for contracting an electrician to run power for sign</li> </ul> <p>Install Price: \$1,000 each</p>	2	\$3,500.00	\$7,000.00

3	Front Door Vinyl Decal Printed Vinyl Door Logo - Printed Vinyl, gloss laminate - Placed first surface on glass	1	\$45.00	\$45.00
4	Removal of Window Text Removal of Existing Vinyl Text on Windows - Signarama to remove and dispose of vinyl - Leaving striping and removing text	1	\$375.00	\$375.00
5	Side Door Vinyl Decal Printed Vinyl Door Logo - Overall Size: 30 SF - Printed Vinyl, gloss laminate - Placed first surface on glass	1	\$240.00	\$240.00
6	Parking Signs Custom Parking Sign - Sized: 12" x 18" - Printed graphic - NON REFLECTIVE -.063 Aluminum, single sided	8	\$55.00	\$440.00
7	Removal of Awnings and Structure Signarama to remove both awnings and Dispose - Removal of all metal faming - Silicone and paintable caulk all holes  NOTE: Facade will need to be painted once awnings removed by a professional painting company	2	\$750.00	\$1,500.00
8	Sign Permits, City of Berkley Process and application of Sign Permit in ??? - Application Fee: \$250, Sign/Electric Connection Permits: \$???(estimate) * The Electrical Connection permit fee only covers connecting the signs to the existing electrical. A separate electrical permit must be pulled by a licensed contractor if new electrical lines will need to be run for the sign.  **Final permit fees will be added once permit has been pulled	1	\$0.00	\$0.00

Orders less than \$200 must be paid in full at the time the order is placed.  
Orders over \$200 require a 50% deposit (minimum) at the time the order is placed and before any work can begin, including the design. Production will not begin until we have received approval of the proof from the Customer. All signs remain the property of Signarama/National Branding until paid in full. Signarama/National Branding reserves the right to remove signage from Customer's location at Customer's expense for failure to pay in full. Orders cannot be cancelled or edited without written consent from Signarama/National Branding. Restocking fees apply. Accepting delivery and/or installation of the work is Customer affirmation that

the work substantially conforms to all expectations. Customer shall be liable for all costs related to collection balances.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

NC8822 - 3-part carbonless

adams

Marty Bruce  
712 Painting & Remod.  
2495 Wood Ln.  
White Lake, MI  
49386

2495 Wood Ln.  
White Lake, MI  
49386

Making Windows

3116 W. 12 Mile

Berkley, MI

DATE  
6-14-2021

CONTRACT NO.  
1-248-571-4380

DESCRIPTION OF WORK PERFORMED

- ① Pressure Wash for upper siding above bricks on 2 sides of fire building
- ② Paint siding only, 2 coats, color of your choice

\$2400.00 Total Labor  
plus Materials (Approx. \$200.00)

Contractor's Invoice

1-248-571-4380



DDA BERKLEY FAÇADE GRANT PROGRAM APPLICATION

Company Name: The Lunch Cafe  
Company Owner: Cindy Coon

Members of the Berkley DDA Board,

Thank you for taking time out of your schedules to read our Façade Grant application. We are looking to update the exteriors outside of 3116 12 Mile Road. This is a shared building space between Making Waves and The Lunch Café. We are submitting two applications, one for each business.

To change The Lunch Café's exterior signage we are asking for \$5,895 (Signarama ests-31312)

The Lunch Cafe is owned by the Coon family. Mark, Cindy, and Angela started The Lunch Cafe back in 2007 with the intention of making a mark on the city of Berkley. Cindy was raised in a family where home cooking came second nature. She brought her home cooking knowledge to the restaurant world. After Angela graduated college, she joined her mom as co-owner and operating manager. Cindy has shared her recipes, creations, and inspirations with her and they now grow their business together.

The Lunch Cafe prides itself on everything being fresh, homemade, and affordable. Everything we make is made to order. Our dressings, mayos, and soups are all homemade. We feature two homemade soups daily. One of those soups is always vegetarian. We make around 75 soups, so they are in constant rotation. We try to shop and buy produce locally when we can. Since we buy everything fresh, that means it's never bagged lettuce or frozen ingredients. Cindy always had the philosophy that people should be able to have a quick, delicious lunch that won't break the bank. Our prices are very reasonable for the quality of food we serve. Our style of dining is fast casual. Walk up to the counter, place and pay for your order, and we'll do the work from there. Whether you're carrying out or dining in, we'll make sure you're taken care of.

The crew we have working for us are more than just employees; they're family. We're fun, friendly, and efficient. We love getting to know all of our customers and once you come in and we get to know you, you become a "regular". We love when that happens!

We had the pleasure of meeting Jennifer Finney, and as discussed in my meeting, I have received two different quotes from Michigan based signage companies. I will be attaching the invoices I received as well as mock up designs that were made. To improve The Lunch Cafe side of the building are asking for (Signarama ests-29644)

The first improvement on the agenda would be to remove the current The Lunch Café awning completely off the corner of the building and repaint the faced of the building. Next, we will then replace the awnings it with a Non-Lit wall sign. Please see the mock ups below.

Along with this application I have attached two estimates from Signarama and J & L Painting and remodeling. Please let me know if you have any questions, comments or concerns. We look forward to hearing back from you and getting this project started!

Thank you for your consideration.

- The Lunch Café Management

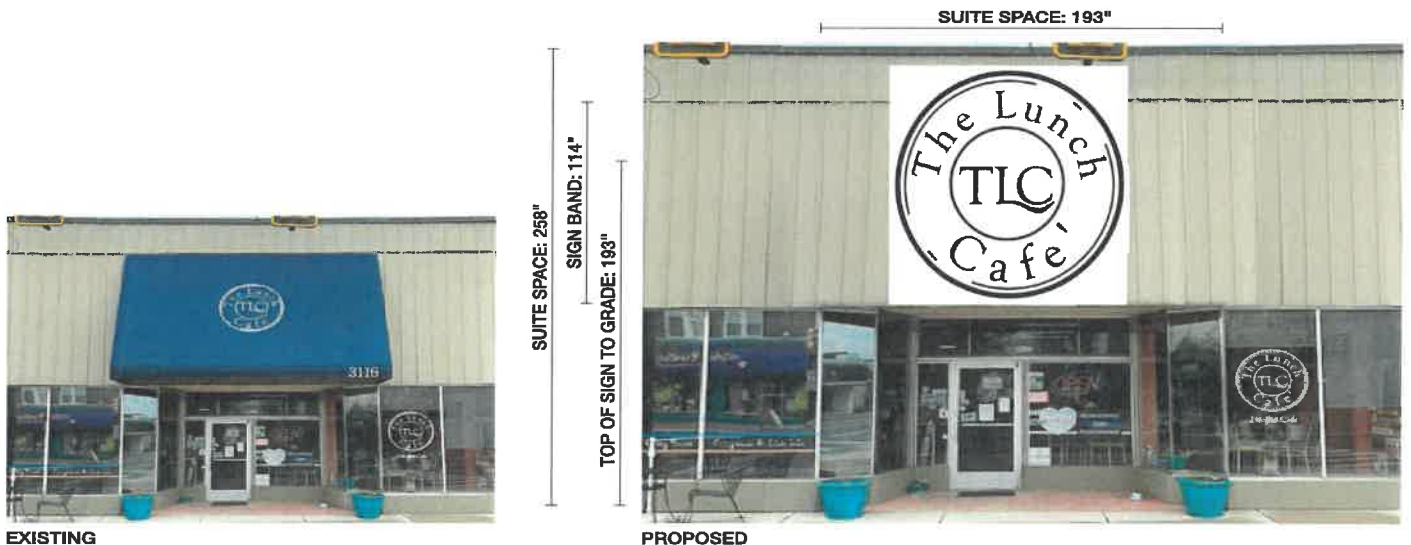
**INSTALLED AT:**  
3116 12 Mile,  
Berkley, MI 48076

**MAKING WAVES USA/THE LUNCH CAFE**

31312

Troy / Metro Detroit  
**Signarama**  
The way to grow your business.

248-585-6880 | michigansignshops.com | 1017 Naughton Dr. Troy, MI 48083



AN ARTIST REPRESENTATION - Image is for illustration purposes only. Objects in reality may be larger or smaller than depicted.

The way to grow your business!

Payment Terms: 50/COD

Created Date: 4/6/2021

**DESCRIPTION:** The Lunch Cafe Sign

**Bill To:** Making Waves USA  
3116 12 Mile,  
Berkley, MI 48076  
US

**Installed:** Making Waves USA  
Eyad Fakhoury  
3116 12 Mile,  
Berkley, MI 48076  
US

**Requested By:** Eyad Fakhoury  
Email: eyad@makingwavesusa.com  
Work Phone: (248) 591-4176

**Salesperson:** Renee Wenner  
Email: renee@michigansignshops.com  
Work Phone: 2485856880  
Entered By: Renee Wenner

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	<p>Non-Lit Wall Signs - Option 1</p> <p>Custom Non-Lit Wall Sign</p> <ul style="list-style-type: none"> <li>- Sized: 48" x 96"</li> <li>- 3" Deep Aluminum Pan Sign - Painted White</li> <li>- Flat Vinyl Graphics on surface</li> </ul> <p>-----</p> <p>Includes Installation</p> <ul style="list-style-type: none"> <li>- Includes use of bucket truck and (2) men</li> </ul> <p>Price to Install: \$700 each</p>	1	\$1,925.00	\$1,925.00
2	<p>Channel Letters - Option 2</p> <p>Custom fabricated channel letters</p> <ul style="list-style-type: none"> <li>- Overall Size: 39.2" x 120"</li> <li>- White returns, 3.5" deep</li> <li>- White edgcap</li> <li>- Flush Mount</li> <li>- Illuminated with high-efficiency low-voltage LED's</li> <li>- UL listed</li> <li>- Proudly Built in our shop, in Metro Detroit!</li> </ul> <p>-----</p> <p>Price Includes Complete Installation of Signage</p> <ul style="list-style-type: none"> <li>- Use of bucket truck and (2) men for install</li> <li>- Includes drive time, labor and materials</li> <li>- Signarama will connect to any existing electrical within 8' of sign location</li> <li>- If electrical is not run to sign location, customer is responsible for contracting an electrician to run power for sign</li> </ul> <p>Install Price: \$1,000 each</p>	1	\$3,000.00	\$3,000.00

3	Removal of Awnings and Structure Signarama to remove both awnings and Dispose - Removal of all metal faming - Silicone and paintable caulk all holes  NOTE: Facade will need to be painted once awnings removed by a professional painting company	1	\$750.00 \$750.00
4	Sign Permits, City of Berkley Process and application of Sign Permit in ??? - Application Fee: \$250, Sign/Electric Connection Permits: \$???(estimate) * The Electrical Connection permit fee only covers connecting the signs to the existing electrical. A separate electrical permit must be pulled by a licensed contractor if new electrical lines will need to be run for the sign.  **Final permit fees will be added once permit has been pulled	1	\$0.00 \$0.00

<b>Subtotal:</b>	\$5,675.00
<b>Taxes:</b>	\$220.50
<b>Grand Total:</b>	\$5,895.50

Orders less than \$300 must be paid in full at the time the order is placed. Orders over \$300 require a 50% deposit (minimum) at the time the order is placed and before any work can begin, including the design. Production will not begin until we have received approval of the proof from the Customer. All signs remain the property of Signarama/National Branding until paid in full. Signarama/National Branding reserves the right to remove signage from Customer's location at Customer's expense for failure to pay in full. Orders cannot be cancelled or edited without written consent from Signarama/National Branding. Restocking fees apply. Accepting delivery and/or installation of the work is Customer affirmation that the work substantially conforms to all expectations. Customer shall be liable for all costs related to collection balances.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# BERKLEY DDA MURAL PROGRAM APPLICATION

## Applicant Information

Amici's Kitchen and Living Room

Name of Applicant or Sponsoring Organization

Tim Kenrick

tkenrick@yahoo.com

Name of Contact Person

Email

248 990 3309

Phone

## Artist Information

Ash Guzman

Artist's Name

Ash Guzman

Artist's Signature

ASHKAYGART@gmail.com

Email

ASHKAYGART.COM

Website

840 E ROWLAND AVE

Artist's Mailing Address

MADISON HEIGHTS MI 48071

City/State/Zip

(248) 1194-3548

Phone

*The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.*

**Property Information**

*Amiel's*

Proposed Mural Location (building or business name)

*3249 Twelve Mile - Berkley MI 48072*

Street Address/Intersection

*Tim Kendrick*

Property Owner's Name

Property Owner's Email

*248 990 3309*

Property Owner's Phone

*[Signature]*

Property Owner's Signature

Start Date

Completion Date

**SUBMIT MATERIALS TO:**

Jennifer Finney, Executive Director  
Berkley DDA  
Berkley City Hall  
3338 Coolidge Hwy, Berkley, MI 48072  
Email: [director@downtownberkley.com](mailto:director@downtownberkley.com)





**Amici's**

# Interim Executive Director's Report

*August 2021*



Thank you again to the Berkley Downtown Development Authority Board of Directors for this opportunity to serve your organization and advance this dynamic downtown. I have greatly enjoyed diving into the role so far. One important element of this transitional phase has been engaging with dozens of downtown businesses and other downtown stakeholders; the reception has been very positive, insightful, and energizing. The interest in seeing downtown Berkley continue to blossom is very high and broadly shared by many.

On behalf of the DDA, I've made it a point to be at the Berkley City Council meetings, Berkley Planning Commission meeting, Berkley Area Chamber of Commerce meeting, and Twelve Mile businesses discussion, and I am slated to attend the Berkley Historical Committee and Berkley Library Board meetings. Internally, I've participated in (or scheduled to participate at) the DDA's Design, Organization, and Marketing & Promotions committees. Absent a designated Business Development committee meeting at the moment, I've reached out to past committee volunteers to learn their perspectives.

As you are well aware, many important DDA initiatives are underway. During this process of learning the landscape and people, I've been wrapping my arms around the myriad active and emerging projects. Former Executive Director Jennifer Finney was superbly thorough in working to resolve as many open tasks as possible. I'm grateful to her for that thoughtfulness, as well as her receptivity to my many questions over these weeks as I absorb the context and nuances. She is a great asset to the organization; she remains an active volunteer with the Marketing & Promotions Committee, which is a blessing.

Further items that are being tackled beyond the substance of the Action and Discussion items in your meeting business for August, and the great work happening through the DDA committees: Berkley Plaza project planning and construction moving swiftly along, working through the final stages of the Wayfinding Signs installation project, the downtown municipal parking lots restriping conclusion, and warmly welcoming prospective new business opportunity discussions within our downtown.

Since the last Board meeting, the Ladies Night Out on July 15 was an extremely positive experience for the downtown establishments that participated. I personally had a lot of fun meeting so many proprietors and patrons in one fell swoop that evening. Major kudos to the volunteers who masterfully helped make the magical evening a success. The Berkley Street Art Fest slated for August 7 will include a DDA Booth this year that I'll be working for the duration. The mural that DDA approved last month will be going up at Folio during the festivities, and the Pinspiration grand opening is happening simultaneously; the proprietor enlisted my help in lining up dignitaries for the ribbon cutting, so I happily helped make those connections for her. I've connected with MoGo and learned of their Downtown Berkley Mural Ride, which is a nice feature to spotlight our downtown as a destination to explore.

Thank you to so many of you who have shared your time and your thoughts with me as I get fully up to speed. My door is literally and figuratively open to those with any ideas or concerns. Onward, we forge!

Sincerely,



**Mike McGuinness, Interim Executive Director**  
Berkley Downtown Development Authority  
mmcguinness@berkleymich.net  
(248) 658-3353 (office)