



retro feel. metro appeal.

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING**

Wednesday, September 8, 2021

8:30 AM – 9:30 AM

Berkley Public Safety - 2nd Floor Conference Room

**MEETING AGENDA**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes - Regular Meeting of August 11, 2021
- V. Liaison Reports
  - A. City Council – Steve Baker
  - B. Planning Commission – Lisa Kempner
  1. Community Development - Erin Schlutow
  - C. Chamber of Commerce – Tim Murad
- VI. Treasurer’s Report
- VII. Action Items
  - A. Holiday Lights Installation Plan Approval
  - B. Robust Downtown Marketing Plan Approval
  - C. Making Waves Facade Grant Application Approval
  - D. The Lunch Cafe Facade Grant Application Approval
- VIII. Discussion Items
  - A. Interim Executive Director Permanent Hiring, Compensation Package
  - B. Board of Directors Composition, Candidates for Vacancies
  - C. BOO!KLEY Nights Initiatives
    - Downtown Scavenger Hunt
    - Restaurant Weekend (October 1-2)
    - Night Market (October 2)
    - Ladies Night Out (October 14)
    - Trick or Treat Stroll (October 30)
    - Monster Mash (October 30)
  - Window Painting, Light Installations
- IX. Student Board Member Updates
- X. Board 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. Interim Executive Director Updates
  - A. Downtown Berkley Monthly Idea Laboratories  
Next Up: September 24, 9:00 to 10:30 AM, Articipate
  - B. DDA Booth at Berkley Art Fest (September 11)
  - C. Stamped Brick Resealing Project
  - D. Design Guidelines City Consideration
- XII. Board of Directors’ Comments
- XIII. Public Comments
- XIV. Adjournment

I. **CALL TO ORDER:** The meeting was called to order at 9:02 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

*Present:* Andrew Agbay  
Matthew Baumgarten (9:00)  
Donna Dirkse  
Andy Gilbert  
Chris Gross  
Matteo Passalacqua  
Ashley Poirier

*Absent:* Scott Francis – *excused*  
Petro Drakopoulos – *excused*  
Mitchell Moses – *excused*  
Razur Rahman  
Ailya Siddiqi – *excused*  
Wayne Wudyka – *excused*  
Garrett Wyatt – *excused*  
Brian Zifkin – *excused*

*Also present:* Steve Baker, City Council Liaison  
Chris Copacia, Resident  
Lisa Kempner, Planning Commission Liaison (via Zoom)  
Mike McGuinness, Interim DDA Executive Director  
Tim Murad, Chamber of Commerce Liaison  
Kim Rivera, New Moon Visions (via Zoom)

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

IV. **APPROVAL OF MINUTES**

**A. Regular Meeting of July 14, 2021**

On motion by Dirkse and second by Gross, the minutes were unanimously approved by the Board.

V. **Presentation**

**A. New Branding – Kim Rivera, New Moon Visions (via Zoom)**

New Moon Visions is the firm the DDA hired to create new branding for the DDA, with a new logo, graphics, and media approach to make Berkley stand out. Rivera walked attendees through the presentation including background, which included on-site interviews with local business owners, a visioning session, a tour of the business district and surrounding area, and community survey. One of her slides listed key words used by interviewees to describe the city: people, family friendly, walkable, neighborly, sweet, community spirit, and similar sentiments. Small town charm was cited frequently and something to build on. Adding even more diverse businesses is a goal.

People are drawn to shopping and special events, but want to see more downtown dining and entertainment options. Adding green space and dressing up vacant store fronts were also suggested improvements. With that background, New Moon created the slogan “Reinventing Charm.” They settled on a color palette and font family to use in all promotions. New Moon also created a new

DDA letterhead. Snippets of the murals are also used in promotions. The word “charm” is incorporated into most of the promotions. A video template was also created to use on social media (Facebook and Instagram). New Moon delivered all brand files, guidelines, buildable ads, video template, and all workable files to the DDA marketing team. DDA Marketing will get the photographs and gather testimonials to use in the campaign

Gilbert noted the strong connection between Berkley and creative events, making the marketing team pivotal.

**VI. TREASURER’S REPORT:**

McGuinness included a copy of the July financial spreadsheet provided by the Finance Director in the packet sent to the Board.

**VII. ACTION ITEMS:**

**A. Advertising Plan**

Poirier noted that Catalyst Media’s one month plan presented at the July meeting should be adopted to coincide with the new branding rollout, but she would also like to see what the longer term (quarterly or 12-month) advertising plan entails as well as their plans for the social media campaign. She didn’t have a copy of Catalyst’s current contract with the DDA. McGuinness reported he had met with Jennifer Foster of Catalyst and the contract at hand was submitted with the intent to capitalize on the new brand rollout. Baumgarten asked if having a longer term plan available for the September meeting was feasible, and Poirier said it seemed to be.

Poirier moved to approve the short-term Advertising Plan submitted by Catalyst Media in the amount of \$12,041.60, Gross seconded, and the motion was unanimously approved by the Board.

**B. Downtown Benches**

Board members had an opportunity to view Terra Bound Solutions rustic cedar-colored benches installed at Berkley parks by the Parks & Recreation Department. The cost of this style of bench is \$369.00. The Berkley Library will be installing the same kind of bench at their location. Benches are considered zero maintenance as the construction is recycled plastic. Board members agreed that the DDA logo can be affixed to the bench in some fashion.

Baumgarten moved to purchase up to 35 Terra Bound benches to be installed throughout the downtown and Dirkse seconded. Baumgarten amended the motion to add the language “up to \$15,000.00” and to note that the West 12 Mile Committee would add funds to cover adding 6 to 8 additional benches on the west end of 12 Mile. Dirkse seconded, and the motion was unanimously approved by the Board.

**C. Making Waves Façade Grant Application**

The Design Committee had not reviewed the application as of the meeting date.

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

The Design Committee had not reviewed the application as of the meeting date.

**E. Amici’s Kitchen & Living Room Mural Application**

A copy of Amici’s application with accompanying graphic representation was sent to the Board prior to the meeting, and the Design/Public Art Committees were recommending it for approval. The business’s logo can’t be included in the mural, or it would be considered an advertising sign needing different City approval.

On motion by Passalacqua and second by Agbay, Amici’s Kitchen & Living Room application for the mural facing 12 Mile with \$2500.00 DDA matching funding was unanimously approved by the Board.

**VIII. DISCUSSION ITEMS**

**A. DDA Bylaws Language Update**

Francis had communicated that the review and addition had not been completed by the DDA's attorney.

**B. Sign up for remaining City Council Meetings (September - December)**

Gilbert asked Board members to sign up for City Council meeting attendance and e-mail their availability.

**C. New Board Member Candidates for Three Vacancies**

Five applications for the vacant Board positions have been submitted and will be reviewed by the Organization Committee.

**D. 2021/22 Board Officers**

Baumgarten nominated Andy Gilbert and Andrew Agbay to be re-elected as Chair and Vice-Chair, respectively, to their current positions. Both were elected unanimously by the Board.

**IX. STUDENT BOARD MEMBER UPDATES**

School is out for summer vacation.

**X. STANDING COMMITTEE UPDATES:**

**A. Business Development Committee – Open**

No report.

**B. Design Committee – Matteo Passalacqua**

Passalacqua asked for an update on Design Guidelines, and Baumgarten reported they're still in process. Passalacqua offered his assistance if it can be helpful.

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

Poirier reported the committee is working on end of year events and budget as well as the branding rollout. Gilbert noted the importance of marketing and promotions to DDA success and business engagement and asked for more funds to be focused on that effort. Passalacqua asked the committee to present the Board with budget figures about their funding needs.

**D. Organization Committee – Scott Francis**

McGuinness reported that the committee did meet, but Francis was absent and did not make a report.

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

Zifkin was absent, but McGuinness reported the committee met and is reviewing ideas.

**XI. STAFF & COMMUNITY UPDATES:**

**A. Interim Director/Board Members**

McGuinness thanked the Board for the opportunity to represent the DDA as Interim Director.

**1. Wayfinding Signs**

A punch list is in the process of identifying remaining issues.

**2. Parking Lots Restriping**

Passalacqua recommended that this maintenance be addressed in the budget every other year. A punch list is in the process of identifying remaining issues.

**3. Berkley Plaza Project**

All three entities have approved plans and funds to move forward, including an additional \$7,000.00 to add reinforced concrete where trucks enter the plaza and raise the height of one of the walls.

**4. Coolidge Crosswalks**

Baumgarten reported that the crosswalks are open without signals. He needs information from Oakland County Road Commission on further steps on overhead signals.

**5. Berkley Street Art Fest**

McGuinness reported attendance was good and the Folio mural was an attraction. Poirier credited McGuinness's efforts during the event.

**6. MoGo Downtown Berkley Mural Ride**

Maps should be at MoGo stations for the round trip tour.

**B. City Council – Steve Baker**

Baker reported that Council approved extending permission for outside events at closed off sections of downtown streets and temporary signage to December of 2022. Main Street also awarded the DDA's recognition at the meeting.

**C. Planning Commission – Lisa Kempner**

**1. Building Department – Erin Schlutow**

Schlutow reported that a public hearing will be held regarding downtown events, zoning, and entertainment.

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

Murad reported that the Art Fest was a success and that the Chamber is selling Cruise Fest T-shirts. The Art Bash is coming up on Sept. 11 with 94 artists. They are looking for sponsors. Welcome Back packets will be given to Berkley teachers.

**BOARD OF DIRECTORS' COMMENTS:**

Passalacqua suggested moving Liaison reports up to the front of the meeting, with them welcome to stay for Board business if they choose. Board members agreed to try it at the September meeting.

Baumgarten reported that the preliminary road diet study results will be available at the end of August and another at the end of the year.

**XII. PUBLIC COMMENTS:** Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days. Resident Chris Copacia was interested in Berkley's transit options, having traveled extensively around Europe.

**XIII. Adjournment:**

The meeting lost quorum and ended at 10:22 AM.



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HOLIDAY LIGHTS INSTALLATION (GL: 814-824-817-015)

**Staff Recommendation: Approval of \$30,825 Contract with LeClerc Display Company, Inc. to Install Holiday Lights, with Anticipated Energy Usage Costs of \$7,175, for \$38,000 Holiday Lights Project Total**

Additional Information: LeClerc Display Company, Inc. has been expertly handling Holiday Lights installations for downtown Berkley, and working with our DDA, for multiple years. White and blue snow bursts and snowflakes are again the theme, to provide for a festive downtown atmosphere that is also welcoming of many faiths. Prompted by guidance from our previous Executive Director, Shawn Bailey of LeClerc adapted the previous year's light coverage proposal to have a greater impact and more thorough coverage along Coolidge's streetscape.

Last year, LeClerc installation costs were \$22,785. The increased Coolidge lights bring this year's proposal to \$30,825. If that is too high for the Board's liking, proposal lines 11 through 14 represent the additions and can be dialed back. Another reduction option is Line 1 (Robina bushes), Line 2 (Museum wreaths), and Line 10 (Robina lighted tree) with a cumulative reduction of \$2,095 (with a modified total of \$28,730).

The city's Department of Public Works confirmed for us that the DTE Energy costs associated with the holiday lights has been around \$5,000 each of the past few years, with 145 receptacles used. Anticipating that this expanded light coverage could use approximately 182 receptacles, and extrapolating the energy costs from that range, a very expansive estimate would land the projected energy costs at \$7,175.

The current budgeted amount for Holiday Lights is \$30,000. My recommendation is that, if the DDA was concerned about past anemic Coolidge coverage, this proposal for installation be pursued to better enhance our district's holiday shopping scene.

- Mike McGuinness, Interim Executive Director. September 1, 2021.



**LeClerc Display Co. Inc.**  
Established 1964

**Lease**

**Holiday Lights and Decorations  
for Cities and Shopping Centers**

Date: 8/16/2021  
INVOICE # 2121

MICHAEL MCGUINNESS

City of Berkley  
3338 Coolidge Hwy.  
Berkley, MI 48072  
313-600-4563

mmcguinness@berkleymich.net

Line	Quantity	Description	Unit Price	Line Total
1	3	Bushes at 12 Mile & Robina lighted with clear mini-lights	165	495.00
2	2	Lighted Tri-Candle Wreaths on Historical Museum	200	400.00
3	8	6' Lighted SnoBurst, intersection 12 Mile & Coolidge Hwy.	205	1,640.00
4	38	8' Lighted framed snowflakes on Coolidge from Beverly to 11 Mile	180	6,840.00
5	26	8' Lighted framed snowflakes on 12 Mile from Tyler to Greenfield	180	4,680.00
6	29	3' Silhouette lighted snowflakes on 12 Mile from Tyler to Kenmore	150	4,350.00
7	4	Poles on Robina lighted with clear mini-lights	60	240.00
8	31	Poles on 12 Mile lighted with clear mini-lights	60	1,860.00
10	1	Lighted live Christmas tree installed in planter box at 12 mile and Robina	1,200	1,200.00
11	9	Poles on Coolidge lighted with clear mini-lights (Mogo Bike, Library, Rosemont)	60	540.00
12	5	12' Lighted LED Snow-burst, spaced along Coolidge	820	4,100.00
13	16	Doubled 8' Framed Snowflakes on Coolidge	160	2,560.00
14	12	Doubled 8' Framed Snowflakes on 12 Mile	160	1,920.00
<b>Total</b>				<b>\$30,825.00</b>

Upon acceptance of this lease by LeClerc Display Co. Inc. (Lessor), the undersigned (Lessee) leases the above described property from lesser upon the following terms:

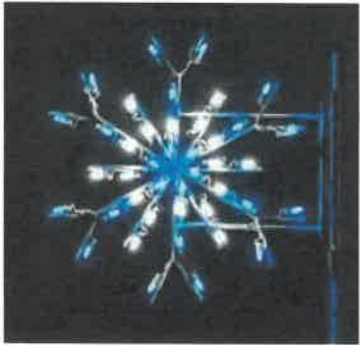
Signed by: *Shawn Bailey* Lessor LeClerc Display Co. Inc.

Signed by: \_\_\_\_\_ Lessee

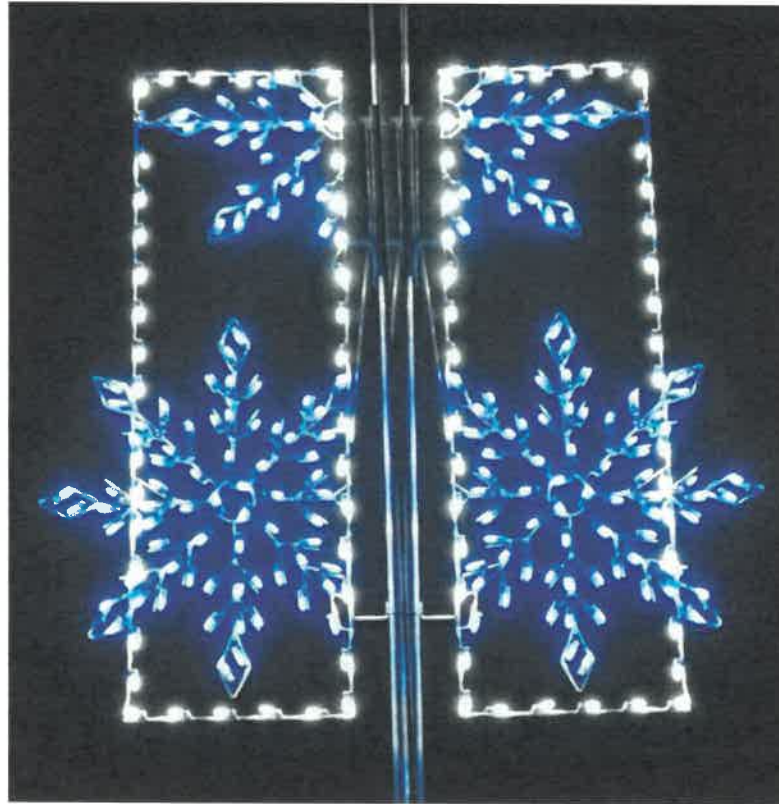
Print Name and Title: \_\_\_\_\_

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

*Thank you for your business!*



3' Snowflake



8' Double Framed Snowflake



6' SnoBurst

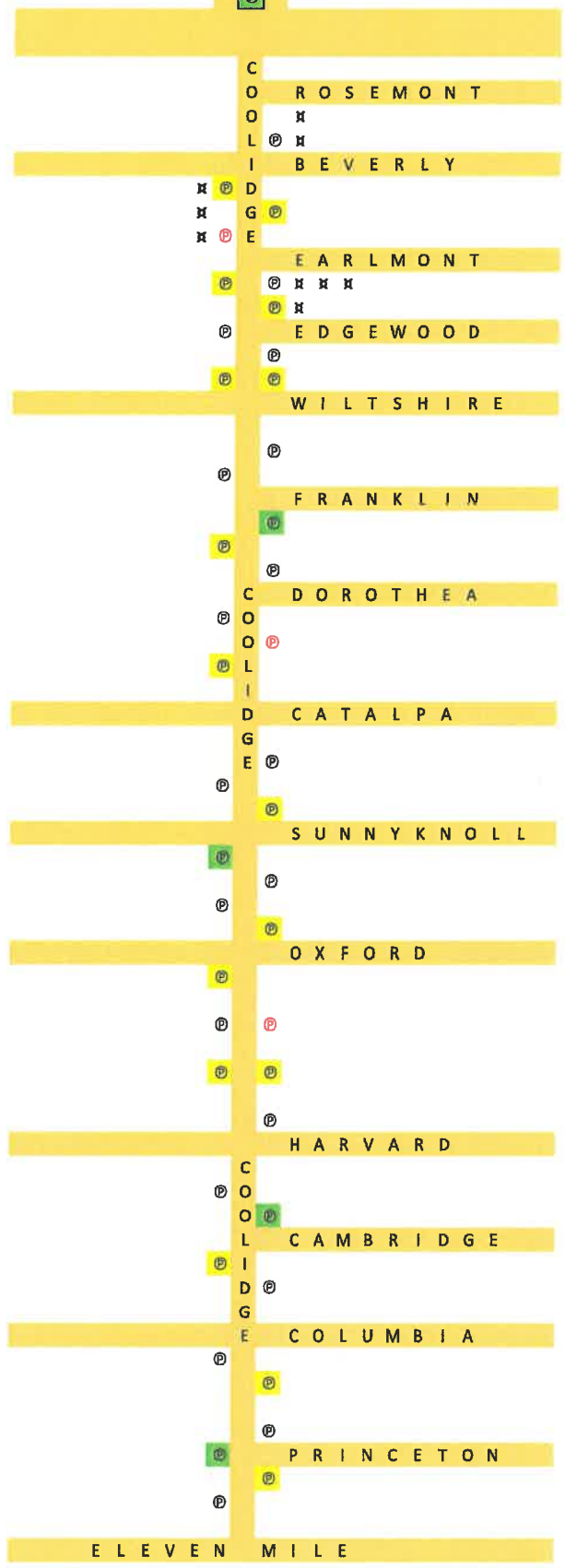




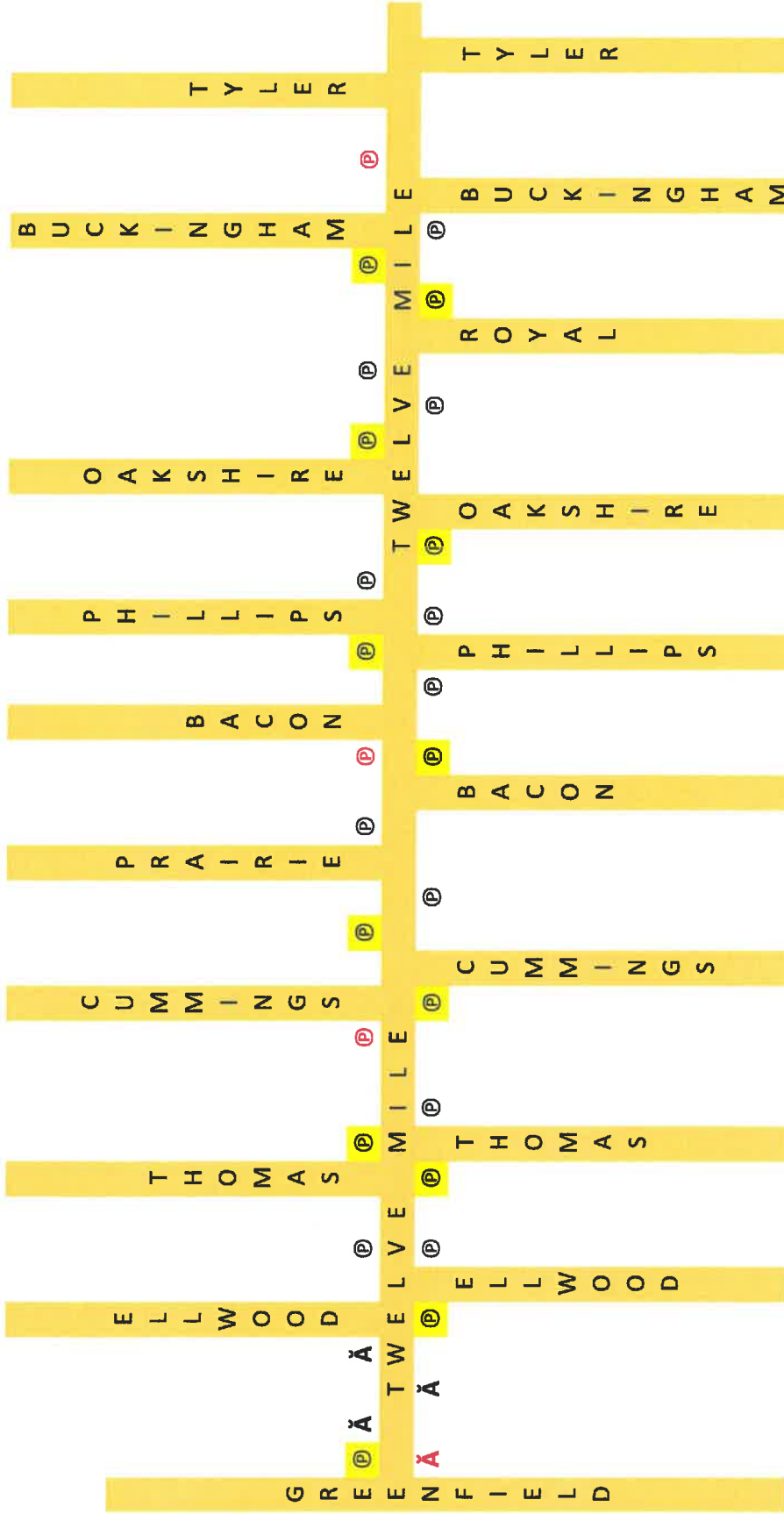
12' 3D SnoBursts



- Ⓟ Single Framed Snowflake
- Ⓢ Double Framed Snowflake
- Ⓣ 3D SnoBurst

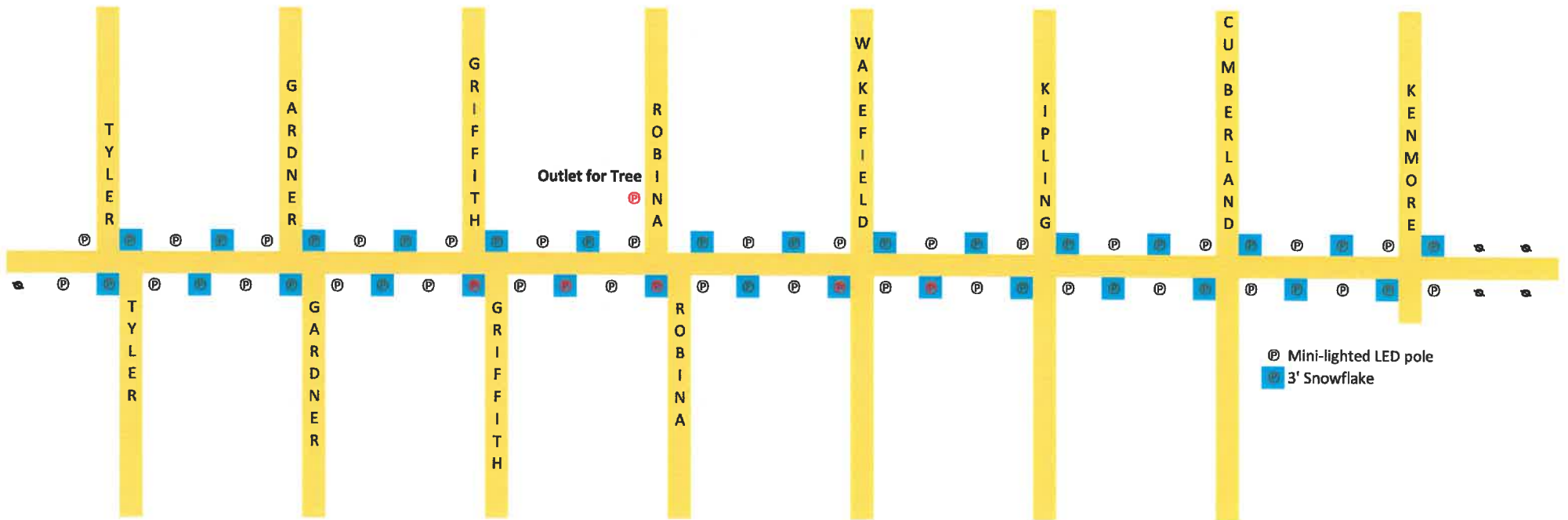


# 12 Mile - Tall silver municipal poles



- Ⓟ Framed Snowflake
- Ⓟ Double-Framed Snowflake

### 12 Mile - Pedestrian poles





LeClerc Display Co. Inc.  
Established 1964

# Invoice

Holiday Lights and Decorations  
for Cities and Shopping Centers

Date: 12/2/2020  
INVOICE # 2008

JENNIFER FINNEY

City of Berkley  
3338 Coolidge Hwy.  
Berkley, MI 48072  
313-600-4563

[jfinney@berkleymich.net](mailto:jfinney@berkleymich.net)

Line	Quantity	Description	Unit Price	Line Total
1	3	Bushes at 12 Mile & Robina lighted with clear mini-lights	165.00	495.00
2	2	Lighted Tri-Candle Wreaths on Historical Museum	200.00	400.00
3	8	3' Silhouette lighted snowflake, intersection 12 Mile & Coolidge Hwy.	150.00	1,200.00
4	41	8' Lighted framed snowflakes on Coolidge from Beverly to 11 Mile	180.00	7,380.00
5	27	8' Lighted framed snowflakes on 12 Mile from Tyler to Greenfield	180.00	4,860.00
6	29	3' Silhouette lighted snowflakes on 12 Mile from Tyler to Kenmore	150.00	4,350.00
7	4	Poles on Robina lighted with clear mini-lights	60.00	240.00
8	31	Poles on 12 Mile lighted with clear mini-lights	60.00	1,860.00
9	1	12' Lighted LED Snow-burst on Blvd. pole north of 12 mile @ Coolidge	800.00	800.00
10	1	Lighted live Christmas tree installed in planter box at 12 mile and Robina	1,200.00	1,200.00
			Total	\$22,785.00

*Thank you for your business!*

LeClerc Display Co. Inc. 7181 Earhart Rd, Ann Arbor, MI 48105 Phone 248-496-2845

**2020 PLAN.**



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ADVERTISING & MARKETING (GL: 814-826-901-000)

## **Staff Recommendation: Approval of \$44,000 for Advertising & Marketing Resources to Aggressively Promote Downtown Through the Next Ten Months**

Additional Information: The Downtown Development Authority Board of Directors has consistently expressed a strong interest in seeing more sustained, proactive, and results-focused investment of the organization's advertising and marketing resources. Hearing that charge, and the reinforcement for bold action shared by the Board's leadership, I've crafted an expansive roster of marketing strategies we shall aim to implement in the remaining balance of this fiscal year (through June 2022).

This approach incorporates feedback from the DDA Board, as well as the expressed needs of the DDA Marketing & Promotions Committee, and also has a hearty dose of best practices that I've been able to deploy in previous roles with potent results. This represents a substantial investment in promoting our dynamic downtown, but it is only a ten-month stretch in a marathon of promotion that we would do well to aggressively continue pursuing in future fiscal years, as well. We will internally gauge what yielded the best outcomes, what requires further experimentation, and always keep innovating with new advertising tactics to advance our mission.

The current budgeted amount for Advertising/Marketing is \$29,000, and \$1,500 for the Shopping Map Update & Reprint. The DDA Board recently approved \$12,041.60 for advertising focused on local print newspaper and influencer blog placement; this proposal is supplemental and complementary to that effort. Future approval of Catalyst Media for scheduled social media posting services will not be sought, per my current intent is to directly handle that task internally (once their existing contact for that service concludes) and redirect that cost savings into this proposed advertising resources roster -- which includes activating Catalyst's strong suit of media relations to dramatically boost our downtown into the regional limelight, if approved.

- Mike McGuinness, Interim Executive Director. September 1, 2021.

# OPERATION: SENSORY OVERLOAD

## Proposed DDA Advertising & Marketing Resource Needs

*September 2021 through June 2022*

\$185	-	Berkley Theatre Display Cases Promotional Posters Refresh
\$220	-	Sidewalk Decals Promoting New Business Foot Traffic
\$290	-	Utility Box Vinyl Decals with Downtown Berkley Branding
\$325	-	Larger Promotional Posters for Merchants to Post in Establishments
\$430	-	Additional Flyer Printing Resources for Community Distribution
\$450	-	Downtown Berkley Brigade (DBB) Shirts for Volunteers
\$580	-	Promotional Banners for Key Downtown Points Installation
\$650	-	Text Message Notification Outreach to Downtown Merchants
\$680	-	Downtown Destination Large, Upright Pinpoint Flags
\$715	-	Downtown Berkley Promotional Shirts for Sale
\$775	-	Search Engine Optimization Placement
\$800	-	Downtown Berkley Vinyl Stickers for Community Distribution
\$1,050	-	Oakland County Times Six-Month Placement
\$1,500	-	Downtown Shopping & Dining Guide Update, Reprint
\$2,850	-	Promotional Videos Production for Social Media, Website, Channels
\$3,200	-	Shop Local, Shop Downtown Promotional Mailings to Households
\$7,000	-	Facebook and Instagram Frequent, Sustained Boosted Posts
\$8,300	-	Radio, Streaming Channels Promotional Spots
\$14,000	-	Media Relations Professional Services

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**\$44,000 - Total**





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## MAKING WAVES FACADE GRANT APPLICATION

### **Staff Recommendation: Approval of \$2,500 in DDA Downtown Commercial Façade & Parking Lot Enhancement Grant Program Funding for Making Waves USA at 3116 Twelve Mile Road.**

Additional Information: Applicant began pursuing approval of DDA funding support for facade upgrades earlier this year, and modified application upon feedback from Design Committee. Since their initial submission, the outdated awning has been removed from the facade. Also, in the severe weather events this summer, a portion of the facade exterior was damaged. As part of their planned exterior enhancements, they will be having those repairs completed and the entire upper portion repainted (which comports with the Design Committee feedback).

I have met with the applicant on site and learned further context on these and other enhancements they are pursuing that go beyond what is contained in this particular proposal, including to the side, rear, parking lot, and interior areas. They also have a location in Holland, Michigan and two in California. The aesthetic appearance of their Holland location, as one example, greatly adds to the design and curb appeal of that downtown. The business owner Sean Ryan and their team have committed to elevating this prominent Twelve Mile Road location.

My assessment is that their proposed work will improve the attractiveness and viability of this location and this commercial district. I look forward to fostering an even stronger rapport with this business as they strive to become more engaged and positively contributing merchants in downtown Berkley.

- Mike McGuinness, Interim Executive Director. September 1, 2021.



# 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

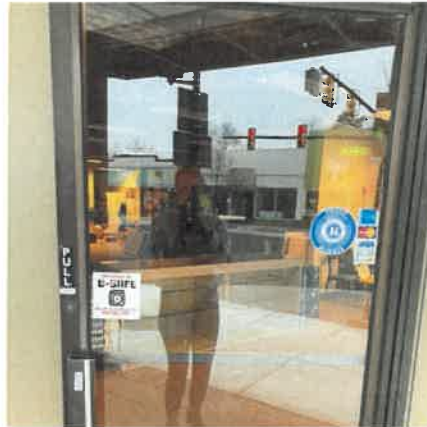


PROPOSED

# 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:

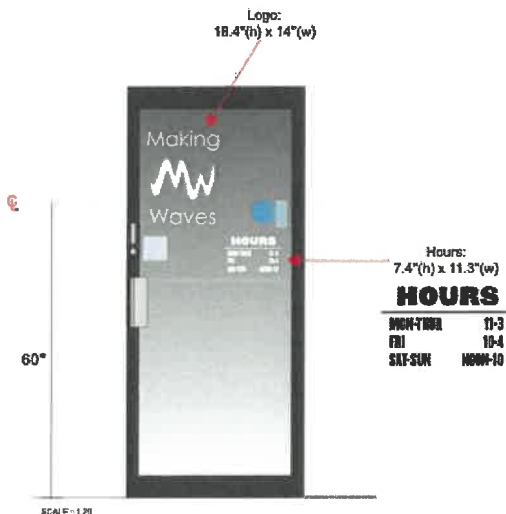


Proposed:

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

S-29644

Troy / Metro Detroit  
**Signarama**  
The way to grow your business.  
248-585-6580 | michigansignshops.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 PFA, gloss laminate  
• Placed first surface on glass

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

SALES: Renee W I renee@michigansignshops.com  
DRAWING: Reid J.  
CREATED: 01/19/2021 REVISED:  
P&E PMS

CLIENT APPROVAL: By signing this proof, I approve the size, quantity, spacing, 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.

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:

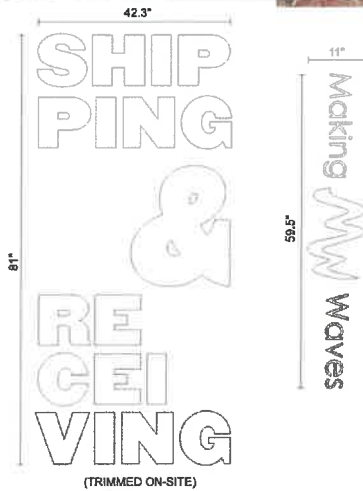


Proposed:

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

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

248-585-6880 | michiganasignshops.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@michiganasignshops.com  
DRAWING: Reid J.  
CREATED: 01/19/2021 REVISIONS:

FILE PATH

CLIENT APPROVAL: By e-mail or a print I approve the size, quantity, scaling, colors, & final design. I understand that I am responsible for any questions of the job. In my order and the date must be on my approval.

# Making Waves

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

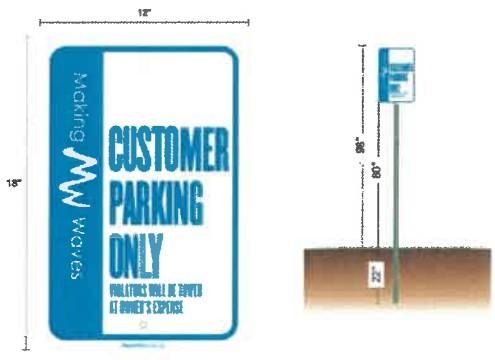
Existing:



Proposed:

INSTALLED AT:  
 3116 12 Mile Rd.  
 Berkeley, MI 48076  
**MAKING WAVES USA**
S-29644

Troy / Metro Detroit  
**Signarama**  
The way to grow your business  
248-535-6880 | michigan@signshops.com | 1017 Koughton Dr. Troy, MI 48063



AN ARTIST REPRESENTATION - Image is for illustration purposes only. Object 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 8 Signs</b></p>	<p>SALES: Renee W I rance@michigan@signshops.com                  DRAWING: Field J.                  CREATED: 01/18/2021    REVISED:</p>
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CLIENT APPROVAL: By signing this contract, we have the sole, exclusive, irrevocable, and non-transferable right to use the design for any and all purposes. No other party shall be permitted to use the design.

# 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

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:** \_\_\_\_\_



NC1822-3-part carbonites

3rd Admin

Marty Bruce  
Til Painting & Remod.  
245 Mead Ln.  
White Lake, MI  
48386  
248-571-4388

Contractor's Invoice

DATE RECEIVED

Making Slaves  
3116 W. 12 Mile  
Berkley, MI

DATE 6-14-2021

YOUR WORK ORDER NO 1-248-571-4388

OUR PO NO

DESCRIPTION OF WORK PERFORMED

① Pressure wash for upper siding above brick  
on 2 sides of the building  
② Joint siding only, 2 coats, color as  
your choice

\$ 2400.00 Total Labor  
plus Materials (Approx \$ 500.00)

1000 LIBBY - 50M -



retro feel. metro appeal.

## THE LUNCH CAFE FACADE GRANT APPLICATION

### **Staff Recommendation: Approval of \$2,500 in DDA Downtown Commercial Façade & Parking Lot Enhancement Grant Program Funding for The Lunch Cafe at 3116 Twelve Mile Road.**

Additional Information: Applicant began pursuing approval of DDA funding support for facade upgrades earlier this year, and modified application upon feedback from Design Committee. Since their initial submission, the outdated awning has been removed from the facade. As part of their planned exterior enhancements, they will be having the entire upper portion repainted (which comports with the Design Committee feedback); it will be a shade of gray and blend with the neighboring Making Waves painting refresh.

These enhancements are being coordinated in concert with the neighboring Making Waves USA, which will foster a high-impact, noticeable improvement to this cluster of storefronts. Previous concerns focused on the caliber of the logo placement and staging on the facade; I have learned through outreach and conversations that the white box around their logo reflected in the submitted rendering will not be part of the final installation, but, rather, the circular logo itself.

My assessment is that their proposed work will improve the attractiveness and viability of this location and this commercial district.

- Mike McGuinness, Interim Executive Director. September 1, 2021.



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 48063



EXISTING



PROPOSED

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	Non-Lit Wall Signs - Option 1 Custom Non-Lit Wall Sign - Sized: 48" x 96" - 3" Deep Aluminum Pan Sign - Painted White - Flat Vinyl Graphics on surface ----- Includes Installation - Includes use of bucket truck and (2) men Price to Install: \$700 each	1	\$1,925.00	\$1,925.00
2	Channel Letters - Option 2 Custom fabricated channel letters - Overall Size: 39.2" x 120" - White returns, 3.5" deep - White edgcap - Flush Mount - Illuminated with high-efficiency low-voltage LED's - UL listed - Proudly Built in our shop, in Metro Detroit! ----- Price Includes Complete Installation of Signage - Use of bucket truck and (2) men for install - Includes drive time, labor and materials - Signarama will connect to any existing electrical within 8' of sign location - If electrical is not run to sign location, customer is responsible for contracting an electrician to run power for sign Install Price: \$1,000 each	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:** \_\_\_\_\_

NO1822 - 3-part carbonless

2 - address

Marty Bruce  
Toll Painting + Remod.  
245 Mead Ln.  
White Lake, MI  
48384  
313-588-2722

Contractors Invoice

WORK PERFORMED AT

Making Windows  
3116 W. 12 Mile  
Berkley, MI

DATE  
6-14-2021

YOUR WORK ORDER NO.  
1-248-571-4380

TRAILER NO.

DESCRIPTION OF WORK PERFORMED

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

\$ 2400.00 Total Labor  
plus Materials (Approx \$ 500.00)

WORK ORDER - 5881



retro feel. metro appeal.

# BOO!KLEY

- *Nights* -

**SCAVENGER HUNT ~ ALL MONTH**  
**RESTAURANT WEEKEND 10/1-10/2**  
**NIGHT MARKET 10/2**  
**LADIES NIGHT OUT 10/14**  
**TRICK OR TREAT STROLL 10/30**  
**MONSTER MASH 10/30**



[DOWNTOWNBERKLEY.COM/BOOKLEY](http://DOWNTOWNBERKLEY.COM/BOOKLEY)





retro feel. metro appeal.

## Interim Executive Director's Report September 2021 Board of Directors Meeting

Thank you for the continued opportunity to carry on the stimulating, rewarding work of advancing downtown Berkley. There are literally dozens upon dozens of projects actively underway (and I'm not trying to claim credit for that -- it's just the reality of this dynamic downtown and how many opportunities abound). Seriously, though, I am loving it all.

Here is a snapshot of some of those projects, of which I anticipate you'll enjoy learning about and may be able to offer insights to strengthen our efforts:

Consideration of Bike Rack Installations. I'm contemplating bicycle racks that would enhance both the functionality and design of our downtown. One such option is the bike-shaped rack. I've attached some background on it. Does this bicycle rack do it for you, or should I go back to the drawing board? Even if this particular rack design isn't the one: Can you share with me which of the powder coated color options would most complement and elevate our downtown? Think of it through the lens of our 'retro feel' and 'reinventing charm' marketing angles, as well -- and should it be one uniform color, or should we experiment with varied colors in different parts of the downtown? I've posed this question to the Design Committee, but wanted to open it up for the Board's thoughts and ideas.

Facade Grant Program. In addition to Making Waves and The Lunch Cafe pending proposal requests, here are a summary of businesses I've been in discussion with for our DDA Facade Grant Program: Tootie and Tallulah's (2600 Twelve Mile, for lighting to accentuate their exterior mural), Reware Vintage (2965 Twelve Mile -- new business), Mongers' Provisions (3127 Twelve Mile -- new business), Council Resale (3297 Twelve Mile). The forthcoming Perch 313 Textiles at 2717 Coolidge initially submitted, but has since decided to forego pursuing the grant at this juncture. Please share if you have heard of or heard from other businesses that could also benefit from our program's resources.

Mural Program. Here are a summary of businesses I've been in discussion with for our DDA Mural Program: Stitchworks Embroidery (3160 Coolidge), First Focus Financial Group (2900 Coolidge), Pure Cure (2880 Coolidge), Jet's Pizza (2733 Coolidge), Pinspiration Berkley (2733 Coolidge, rear), Salon Solei (2646 Coolidge), Reware Vintage (2965 Twelve Mile), Council Resale (3297 Twelve Mile), Abrutyn Law (3765 Twelve Mile), Edible Arrangements (3766 Twelve Mile), Teachable Moments (3933 Twelve Mile), D&D Bicycles (4141 Twelve Mile), Magic Alterations (3475 Robina). For a few others, their landlords squashed the notion, even though they were pumped about the prospect.



(Continued -- Page 2 of 3)

retro feel. metro appeal.

BOO!KLEY Nights. This one has been a ton of fun. So many dynamic features being cranked out by the DDA Marketing & Promotions Committee. This has all the elements necessary to become a signature series every year, working wonders to put our downtown in the regional spotlight for a crucial season. Please ask questions about aspects of these new initiatives and learn how you and your peers can (1) help it soar, (2) help the community get pumped about the fun in store, and (3) help our downtown merchants yield the most traction, exposure, sales, and satisfaction possible from their participation.

Businesses Participating in Seasonal Window Painting Enhancements. We're collaborating with an area artist who is a masterful window painting artist who is extremely affordable. To activate and enhance more of our downtown for the coming BOO!KLEY and then MerriMonth season, I've been recruiting storefronts to allow for all or part of their windows to be artistically transformed. Think pumpkins and playful ghosts sprinkled along the bottom of Linda's Dance Works windows, for example, that would then be transformed by the artist into snowflakes or presents for MerriMonth. Here are a list of Businesses Participating in Seasonal Window Painting Enhancements (so far): Peggendott Design Studio (2684 Coolidge), Folio (2838 Coolidge), Pure Cure (2880 Coolidge), American Made Barbershop (3435 Robina), Berkley Realty Group (3445 Robina), Have You Any Wool? (3455 Robina), Magic Alterations (3475 Robina), Kam's Express (3018 Twelve Mile), McCourt's Musical Instruments (3063 Twelve Mile), MacNeill Books (3155 Twelve Mile), Berkley Chiropractic (3179 Twelve Mile), Perfect Corners (3185 Twelve Mile), Studio Seacrist (3223 Twelve Mile), Sweet Essentials (3233 Twelve Mile), Step-Up Salon (3257 Twelve Mile), Linda's Dance Works (3184 Twelve Mile). The more the merrier, especially those with windows that are more seldom staged or activated. It'll be visually stunning for the downtown visitors who are walking, biking, or driving through our district.

Downtown Monthly Idea Laboratories. This is developing into a very promising outlet that'll be beneficial to our organization and our mission. I wrote at length to the Board on the topic last week, so I'll defer to that correspondence except to share the September 1st Idea Laboratory at PInspiration Berkley was a productive idea-sharing and idea-generating effort. The second installment is September 24, 9:00 to 10:30 a.m. at Articipate on Twelve Mile.

Coolidge Oversight Task Force. This entity recently met for the first time since the onset of the pandemic. I attended on behalf of the DDA and spoke for the Coolidge merchants who have vocally shared with me their strong support of the recent road configuration, or 'diet.'



(Continued -- Page 3 of 3)

retro feel. metro appeal.

New Businesses to Downtown. The growing number of businesses announcing they are opening in downtown Berkley definitely gives us ammunition to sell the growing momentum of our district. To bring you up to speed, on Coolidge: Clawson eatery Due Venti announced they're headed to Berkley, boutique retailer House of Lyps is new on the scene, Cosmetique Salon swiftly opened, and Perch 313 Textiles is forging ahead with building and planning approvals. On Twelve Mile: Amora Luxe Hair Restoration has their ribbon cutting on September 19th at 3 pm (2550 Twelve Mile), while Reware Vintage and Mongers' Provisions are shooting for October. If you know of others, please share the intel!

Downtown Businesses Recently Closed. The Downtown Gods giveth, and the Downtown Gods taketh away. But more giveth than taketh, lately! Nada & Co. at 3369 Robina just posted that she'll be closed unexpectedly for awhile; we hope all is well with her. Papa's Pizza at 2626 Coolidge has just closed. And on a related note Hartfield Lanes posted a call for job applicants, stating they'll close if they can't find staff.

B-O-B (B's of Berkley). This is an initiative we're partnering with Articipate to launch, which will have local artists enhancing wood cutout B's (for Berkley, naturally) that we can then use to tactically enhance areas of downtown. The initial focus will be the Gateway West district starting at Greenfield on Twelve Mile and heading east, but the vision is that it will be an effective way to activate many areas of our downtown (think the dormant planters of Robina North and South, for example). If you've got leads on folks that might have the willingness or ability to cut out the letter B in various enlarged sizes, please let me know, as that is the biggest slowdown of what is otherwise a fun, achievable idea that is gaining momentum.

There really are dozens of other items on which I could elaborate, but this was already too verbose. If there are any questions, or particular items on which you'd like me to elaborate further, please reach out any time. Thank you again for this continued opportunity.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mike McGuinness".

Mike McGuinness,

Interim Executive Director

Berkley Downtown Development Authority



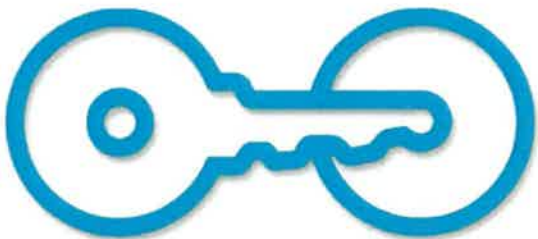
Don't forget to ask about our custom logo option!

# Bike Bike Rack



The Bike Bike Rack is an eye-catching, functional piece of street art that playfully reminds us that we could be riding our bike today, and rewards those that do with a secure, convenient place to park it.

The Bike Bike Rack forces bikes to lock up parallel with the rack, helping to keep right of ways clear. The rack allows for the wheels and frame of the bike to be secured using a u-style bike lock.



**American Bicycle Security Company**

P.O. Box 7359

Ventura, CA 93006

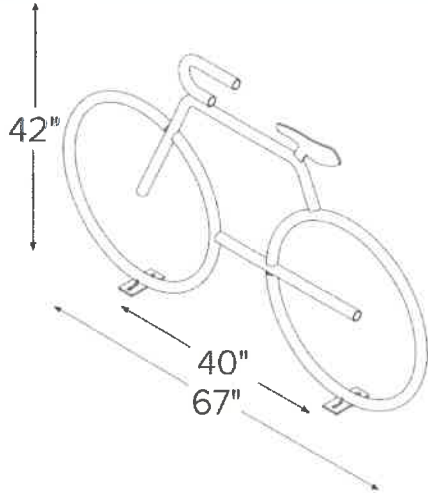
Ph: (800) 245-3723 or (805) 933-3688

Fax: (805) 933-1865

[www.ameribike.com](http://www.ameribike.com)

Email: [turtle@ameribike.com](mailto:turtle@ameribike.com)

# Bike Bike Rack



**Product** Hoop Rack  
**Capacity** 2-4 Bikes  
**Materials** 1.5" OD 11 Gauge Tube. All open ends are capped to prevent moisture from entering. All welds are MIG welds around entire circumference of joined pieces.

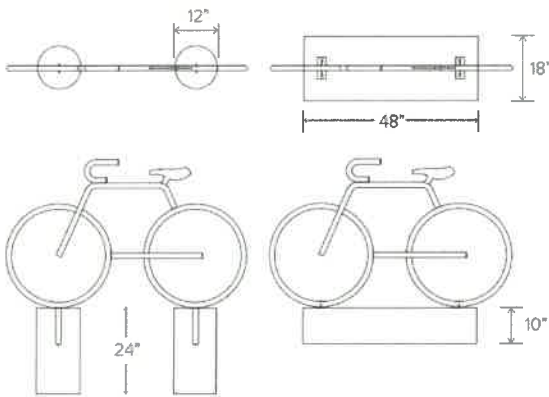
**Finishes** Standard options: Galvanized Or Powder Coated

RAL 9005	Flat Black	RAL 9003	RAL 2004	RAL 1023	Bright Yellow
RAL 6016	RAL 6018	RAL 6005	RAL 5005	RAL 5015	Purple
RAL 7011	RAL 7042	RAL 9007	RAL 1001	RAL 8014	Bronze
RAL 3003	RAL 3005				

Also available in Stainless steel upon request.

IN-GROUND MOUNT

SURFACE MOUNT



**Installation Methods** **In-ground mount** is embedded into concrete base. Specify in ground mount for this option.

**Surface Mount** Each rack has two 2.5" x 6" mounting brackets double gusset welded to the "wheels". The brackets are 40" apart. Each bracket is anchored to the ground with two anchors. Anchors are included with each rack.

**Space Use & Setbacks**

**Wall Setbacks:**

For racks set parallel to a wall:  
 Minimum: 24"  
 Recommended: 36"

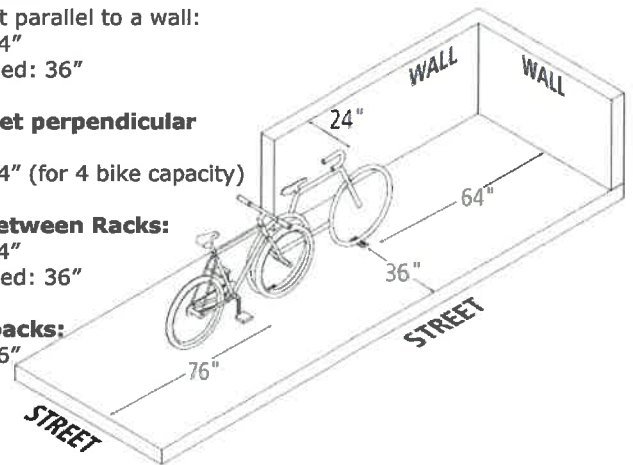
**For racks set perpendicular to a wall:**  
 Minimum: 64" (for 4 bike capacity)

**Distance Between Racks:**

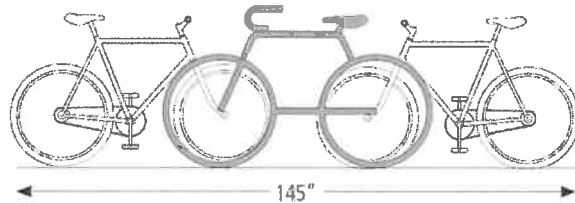
Minimum: 24"  
 Recommended: 36"

**Street Setbacks:**

Minimum: 36"



Example of rack in use



**American Bicycle Security Company**

P.O. Box 7359

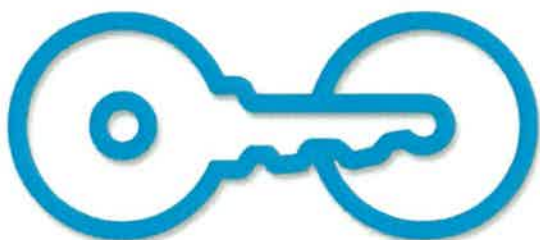
Ventura, CA 93006

Ph: (800) 245-3723 or (805) 933-3688

Fax: (805) 933-1865

[www.ameribike.com](http://www.ameribike.com)

Email: [turtle@ameribike.com](mailto:turtle@ameribike.com)



# Bike Bike Rack

## Installation



### \*Tools Needed for Installation

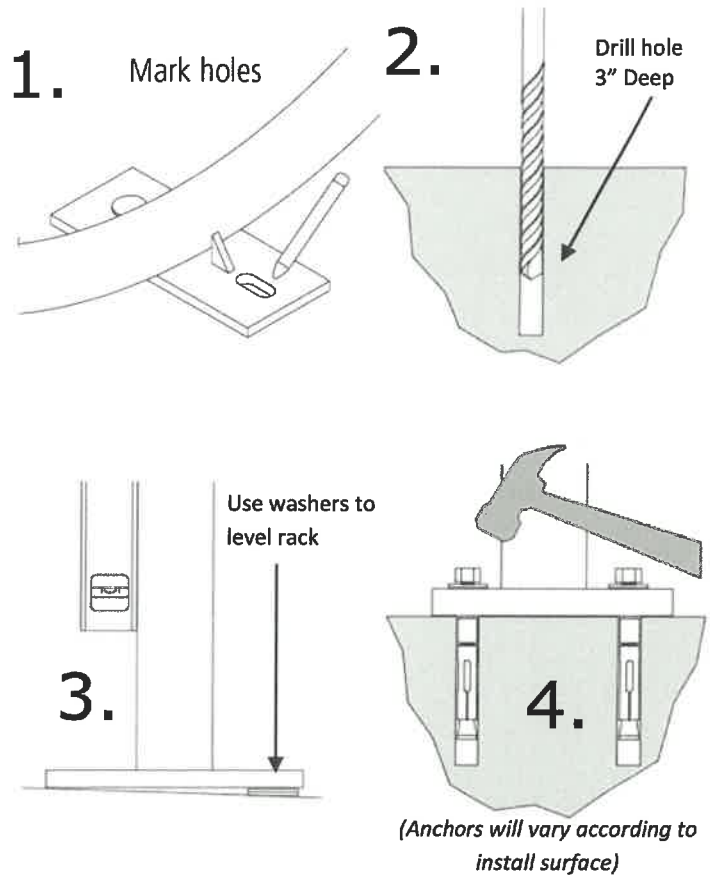
- Tape Measure
- Marker or Pencil
- Masonry Drill Bit
- Drill (*Hammer drill recommended*)
- Hammer
- Wrench 9/16"
- Level

### Recommended Base materials:

Solid concrete is the best base material for installation. To ensure the proper anchors are shipped with your rack, ask your American Bicycle representative which anchor is appropriate for your application. Be sure nothing is underneath the base material that could be damaged by drilling.

### Installation:

3/8" anchors are shipped with the rack. Place the rack in the desired location. Use a marker or pencil to outline the holes of the flange onto the base material. (TIP: If installing more than one Bike Bike Rack, mark holes for each rack individually, as there may be slight differences between each rack). Drill the holes in accordance with the specifications shipped with the anchors. Make sure the holes are at least 6" away from any cracks in the base material. Tap in anchors and follow your specific anchor instructions provided with the rack.



Breakaway Nut



Stainless Tamper-Proof Nut



Triple-slot Nut



Concrete Spike

### Tamper Resistant Hardware

More so than standard racks, the Bike Bike Rack may be a target for theft. Therefore we recommend using a fastener that can't be removed by thieves. The concrete spike is a permanent anchor. The top of the wedge anchor can also be pounded sideways after installation so that it cannot be removed. Other tamper resistant fasteners can also be purchased.

When using the special tamper resistant nuts, always set and first tighten the anchors. Once the rack is installed, replace two nuts from the bracket (opposite sides from each other) with the tamper resistant fastener.

**DO NOT OVERTIGHTEN** the tamper resistant nut.

### American Bicycle Security Company

P.O. Box 7359

Ventura, CA 93006

Ph: (800) 245-3723 or (805) 933-3688

Fax: (805) 933-1865

[www.ameribike.com](http://www.ameribike.com)

Email: [turtle@ameribike.com](mailto:turtle@ameribike.com)

