

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, August 10, 2022
8:30 AM – 9:30 AM
Berkley Public Safety - 2nd Floor Conference Room**



MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting of July 13, 2022
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Community Development –Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Shawn Young and Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
 - A. Financial Reports for July 2022
- VII. **Action Items**
 - A. Annual Election of Board Officers
 - i. Board Chair
 - ii. Board Vice Chair
 - iii. Board Treasurer
 - iv. Board Secretary
 - B. Rad Hatter Marketing Social Media Management Proposal
 - C. MHG Jewelers Mural Program Application
 - D. Council Resale Mural Program Application
 - E. Articipate Mural Program Application
 - F. Grill & Curry Mural Program Application
- VIII. **Discussion Items**
 - A. Board of Directors Vacancies, Applications for Appointment
 - B. Downtown Development Authority Revised Bylaws Approved
 - C. Robina North Public Space Enhancements Design Concepts
 - D. Main Street Oakland County Favorable Grant Updates
 - E. DTE Energy Grant to Downtown Berkley Partnership
 - F. Downtown Design Guidelines Progress
 - G. Downtown Master Plan Formal Adoption Progress
 - H. Coolidge Crosswalks Activation, Enhancements Progress
 - I. Public Space at Coolidge and Catalpa Progress, Naming Determination
 - J. BOO!KLEY Season Planning Underway for Fall 2022
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Art & Design – Matteo Passalacqua
 - B. Business Development
 - C. Downtown Events
 - D. Marketing Strategies – Ashley Poirier
 - E. Organization – Scott Francis
 - F. West Twelve Mile – Brian Zifkin
- XI. **Executive Director Updates**
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

APPROVAL OF MINUTES

REGULAR MEETING OF THE BOARD OF DIRECTORS FOR JULY 13, 2022



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF JULY 13, 2022

BACKGROUND:

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Authority Board of Directors, which took place on Wednesday, July 13, 2022. She shared an initial draft of minutes with me to review for corrections, and then circulated the draft minutes to the entire Board of Directors weeks ahead of this Board Meeting.

Please advise if there are any corrections needed. Once all corrections have been made, and upon an affirmative vote by the Board of Directors approving the July 13, 2022 meeting minutes, I shall post the adopted minutes to the Downtown Development Authority's website in order for the public, as well as members of this body, to access as needed in the future. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- **Mike McGuinness, Executive Director. August 5, 2022.**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, July 13, 2022, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Matthew Baumgarten
Erin Brick
Donna Dirkse
Scott Francis
Andy Gilbert
Chris Gross
Jenna Hance
Matteo Passalacqua
Ashley Poirier
Brian Zifkin

Absent: Tim Barnes
Garrett Wyatt

Also present: Steve Baker, City Council Liaison
Ric Chalmers, DPW Assistant Director
Kristen Kapelanski, Community Development Director
Lisa Kempner, Planning Commission Liaison
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison

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

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of June 8, 2022

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

V. **LIAISON REPORTS**

A. City Council – Steve Baker

Baker reported that at Council's 6/20 meeting, citizen comments took up close to an hour before Council started official business. He thanked everyone who worked hard to make the first Pride festival a success. At their July meeting the previous Monday, they approved two cannabis business licenses as well as supporting Dream Cruise merchandise sales and approved the County Oakland Irish Fest on Sept. 9. Also approved was the Trick or Treat Stroll and Monster Mash events in October.

B. Planning Commission – Lisa Kempner

Kempner reported that at their last meeting, they approved a third cannabis business for 11 Mile that had corrected previous parking problems the Commission identified and sent the application on to City Council for their approval. They also reviewed the 12 Mile row house plans and recommended

that the new Coolidge brew pub developers get special use approval for outdoor dining adjacent to their building. They will hold elections at their next meeting.

C. Community Development – Megan Masson-Minock and Kristen Kapelanski

New Community Development Director Kapelanski reported the new brew pub developers will be seeking Council approval for their outdoor seating plan at the 7/18 meeting.

D. Public Works – Shawn Young and Ric Chalmers

Baumgarten welcomed Kapelanski and Ric Chalmers, who introduced himself and noted he has been with Public Works for many years.

E. Chamber of Commerce – Tim Murad

Murad reported that they need volunteers for the July 16 Art Fest on Coolidge as well as Cruise Fest. He noted that in May Berkley will celebrate its 100th year since becoming a village. As part of those festivities, they're partnering with the Historical Commission to identify "kit" homes in the city and organize a tour. Berkley has the second highest number of existing kit homes.

VI. TREASURER'S REPORT:

Gross reported \$17,000 in revenue and \$16,000 in expenditures for the month. Expenditures included events costs (tents and tent weights), marketing (Pride T-shirts), the flower basket program, murals, public improvements, and large planters. Revenues came from Pride sponsorships and T-shirt sales and reimbursement for the Plaza. The ending balance was \$308,000, which she reported is on track with predictions.

Brick moved to receive and accept the Treasurer's report, Hance seconded, and the motion was unanimously approved by the Board.

VII. ACTION ITEMS:

A. Michigan Graphics & Awards Façade Grant Application

McGuinness included a graphic of the deteriorating wood on the façade of the building, which will be removed to expose the brick underneath, which will be painted. He noted this improvement should be the beginning of several planned for the building. They've also discussed having a mural painted on the side of the building. The owners are asking for an award of \$4,300.00, which the Art & Design Committee is recommending be approved.

Brick moved to approve Michigan Graphics & Awards Façade Grant Application in the amount of \$4,300.00, Zifkin seconded, and the motion was unanimously approved by the Board.

B. Sum Girls Boutique Mural Program Application

McGuinness submitted renderings of the proposed mural at Sum Girls Boutique, 3015 Twelve Mile, to the Board for their review. The proposed mural will be painted on the rear wall of their building, which forms a sort of "courtyard" with their neighboring business, The Artsy Umbrella, and is anticipated to serve as a backdrop for visitors' photos. The earlier mural painted on the wall has deteriorated and needs to be covered. The application requests a DDA contribution of \$5,000.00 to the cost of the mural, which would use up a third of the DDA's budgeted total for this line item. The Art & Design Committee is recommending moving forward with the concept.

Passalacqua moved to approve Sum Girls Boutique Mural Program Application with DDA support in the amount of \$3,000.00, Brick seconded, and the motion was unanimously approved by the Board.

C. Consideration of Social Media Strategic Changes

Included in the information packet sent to the Board prior to the meeting was a note from Director McGuinness to consider options for strengthening the DDA's social media communications presence and ability to respond more quickly and fully to outside communication. Catalyst Media, whose current contract with the DDA is expiring, currently provides social media and media relations

services to the Board. The Marketing Strategies and Events Committees have stressed the need for an enhanced social media presence and urged designating or hiring a dedicated social media manager. The DDA's current expenditure for Catalyst's social media services is \$600.00 per month.

Brick noted that as a volunteer, Poirier has done an "amazing job" but an actual "engager" is what's needed to expand the DDA's presence in this area. She praised Catalyst's work with public relations but said they lack the engagement their committees believe is needed to move forward. Brick recommended hiring Poirier as a contract employee to take on the job of social media manager, creating content and responding to outside contacts from businesses and residents. Gilbert and Baumgarten agreed that there didn't appear to be any conflict of interest hiring Poirier's business to be paid for those responsibilities. She would of course abstain from voting on any issues affecting her position as owner of Rad Hatter Marketing.

Zifkin moved to have Rad Hatter submit a quotation to provide social media services to the Downtown Development Authority, Gross seconded, and the motion was unanimously approved by the Board.

D. Board of Directors Committee Assignments for the Year

McGuinness noted that the Organization Committee suggested as a best practice Board members identify on which of the standing committees they wish to serve each year, and July seems an optimum time to do so. Most committees have flexible meeting times.

McGuinness had set up large boards with the six committee names listed where Board members could sign up. Committees are currently: Art & Design, Business Development, Downtown Events, Marketing Strategies, Organization, and West 12 Mile. Only Board members can serve on the Organization Committee.

This agenda item does not require a Board vote.

VIII. DISCUSSION ITEMS

A. Berkley Art Bash, Berkley Street Art Fest Activities

McGuinness included in the Board's packet a letter he had received from the Berkley Chamber of Commerce thanking the DDA for their support for both events.

B. Berkley Pride Block Party Success, News Coverage

McGuinness reported the block party had gotten extensive news coverage before, during, and after the event, and it was well supported in the community, a tremendous success. McGuinness wanted to especially thank Board member Poirier, who was event chair, and all the volunteers who contributed their efforts.

Poirier noted the event had generated a large following, which she has turned into a volunteer recruitment list based on feedback and can use for future Pride events as well as others in the downtown (more than 40 volunteer sign-ups).

C. Robina Public Space Design Concepts Review

McGuinness included in the Board packets design concepts for the space that the PEA Group generated, and he asked Board members to review and comment on them. Passalacqua had met with PEA representatives on site. Three preliminary concepts based on agreed-upon themes were presented. All three concepts include expansion of the east curb of Robina, eliminating parking on that side (one or two spaces). Extensive parking is still available behind the 12 Mile businesses and on 12 Mile itself. They hope to maintain the existing trees for the shade provided. The surface will be stamped concrete, not brick.

After feedback from the Board (requested within a week or so), PEA's next step is to provide detailed 3-D renderings of the favored concept, and Passalacqua noted the plan is to adopt a design

that is replicable at similar gathering spaces around the city. Low maintenance plantings are preferred.

Poirier reminded everyone that “retro” is the downtown’s tag line. She also noted getting comments on social media about the appearance of the blockades next to Berkley Common, and Gross (owner) and Baumgarten responded the restaurant has to comply with Road Commission standards, and at the current time, Gross doesn’t know how long they will be able to use that road space for dining. If the time is extended, they are willing to consider a public/business partnership to invest to make the space and barriers more attractive.

D. Downtown Design Guidelines Progress

Kapelanski reported no current movement on the Guidelines because of the cannabis business applications taking priority. She did note that some amendments may be sent forward prior to tackling ordinance changes.

E. Downtown Master Plan Formal Adoption Progress

Baumgarten reported that there have been conversations with the Lakota Group about the plan, which predates the current Director, and it’s been determined that the current parking study is outdated and a new one is needed. The cost for that will be shared between the DDA and the City.

F. Coolidge Crosswalks Activation, Enhancements Progress

McGuinness reported he’s reached out to the City’s engineering firm to get their opinion about the proposed direction and also the DPW about acquiring the materials needed to implement the plan (bollards, etc.). He apologized for the delay in implementation and couldn’t give a timeline for when the crosswalks would be functional again.

G. Public Space at Coolidge and Catalpa Progress, Naming Determination

McGuinness reported a good response from Board members regarding naming the space, and top choices were Art Space as the favorite and Berkley Terrace as second choice. When the three stakeholder representatives meet, they’ll have a final vote between the two.

H. Main Street Reaccreditation Presentation at Berkley City Council July 18 at 7 PM

McGuinness reported Main Street will present Berkley its Main Street reaccreditation at their 7/18/22 City Council meeting.

I. Economic Vitality Session with Oakland County July 22 at 9 AM

McGuinness reported Main Street Oakland County identified Berkley to receive economic vitality resources, a needs and current viability assessment group meeting. A location hadn’t as yet been confirmed for the meeting, but Gross offered the second floor space at Berkley Common. A show of hands indicated good attendance for the Board at the meeting.

IX. STUDENT BOARD MEMBER UPDATES

Absent – no report. McGuinness reported Wyatt, who’s entering his senior year, will be returning, and a second student will be identified.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

Passalacqua had nothing additional for his committee report. McGuinness said a social media exchange on the residents’ forum had led a commenter to join this committee.

B. Business Development Committee – Jenna Hance

Hance had nothing additional to report.

C. Downtown Events Committee – Erin Brick

Brick reported plans for BOO!kley are underway, and their first open to the public meeting will be held at Casa Amado, July 21 at 6:30 PM with free food. Kempner is chair of Monster Mash in 2022 and Coolidge will be closed for trick or treaters. When events are scheduled, they will regularly hold public meetings for volunteers. McGuinness added Pride Fest volunteers will have a debriefing and planning session for next year.

D. Marketing Strategies Committee – Ashley Poirier

Poirier reported that the committee is looking for additional members, and McGuinness noted he had been contacted by individuals interested in volunteering. There is currently no set meeting date for this committee.

E. Organization Committee – Scott Francis

Francis had to leave the meeting, so there was no report.

F. West 12-Mile Committee – Brian Zifkin

Zifkin reported meeting with Barnes and noting the changes/additions on that end of 12 Mile. They appreciate the resources allocated to the west end (bike racks, benches, planters). He hadn't been able to make contact with the realtor offering the vacant property near D&D Bikes.

Joe Novitsky, architect for the new art studio, told them the owner wants to have a mural of his own artwork painted on his building. He was told by the City Attorney he would have to relinquish all ownership rights to the art. McGuinness subsequently found out that only applies if the DDA funds the mural, not if the artist pays for it himself. The mural application process would still be in force, in that the artwork would be reviewed by the DDA Art & Design Committee, but the DDA would have no ownership interest in the mural. ZBA involvement regarding signage regulations is uncertain.

Baumgarten said he could give Zifkin the phone number to contact the vacant property's owner directly.

XI. EXECUTIVE DIRECTOR UPDATES

A. Downtown Berkley Business and Real Estate Updates

McGuinness reported that Gilbert told him that the building on the southeast corner of Franklin and Coolidge is vacant and up for sale. Construction is ongoing at the LaSalette development. Peninsulas' has moved into their new location down the street, and Monger's is in talks to open a tasting room in the vacated space. There is talk of having an open meeting space in the old Family Video part of the building at Catalpa and Coolidge. Fresh Collective was just sold to one of its current renters, MI Meals. The new coffee shop on 12 Mile will be applying to have local artist Howard Fridson paint a mural on their east facing wall.

B. Downtown Berkley Recent Media Coverage

Nothing additional to report.

XII. BOARD OF DIRECTORS' COMMENTS:

None.

XIII. PUBLIC COMMENTS: The opportunity for public comment was offered, and there were no in-person requests to address the body. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

XIV. Adjournment:

The meeting adjourned at 10:00 AM on motion by Zifkin and second by Gross.

TREASURER'S REPORT

JULY 2022 BALANCE SHEET, REVENUE AND EXPENDITURE REPORT FOR DDA



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO ACCEPT THE TREASURER'S REPORT

BACKGROUND:

The City of Berkley Finance Department has provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the month of July 2022, the first month of the new fiscal year. Each month they are received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness, prior to full Board review.

As reflected in the Balance Sheet for the period ending July 31, 2022, the Fund Balance for the Berkley Downtown Development Authority was \$306,163.58.

All questions are welcomed and encouraged.

- Mike McGuinness, Executive Director. August 8, 2022.

Fund 814 DDA

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
Cash			
814-000-001-000	CASH IN BANK	324,277.28	313,183.68
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,533.45)
814-000-005-000	PETTY CASH	300.00	300.00
	Cash	<u>324,577.28</u>	<u>306,950.23</u>
Accounts Receivable			
814-000-026-000	DELINQUENT PPT RECEIVABLE	5,314.21	5,156.18
	Accounts Receivable	<u>5,314.21</u>	<u>5,156.18</u>
Other Assets			
	Other Assets	<u>0.00</u>	<u>0.00</u>
	Total Assets	<u>329,891.49</u>	<u>312,106.41</u>
*** Liabilities ***			
Accounts Payable			
814-000-202-000	ACCOUNTS PAYABLE	843.00	0.00
	Accounts Payable	<u>843.00</u>	<u>0.00</u>
Liabilities-ST			
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS	1,482.50	1,482.50
814-000-241-000	FICA TAXES	171.64	171.64
814-000-257-000	ACCRUED PAYROLL	2,266.47	2,266.47
814-000-259-000	ACCRUED HEALTH CARE	758.06	758.06
814-000-285-000	UNEARNED REVENUE	1,264.16	1,264.16
	Liabilities-ST	<u>5,942.83</u>	<u>5,942.83</u>
	Total Liabilities	<u>6,785.83</u>	<u>5,942.83</u>
*** Fund Balance ***			
Unassigned			
814-000-390-000	FUND BALANCE	386,500.75	386,500.75
	Unassigned	<u>386,500.75</u>	<u>386,500.75</u>
	Total Fund Balance	<u>386,500.75</u>	<u>386,500.75</u>
	Beginning Fund Balance - 21-22		386,500.75
	Net of Revenues VS Expenditures - 21-22		(63,395.09)
	*21-22 End FB/22-23 Beg FB	323,105.66	
	Net of Revenues VS Expenditures - Current Year		(16,942.08)
	Ending Fund Balance		306,163.58
	Total Liabilities And Fund Balance		312,106.41

* Year Not Closed

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 07/31/2022
 % Fiscal Year Completed: 8.49

NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2022 NORM (ABNORM)	2022-23 ORIGINAL BUDGET	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 07/31/22 INCR (DECR)	YTD BALANCE 07/31/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 814 - DDA								
Revenues								
Dept 001 - REVENUES								
814-001-401-000	PROPERTY TAXES	40,563.16	37,000.00	37,000.00	0.00	0.00	37,000.00	0.00
814-001-401-001	PROPERTY TAX CAPTURE - DDA	351,934.81	361,000.00	361,000.00	0.00	0.00	361,000.00	0.00
814-001-401-900	PROPERTY TAXES - CHARGEBACKS	(1,170.37)	0.00	0.00	0.00	0.00	0.00	0.00
814-001-445-000	INTEREST AND PENALTIES ON TAXE	186.58	0.00	0.00	0.00	0.00	0.00	0.00
814-001-539-000	STATE GRANTS	8,500.00	10,000.00	10,000.00	0.00	0.00	10,000.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION	0.00	14,000.00	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS	1,143.48	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
814-001-674-005	MERCHANDISE REVENUE	4,795.00	500.00	500.00	365.38	365.38	134.62	73.08
814-001-675-005	CORPORATE DONATIONS	56,004.66	5,000.00	5,000.00	500.00	500.00	4,500.00	10.00
814-001-675-814	EVENT SPONSORSHIPS	3,880.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		465,837.32	433,000.00	433,000.00	865.38	865.38	432,134.62	0.20
TOTAL REVENUES		465,837.32	433,000.00	433,000.00	865.38	865.38	432,134.62	0.20
Expenditures								
Dept 175 - DDA ADMINISTRATION								
814-175-704-000	FULL TIME EMPLOYEES	67,753.22	77,250.00	77,250.00	5,855.75	5,855.75	71,394.25	7.58
814-175-715-000	FICA	5,146.28	5,909.00	5,909.00	443.47	443.47	5,465.53	7.50
814-175-725-000	WORKERS COMPENSATION	0.00	255.00	255.00	0.00	0.00	255.00	0.00
814-175-728-000	OFFICE SUPPLIES	2,815.03	500.00	500.00	0.00	0.00	500.00	0.00
814-175-817-008	BOARD TRAININGS	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	942.50	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 175 - DDA ADMINISTRATION		76,657.03	88,914.00	88,914.00	6,299.22	6,299.22	82,614.78	7.08
Dept 265 - CITY HALL								
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX E	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 265 - CITY HALL		0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
Dept 822 - DDA OPERATIONS								
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	10,000.00	20,000.00	20,000.00	0.00	0.00	20,000.00	0.00
814-822-730-000	POSTAGE-PRINTING-MAILING	98.00	300.00	300.00	0.00	0.00	300.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	350.00	1,100.00	1,100.00	0.00	0.00	1,100.00	0.00
814-822-807-000	AUDIT SERVICES	1,710.00	1,800.00	1,800.00	0.00	0.00	1,800.00	0.00
814-822-818-205	SECRETARIAL SERVICES	1,800.00	2,000.00	2,000.00	150.00	150.00	1,850.00	7.50
814-822-824-000	LEGAL SERVICES	0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	526.19	600.00	600.00	0.00	0.00	600.00	0.00
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON	0.00	100.00	100.00	0.00	0.00	100.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	0.00	300.00	300.00	0.00	0.00	300.00	0.00
814-822-904-000	PRINTING	0.00	300.00	300.00	0.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		14,484.19	29,000.00	29,000.00	150.00	150.00	28,850.00	0.52
Dept 824 - SPECIAL EVENTS								
814-824-817-004	DDA - EVENTS	19,008.67	24,000.00	24,000.00	1,791.27	1,791.27	22,208.73	7.46
814-824-817-015	HOLIDAY LIGHTS	32,723.03	40,000.00	40,000.00	0.00	0.00	40,000.00	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 07/31/2022
 % Fiscal Year Completed: 8.49
 NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2022 NORM (ABNORM)	2022-23 ORIGINAL BUDGET	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 07/31/22 INCR (DECR)	YTD BALANCE 07/31/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 814 - DDA								
Expenditures								
Total Dept 824 - SPECIAL EVENTS		51,731.70	64,000.00	64,000.00	1,791.27	1,791.27	62,208.73	2.80
Dept 826 - MARKETING AND ADVERTISING								
814-826-814-000	WEBSITE	312.00	500.00	500.00	0.00	0.00	500.00	0.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITU	1,500.00	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
814-826-818-000	CONTRACTUAL SERVICES	6,000.00	7,200.00	7,200.00	0.00	0.00	7,200.00	0.00
814-826-901-000	ADVERTISING/MARKETING	28,795.54	37,800.00	37,800.00	475.00	475.00	37,325.00	1.26
814-826-901-001	MAP UPDATE & REPRINT	72.00	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		36,679.54	50,000.00	50,000.00	475.00	475.00	49,525.00	0.95
Dept 829 - STREETScape & DESIGN								
814-829-818-000	CONTRACTUAL SERVICES	2,210.00	0.00	0.00	0.00	0.00	0.00	0.00
814-829-818-200	FLOWER BASKET PROGRAM	30,014.19	28,000.00	28,000.00	2,584.17	2,584.17	25,415.83	9.23
814-829-818-201	PUBLIC ART/PLACEMAKING	39,851.00	40,000.00	40,000.00	5,000.00	5,000.00	35,000.00	12.50
814-829-818-207	PEST CONTROL	360.00	500.00	500.00	40.00	40.00	460.00	8.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	12,862.77	15,000.00	15,000.00	0.00	0.00	15,000.00	0.00
Total Dept 829 - STREETScape & DESIGN		85,297.96	83,500.00	83,500.00	7,624.17	7,624.17	75,875.83	9.13
Dept 940 - PUBLIC IMPROVEMENT								
814-940-974-002	STREETScape IMPROVEMENTS	41,050.87	60,000.00	60,000.00	1,233.57	1,233.57	58,766.43	2.06
814-940-974-003	SIDEWALK REPAIR	17,599.48	0.00	0.00	0.00	0.00	0.00	0.00
814-940-974-005	WAYFINDING	57,943.59	7,000.00	7,000.00	0.00	0.00	7,000.00	0.00
814-940-974-007	BERKLEY PLAZA PROJECT	126,703.07	5,500.00	5,500.00	0.00	0.00	5,500.00	0.00
Total Dept 940 - PUBLIC IMPROVEMENT		243,297.01	72,500.00	72,500.00	1,233.57	1,233.57	71,266.43	1.70
Dept 952 - ACTIVE EMPLOYEE BENEFITS								
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	1,834.55	3,000.00	3,000.00	234.23	234.23	2,765.77	7.81
814-952-716-500	HEALTH CARE COSTS - BC/BS	6,402.11	12,800.00	12,800.00	0.00	0.00	12,800.00	0.00
814-952-718-000	RETIREMENT-DB MERS	12,848.32	27,000.00	27,000.00	0.00	0.00	27,000.00	0.00
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		21,084.98	42,800.00	42,800.00	234.23	234.23	42,565.77	0.55
TOTAL EXPENDITURES		529,232.41	432,714.00	432,714.00	17,807.46	17,807.46	414,906.54	4.12
Fund 814 - DDA:								
TOTAL REVENUES		465,837.32	433,000.00	433,000.00	865.38	865.38	432,134.62	0.20
TOTAL EXPENDITURES		529,232.41	432,714.00	432,714.00	17,807.46	17,807.46	414,906.54	4.12
NET OF REVENUES & EXPENDITURES		(63,395.09)	286.00	286.00	(16,942.08)	(16,942.08)	17,228.08	5,923.80
BEG. FUND BALANCE		386,500.75	386,500.75	386,500.75		386,500.75		
NET OF REVENUES/EXPENDITURES - 2021-22						(63,395.09)	(63,395.09)	
END FUND BALANCE		323,105.66	386,786.75	386,786.75		306,163.58		

ACTION ITEM – A

ANNUAL ELECTION OF BOARD OFFICERS



retro feel. metro appeal.

RECOMMENDATION:

RECEIVE NOMINATIONS FOR BOARD CHAIR, EACH OF WHICH NEED TO BE SECONDED AND ACCEPTED, HOLD A VOTE ON THAT POSITION, THEN REPEAT THE PROCESS FOR VICE CHAIR, SECRETARY, AND TREASURER

BACKGROUND:

The Board Officers are:

Chairperson

Vice Chairperson

Secretary

Treasurer

From Article IV, Section 2, of the Berkley Downtown Development Bylaws:

“Officers of the Board shall be elected annually by the Board at a regular meeting of the Board. If the election of officers shall not be held at the first meeting of the Fiscal year, such election shall be held within 60 days of such meeting...”

“... No Director shall hold more than one office at a time. An officer must be a current Board Director.”

- Mike McGuinness, Executive Director. August 5, 2022.

ACTION ITEM – B

RAD HATTER MARKETING SOCIAL MEDIA MANAGEMENT PROPOSAL



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE RAD HATTER MARKETING SOCIAL
MEDIA MANAGEMENT PROPOSAL OF \$4,200 PER MONTH
FOR A SIX-MONTH PERIOD**

BACKGROUND:

Individual members of the Board of Directors, including those active with the DDA Marketing Strategies Committee and the DDA Events Committee, have shared ideas on how to strengthen our organization's marketing and promotions of Downtown Berkley. As shared at last month's Board of Directors meeting, there was interest in considering alternative options beyond the current approach, particularly with scaling up social media communication efforts.

The Board of Directors voted last month to have Berkley-based Rad Hatter Marketing submit a quotation to provide social media services to the organization. They have submitted their proposal, which substantially expands the effort and investment in social media communications for Downtown Berkley. The proposal speaks to 12 months, but I recommend we go with 6 months at this initial juncture. This investment will result in authentic local content for our downtown, expand our inventory of quality photos, videos, and brand content.

- **Mike McGuinness, Executive Director. August 8, 2022.**

Social Media Management Proposal For Berkley DDA

August 4, 2022. Proposal valid for 60 days.

OVERVIEW

Rad Hatter Marketing (RHM) seeks to support the Berkley Downtown Development Authority (DDA) through enhanced social media and branding efforts.

GOALS

1. **Develop Brand Personality:** Develop a robust and witty brand personality
2. **Storytelling:** Capture stories of downtown patrons, business owners, and offerings
3. **Capture Authentic Photos:** Build a library of real photos for use in all marketing efforts
4. **Increase Engagement:** On Facebook and Instagram
5. **Increase Reach:** On Facebook and Instagram
6. **Integrate Video Content:** Capture, create, and edit video content periodically
7. **Produce More Quality Content**

DELIVERABLES

- Includes 1 strategic meeting per month with Executive Director
- Includes targeted boosting of monthly content at a rate of \$100 per month
- Development of editorial calendar
- Content development and publishing at a rate of 3-5 posts per week on Facebook and Instagram
- Publishing to Instagram and Facebook stories
- Resharing of business posts
- Regular photoshoots to capture authentic photos captured by iPhone
- Periodic videoshoots to capture authentic videos captured by iPhone
- Editing of videos by Rad Hatter Marketing
- Organize and store photos and videos captured by RHM for unlimited use for Berkley DDA
- Develop custom-crafted, down-to-earth, and on-brand language and captions
- Implement Instagram linktree
- Maintain Facebook profile photo and cover photos
- Maintain Facebook and Instagram profile descriptions and keep links up-to-date
- Listen and respond to comments and messages up to one hour per week
- Develop strategies to grow DDA's followers, reach, and engagement
- Use proper tagging and hashtags

Approximate hours per month = 44

Investment = \$4,200 per month*

*Includes \$100 credit in boosted posts per month



Add-On: Additional Marketing Support Package

- Website maintenance, content updates, and troubleshooting
- Graphic design services
- Newsletter support
- General consulting

Package includes 10 hours of marketing and design support per month.

Investment = \$900 per month

A la carte support available at a rate of \$100 per hour

CONTRACT LENGTH

Retainer based agreement billed on the first of the month for work for the following month. Term of contract is 12 months from start of work with the option to continue, upgrade, or terminate thereafter.

PROPOSAL ACCEPTANCE

To move forward with this proposal and to enter into a contract, please sign below.

Ashley Poirier
Founder, Rad Hatter Marketing LLC

____ Aug 4, 2022 _____
Date

Mike McGuiness
Executive Director, Berkley DDA

Date

ACTION ITEM – C

MHG JEWELRY STUDIO MURAL PROGRAM APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE 2689 COOLIDGE MURAL PROGRAM PROPOSAL FOR \$2,500

BACKGROUND:

Existing downtown business MHG Jewelry Studio at 2689 Coolidge is a longtime part of the downtown community, and proprietor Matthew Gross volunteered as a DDA Board of Directors member for years.

MHG Jewelry Studio has applied for the DDA Mural Program and their vision is for a mural on the rear exterior of their building. They've connected with mural artist Luna Shaaya, who recently completed the mural at Nova Chiropractic, to undertake the project. They have shared that the mural can be completed for \$2,500.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

A copy of the mural rendering is enclosed.

- Mike McGuinness, Executive Director. August 8, 2022.



BERKLEY DDA MURAL PROGRAM

Overview

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art. Murals can also provide an avenue for involving youth and others in artistic expression.

To better serve these purposes, the Berkley DDA has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Public Art Committee. Applications for new outdoor murals are reviewed by the Public Art Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

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.

Eligibility

Any individual or organization wishing to create an outdoor mural in DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source.

Applicants may be:

1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensures mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

Approval Criteria

Murals in the Berkley DDA District will be approved based on the following criteria:

- Completed application has been submitted to the Public Art Committee
- The applicant has provided signed permission from the building owner who must commit to keep the mural unchanged for a minimum of 5 years and to help maintain the mural during that time
- Artistic quality: Strength of the artist's concept and demonstrated technical skills and experience
- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression
- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

Mural Approval Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions
 - b. Photographs of site and physical surroundings
 - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
 - d. Written description of individuals and groups involved and how they will participate
 - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
 - f. Project timeline
 - g. A plan that addresses safety of the artists and the public while painting the mural
 - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Public Art Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of Approval and a Notice to Proceed
 - a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.

10. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help the Berkley DDA's Public Art Committee to find a suitable artist to do the repairs.

11. Alterations to or removal of, the mural within the first five years of the date of completion are permitted under the following circumstances:

- a. The building on which mural is located is sold; or
- b. The building or property is substantially remodeled or altered in way that precludes continuance of mural. Alterations or removal must be approved by the Berkley DDA Public Art Committee.

12. At the conclusion of the 5-year Agreement, the Applicant and the Public Art Committee reviews the condition of the mural and, based on the condition, either allow it to remain or make plans to remove or paint over the mural.

BERKLEY DDA MURAL PROGRAM APPLICATION

Applicant Information

MHG jewelry studio

Name of Applicant or Sponsoring Organization

Matthew Gross

327mhg@gmail.com

Name of Contact Person

Email

248-830-9506

Phone

Artist Information

Luna Shaaya

Artist's Name



Artist's Signature

manager@Lunadesignstudio.com

www.luna-tic.com

Email

Website

31320 PIERCE ST

BEVERLY HILLS Mi 48025

Artist's Mailing Address

City/State/Zip

248-891-9160

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

MHG jewelry studio

Proposed Mural Location (building or business name)

2689 Coolidge Highway

Street Address/Intersection

Matthew Gross

327mhg@gmail.com

Property Owner's Name

Property Owner's Email

248-830-9506

Property Owner's Phone

Matthew Gross

Property Owner's Signature

August 1, 2022

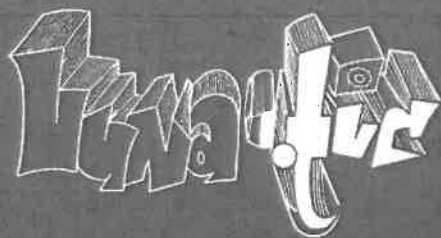
August 21, 2022

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



PURPOSE

WHO IS LUNA-TIC? constantly creating colorful, bold, slightly odd graphics and throwing them on t-shirts. Luna is an artist and designer born and raised in Detroit, Mi. A lifelong dedication to visual art, graphics, street fashion, music & current events. Luna's work reflects a crossover of art, fashion and pop culture. As an artist Luna works with a wide variety of mediums such as; acrylic, oil, spray paints, chalk, resin on canvas and pretty much any type of hard surface. She draws inspiration from a curation of life experiences, current events and today's culture with an underlying 4 word message 'BE YOU, NOT THEM' to be yourself in hopes that people all over the world could relate and connect to her art.

EXPERIENCE

COMMONWEALTH//MCCANN ADVERTISING AGENCY ART DIRECTOR

Worked alongside and collaborated with Creative Directors, Art Directors and Designers to work on digital team for Chevy.com

I played an integral role in helping with conceptualizing and layout.

AMBER ENGINE TECHNOLOGY START-UP VISUAL BRAND STRATEGIST

The Visual Content Strategist is a creative storyteller who has a technical aptitude and is responsible for creating visuals and visually communicating through emails, videos, blogs, web pages, press releases, ads and sales collateral to multiple target audiences.

Reports to the Director of Marketing and works closely with the Sales and Marketing teams, Project Managers and the Client Services team.

FREE LANCE PROJECTS

Xcentric Mold & Engineering print/digital
Real Integrated print/digital
Harbortown print
Brass Rail print
S&L Transportation digital
JewellClip digital
Qure Water print
Detroit Strength print
Bulk Beverage print
Nico's Pizza apparel design
Elite Home Funding apparel design
Dannofit print/digital
AutoBahn Collision print
Turbo Mortgage apparel design
A Sneaker Co print

EDUCATION

COLLEGE FOR CREATIVE STUDIES
SEPTEMBER 2012-DECEMBER 2016 (4 YEARS)
BACHELOR DEGREE
B.F.A., GRAPHIC DESIGN

LUNA-TIC STUDIO

375 HAMILTON ROW
BIRMINGHAM, MI 48009

JULY 2020-PRESENT
BRANDING
ART
APPAREL
LUNA-TIC.COM

WWW.LUNA-TIC.COM

248-979-5882
info@luna-tic.com
[@luna_tic_com](https://www.instagram.com/luna_tic_com)



ACTION ITEM – D

COUNCIL RESALE MURAL PROGRAM APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE 3297 TWELVE MILE ROAD MURAL PROGRAM PROPOSAL FOR \$2,400

BACKGROUND:

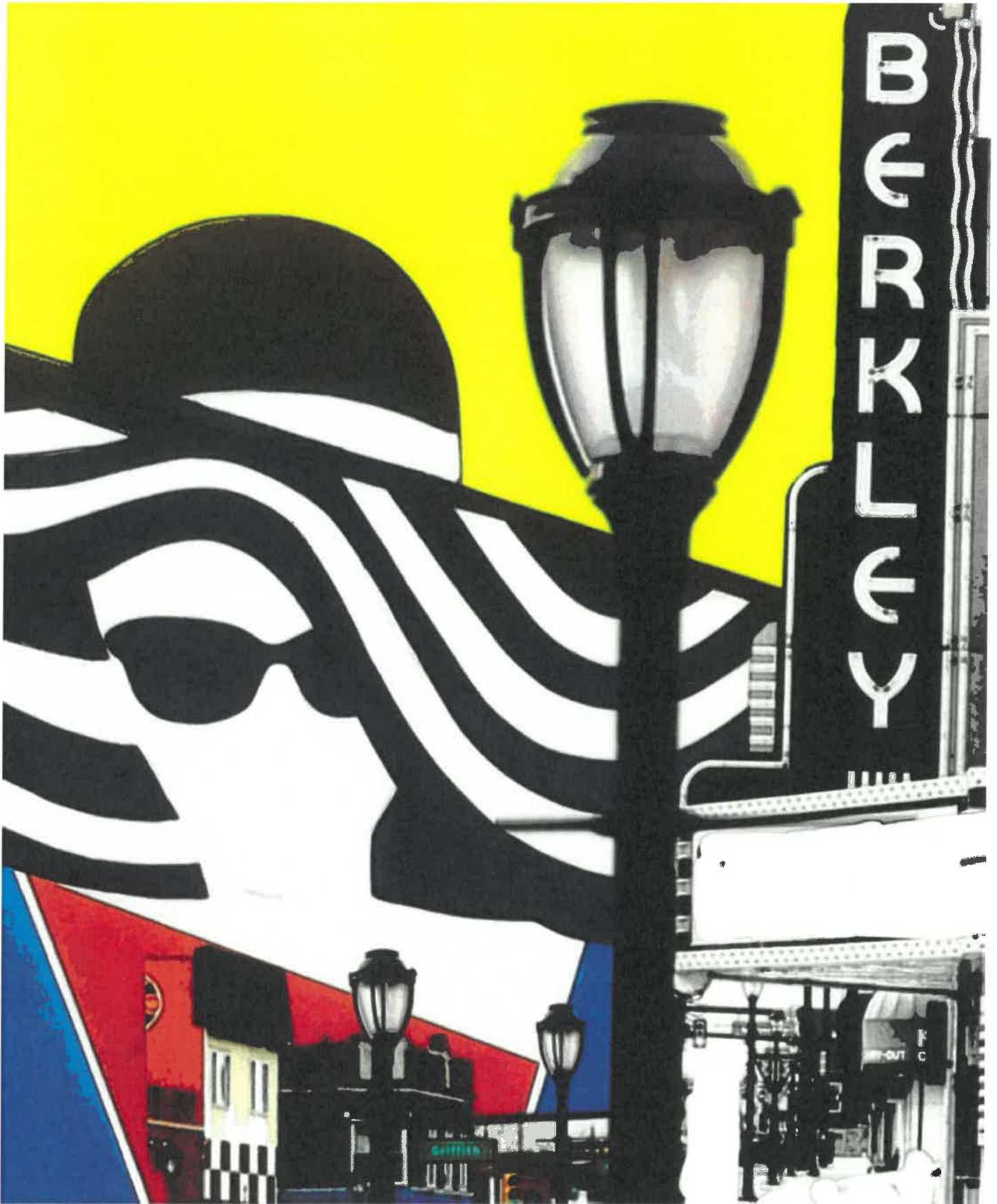
Existing downtown business Council Resale is located at 3297 Twelve Mile Road, with a visually prominent corner building location. The tan siding on their exterior isn't the most dynamic from a design perspective, and I've encouraged them to consider public art for their exterior side doors that are very visibly prominent from the side street and even traveling eastbound on Twelve Mile Road.

Council Resale is pursuing the DDA Mural Program and their vision is for murals on three side doors, similar to the door mural recently completed at Berkley Public Library. They've connected with mural artist Lisa Littell, who recently completed the door mural at Berkley Public Library, to undertake the project.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

A rendering of the door mural concept is enclosed.

- **Mike McGuinness, Executive Director. August 8, 2022.**



ACTION ITEM – E

ARTICIPATE MURAL PROGRAM APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE 3833 TWELVE MILE ROAD MURAL PROGRAM PROPOSAL FOR \$2,200

BACKGROUND:

Existing downtown business Articipate at 3833 Twelve Mile Road is an important part of the downtown community, and proprietor Debby Kobayashi continues to actively participate as a DDA volunteer, including on the Art & Design Committee. Both Debby and her business are an active part of the Gateway West area in our downtown and our quest to activate artistic initiatives there.

Articipate is pursuing the DDA Mural Program and their vision is for a mural on the exterior of their garage structure. The exterior walls had masonry issues and flaked paint, which is being fixed in conjunction with this effort. They've connected with mural artist Ash Guzman, who previously completed the mural at Amici's, to undertake the project. They have shared that the mural can be completed for \$2,200.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

A copy of the mural rendering is enclosed.

- Mike McGuinness, Executive Director. August 8, 2022.





ACTION ITEM – F

GRILL AND CURRY MURAL PROGRAM APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE 3348 AND 3354 TWELVE MILE
ROAD MURAL PROGRAM PROPOSAL FOR \$5,000**

BACKGROUND:

Existing downtown business Grill and Curry is located at 3354 Twelve Mile Road and next door at 3348 Twelve Mile Road is a new business, Eleven21 Mixology. Proprietor of both buildings Razur Rahman continues to actively participate as a DDA volunteer, and previously served on the DDA Board of Directors.

Mr. Rahman is pursuing the DDA Mural Program and their vision is for a mural on the exterior side of Grill and Curry, and the exterior rear of Eleven21 Mixology. The site is visible from Tyler, as well as from Clark's Ice Cream. He has recently made repairs to the Grill and Curry wall to ensure the surface is prepped for mural painting. They've connected with mural artist Lisa Littell, who previously completed the mural at Berkley Public Library and painted the downtown windows for the holidays in 2021, to undertake the project. They have shared that the mural can be completed for \$5,000 at both buildings.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

- **Mike McGuinness, Executive Director. August 8, 2022.**





JUNE 25, 2022

To the Honorable Members of the Berkley City Council and the Berkley City Manager



retro feel. metro appeal.

MEMORANDUM:

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
REVISED BYLAWS FOR ADOPTION**

BACKGROUND:

At the June 8, 2022 Berkley Downtown Development Authority Board of Directors Meeting, the Board unanimously adopted DDA Bylaws revisions. These changes were developed, reviewed, and debated by the Board of Directors in the pursuit of strengthening the organization's governing structure. The changes were also reviewed, and developed in consultation with, a law firm with experience working with downtown development authorities in Michigan.

Article X "Amendments," Section 2: "Alterations, Amendments, Repeal" in our organization's current Bylaws states: "These Bylaws may be altered, amended, or repealed only by the affirmative vote of the two-thirds (2/3) of the Board, subject to notice and quorum requirements as set forth in these Bylaws, provided, however, that any such alteration, amendment, or repeal shall require the approval of the City Council and shall be consistent with the provision and requirements of the Act." Therefore, we are bringing these Bylaws to the City Council for your consideration and, ultimately, adoption.

Provided are a redline version and a clean version of the revised Bylaws for your review. On a subsequent page are an itemized summary of the impacted changes.

Please let me know if there are any questions, especially if I can help illuminate the rationale behind any of the pursued changes. Thank you very much for your consideration!

**- Mike McGuinness, Executive Director
Berkley Downtown Development Authority**

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF BERKLEY

Approved with Amendments July 18, 2022.

BYLAWS

ARTICLE I PURPOSE

SECTION 1 – STATEMENT OF PURPOSE AND MISSION

A. The Berkley Downtown Development Authority (the “Authority”) is a community-driven organization striving to enhance the shopping experience, economic vitality and physical appearance of Coolidge Highway and Twelve-Mile Road — Berkley’s traditional commercial Districts.

We strive to achieve our mission by being creative, focused, transparent, forward-thinking and engaged with our downtown stakeholders and community.

Also, the purposes of the Authority are to implement Part 2 of Public Act 57 of 2018, as amended, (the “Act”), and include, but are not limited to the correction or prevention of the deterioration in the downtown district the encouragement of historic preservation, the creation and implementation of development plans in the downtown district, and the promotion of economic growth therein.

B. The Authority Board of Directors shall have the powers set forth in Part 2 of Public Act 57 of 2018 and as supplemented or limited by Chapter 42 of the Berkley City Code.

C. The goals and strategic plan of the Authority are as follows:

1. Goals

- Improve communication and processes between City and businesses;
- Increase awareness of Downtown Berkley;
- Create a business base that will support and complement one another;
- Increase foot traffic and business sales in Downtown Berkley;
- Improve the physical and visual appearance of Downtown Berkley;
- Improve the efficiency and effectiveness of the operating board, staff and volunteers;
- To nurture community pride in and support of Downtown Berkley;
- To promote Downtown Berkley through marketing, public relations and communications strategies;
- To establish a coordinated effort among various organizations and agencies to support the revitalization of Downtown Berkley;
- To promote economic growth and increase property values in Downtown Berkley and to eliminate the causes of deterioration;
- To enhance the image of Downtown Berkley;
- To expand and diversify the retail mix in Downtown Berkley;

- To encourage future residential development and renovation;
- To maintain and increase private sector investment and expansion;
- To encourage business excellence and quality in merchandise, services, and building appearance;

2. Goals will be achieved by following the Annual Strategic Plan and focusing on projects that include, but are not limited to:

- Providing business resources;
- Branding, Marketing, and Communications;
- Creating a strong volunteer base with a variety of experience and expertise;
- Gathering, organizing, and providing relevant data;
- Creating annual work plans for a committee structure that includes: Business Development, Design, Marketing and Promotions, and Organization.

ARTICLE II REGISTERED OFFICE

SECTION 1 – OFFICES

The registered office and principal place of business of the Authority shall be in the City Hall in the City of Berkley or such location as may be designated by the Board of Directors of the Authority.

ARTICLE III BOARD OF DIRECTORS

SECTION 1 – GENERAL POWERS

The Authority shall be under the supervision and control of a Board of Directors (the “Board”) consisting of the City Manager and twelve (12) other Directors. The DDA Board shall make a recommendation to the City Manager regarding nominations to the Board. Members must be approved by the City Council, all in accordance with the Act.

SECTION 2 – NUMBER, TENURE, AND QUALIFICATIONS

The Directors shall be appointed for a term of four years in accordance with the City Code. In its recommendation to the City Manager, the Board shall seek to have confirmed four Directors that have an interest in property and represent business/property owners on Coolidge Highway, four Directors that have an interest in property and represent businesses/property owners on 12 Mile Road/Robina Avenue, four Directors from the community at large, and one Director shall be the Berkley City Manager, or the City Manager’s designee permitted by the Act. At least two of the community at large members shall be Berkley residents and at least two shall not have an interest in property in the downtown district. The Board will give priority to and strive to have one of the at-large members be a representative from the Berkley School District

The Board may seat three non-voting delegates to the Berkley DDA Board who shall be: two Berkley High School students (one male and one female) appointed annually by Berkley High School Staff members; a City Council Liaison appointed annually by the Mayor of Berkley.

Directors shall serve without compensation, but shall be reimbursed for actual and necessary expenses.

SECTION 3 – SELECTION OF BOARD MEMBERS

The Board shall work with the City Manager to find qualified applicants to appoint as voting Directors of the Board, subject to approval by the City Council. The City Manager shall submit all known applications to the Board at least two weeks prior to Board approval in June of each year. No applicant can be appointed to the Board without review by the Board. Subsequent voting Board Directors shall be appointed in the same manner as the original appointments at the expiration of each Director's term of office.

The Board shall consult with the City Manager to find qualified applicants to appoint as voting Directors of the Board. The Board shall recommend to the City Manager the best candidates for positions on the Board based on the DDA's recruitment process that considers the needs of the Board, needs of the DDA and the DDA review of applicants. A person appointed by the City Manager, and approved by City Council, shall be a voting Director on the Board upon taking the constitutional oath of office.

SECTION 4 – EXPIRATION OF TERM; CONTINUATION IN OFFICES; REAPPOINTMENT; FILLING; VACANCIES; RESIGNATIONS

Directors whose term of office has expired shall continue to hold office until his or her successor has been appointed. If a vacancy is created by the death, resignation, or removal of a Director, a successor shall be recommended by the Board and appointed by the City Manager for the unexpired term, subject to approval of the City Council. Delivery of resignations can be done in writing either hard copy or electronically and shall be effective upon delivery to the City Manager, City Clerk, and the Board Chair. No further action by the governing body is needed.

SECTION 5 – REMOVAL

Pursuant to notice and after an opportunity to be heard, a Director may be removed from office for neglect of duty, excessive absence, misconduct, malfeasance, or any other good cause as determined by the City Council.

SECTION 6 – CONFLICTS OF INTEREST

A Director who has a direct or indirect financial interest in any matter before the Authority shall disclose the interest prior to the Authority taking any action with respect to the matter. Said disclosure shall become a part of the record of the Authority's official proceedings. Further, any Director making such disclosure shall not be permitted to participate in the Authority's deliberation or decision relative to such matter.

SECTION 7 – STRATEGIC PLANNING SESSION

A meeting, in the form of a Strategic Planning Session, of the Board shall be held once every two years for the purpose of strategic planning and assessment of goals and accomplishments.

SECTION 8 – REGULAR MEETINGS

Regular meetings of the Board shall be held at such time and place, as the Board shall from time to time determine. Regular meetings shall be held, at a minimum, once per month, unless the Board determines otherwise. Any item of interest that the Board will take possible action on, or impacts the budget, should be submitted at least four business days in advance of the Board meeting.

SECTION 9 – SPECIAL MEETINGS

Special meetings of the Board may be called by or at the request of the City Council, the Board Chairperson or any two Directors. The person or person authorized to call special meetings of the Board may fix any place within the City of Berkley as the place for holding any special meeting of the Board called by them.

SECTION 10 – OPEN MEETINGS ACT

Except as otherwise provided by law, all meetings shall be preceded by public notice and conducted in accordance with Public Act 267 of the Public Acts of 1976, as amended.

SECTION 11 – QUORUM AND VOTING

A majority of the Directors of the Board then in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of conflict of interest (Article III, Section 6), a majority of the remaining Directors of the Board eligible to vote shall constitute a quorum for the transaction of business.

The vote of the majority members present at a meeting at which a quorum is present shall constitute the action of the Board unless the vote of the larger number is required by statute or elsewhere in these rules.

SECTION 12 – MINUTES OF ALL MEETINGS

The draft minutes of any meeting of the Board will be emailed to all Directors of the Board for their review prior to the next regularly scheduled meeting. Minutes of closed meetings shall be maintained in conformity with and shall be subject to the provisions of the Open Meetings Act, act 267 of the Public Acts of 1976, as amended.

SECTION 1 – OFFICERS

The Board shall elect from its Directors the following officers: a Chairperson, a Vice Chairperson, a Secretary, and a Treasurer.

SECTION 2 – ELECTION AND TERM OF OFFICE

Officers of the Board shall be elected annually by the Board at a regular meeting of the Board. If the election of officers shall not be held at the first meeting of the Fiscal year, such election shall be held within 60 days of such meeting. Each officer shall hold office until his or her successor shall have been duly elected and shall have qualified. The same person in the same office may serve a maximum of two consecutive terms. A term of office is two years. No Director shall hold more than one office at a time. An officer must be a current Board Director.

SECTION 3 – REMOVAL

An officer may be removed by a two-thirds (2/3) vote of the Board whenever in its judgment the best interest of the Authority would be served.

SECTION 4 – VACANCIES

A vacancy in any office shall be filled for its unexpired term by a majority vote of the Directors of the Board.

SECTION 5 – AUTHORIZATION

The Board may authorize the DDA Executive Director and/or City Manager to enter into any contract or execute and deliver any instrument in the name and on behalf of the Authority. Such authority may be general or confined to specific instances. Unless so authorized no officer, agent, employee, or member shall have any power or authority to bind the Authority by any contract or engagement or to pledge its credit or render it liable pecuniarily for any purpose or in any amount.

SECTION 6 – CHAIRPERSON

The Chairperson shall preside at all meetings of the Board and shall discharge the duties of a presiding officer. To qualify as a candidate for Chairperson in an election, the Board member must have served at least one full year on Board prior to such appointment.

SECTION 7 – VICE CHAIRPERSON

In the absence of the Chairperson or in the event of his / her inability or refusal to act, the Vice Chairperson shall perform the duties of the Chairperson and when so acting shall have all the powers and be subject to all the restrictions of the Chairperson.

SECTION 8: – TREASURER

The Treasurer shall review and present to the Board for approval all DDA fund and expense reports created by the Executive Director or Finance Director of the City of Berkley. In the absence of the Executive Director, the Finance Director for the City of Berkley and the Board Treasurer will be responsible for tracking all funds, expenses, revenues and keeping the financial records of the Authority and shall sign off on all invoices for the expenditure of funds of the Authority, which have been approved by the Board. The Treasurer shall perform such other duties as may be delegated by the Board and shall furnish bond in an amount as prescribed by the Board.

SECTION 9 – SECRETARY

The Secretary shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the Treasurer. The Secretary shall attend meetings of the Board and keep a record of its proceedings, and shall perform such other duties delegated by the Board. By majority vote the Board can assign the responsibilities of the Secretary to another officer position if they determine that it is in their best interests to do so.

SECTION 10 – EXECUTIVE COMMITTEE MEMBERS

The Executive Committee shall be an advisory committee made up of the Chairperson, Vice-Chairperson, Secretary, Treasurer and Executive Director.

SECTION 11 – EXECUTIVE COMMITTEE RESPONSIBILITIES

The Executive Committee shall meet as necessary to discuss items to be brought before the full Board at their regularly scheduled monthly meetings for approval. The Executive Committee may discuss economic, operational and management needs for the district.

ARTICLE V SUBMISSION OF BUDGET

SECTION 1 – BUDGET

On or before March 31 of each year, the Authority shall prepare a budget and submit it to the City Finance Director and the City Manager for transmittal to the City Council.

ARTICLE VI EMPLOYMENT OF PERSONNEL

The Board may employ City personnel or hire independent contractors as deemed necessary by the Berkley DDA Board of Directors. Such City personnel or independent contractors may include, but not be limited to an Executive Director, recording secretary, legal counsel, and others as necessary to achieve the goals and objectives of the DDA.

SECTION 1 – THE EXECUTIVE DIRECTOR ROLE

The Executive Director shall report directly to the Board. The Executive Director shall supervise all other staff, contractors, and consultants of the DDA. The Executive Director shall have the authority to spend DDA funds within the approved budget line items up to \$5,000 and up to \$7,500 for budgeted items that are approved in advance by the Board of Directors.

SECTION 2—INDEPENDENT CONTRACTOR CONTRACT & HIRING

The Executive Director may be an employee of the City, or an independent contractor with a written contract signed and approved by a majority of the Board.

ARTICLE VII: ADVISORY STANDING COMMITTEES

SECTION 1 – ADVISORY STANDING COMMITTEES

Standing committees of the Board shall be the Art & Design Committee, Business Development Committee, Downtown Events Committee, Marketing Strategies Committee, and the Organization Committee. These committees shall meet monthly and may be restructured or eliminated by the Board at any time. Additional committees may be formed if necessary to accomplish goals and objectives as outlined in the Strategic Plan.

SECTION 2 – ADVISORY STANDING COMMITTEE STRUCTURE

No more than four Berkley DDA Board members shall serve on a single committee, or such lesser amount to avoid having a majority of the Board on a committee. Each Director of the DDA is required to participate in at least one of the standing committees. The Executive Director shall act as a consultant to each committee without needing to be in attendance at all meetings. The committees may include outside consultants, residents of the City, business people and other stakeholder participants relative to the DDA district.

ARTICLE VIII: CONTRACTS, CHECKS, DEPOSITS AND FUNDS

SECTION 1 – CONTRACTS

Subject to limitations set forth in these Bylaws the Board may authorize the Executive Director or the City Manager to enter into any contract or execute and deliver any instrument in the name of and on the behalf of the Authority, and such authorization may be general or confined to specific instances. The Executive Director shall enter into contracts without further consideration by the DDA Board of Directors for those items that are included in and up to an approved budget.

SECTION 2 – CHECKS, DRAFTS, ETC.

All orders for the payment of money, notes or other evidences of indebtedness shall be signed by the Executive Director and forwarded on to the Finance Department of the City for the issuance of payment. If for any reason the DDA establishes a bank account outside of the City of Berkley's bank account, then all checks, drafts, and orders for payment of money, notes or other evidences of indebtedness shall be co-signed by two persons of the Executive Committee.

SECTION 3 – GIFTS

The Board may accept on behalf of the DDA any contribution, gift, bequest, or devise for the general purposes or for any special purpose of the DDA. The Executive Director shall inform the City of the receipt of such gifts. The identity of the donor need not be reported should the donor wish to remain anonymous.

SECTION 4 – BUDGET

The committees of the DDA shall submit proposed objectives and goals to the Board each December for the development of an annual budget for the next fiscal year. The Board shall determine goals and objectives annually in January and February to develop and approve a budget for the fiscal year beginning the first day of July. The Board shall submit an annual budget to the City of Berkley Finance Department by the end of March for inclusion in the annual budget presentation to City Council.

ARTICLE IX: FISCAL YEAR

The fiscal year of the DDA shall begin on the first day of July and end the last day of June each year.

ARTICLE X: AMENDMENTS

SECTION 1: APPROVAL

These Bylaws are subject to the approval of the City Council.

SECTION 2: ALTERATIONS, AMENDMENTS, REPEAL

These Bylaws may be altered, amended, or repealed only by the affirmative vote of the two-thirds (2/3) of the Board, subject to notice and quorum requirements as set forth in these Bylaws, provided, however, that any such alteration, amendment, or repeal shall require the approval of the City Council and shall be consistent with the provision and requirements of the Act.

ARTICLE XI:
POLITICAL CAMPAIGN ACTIVITY

The DDA shall not expend funds of the DDA or otherwise contribute to the advocacy of any political candidate or ballot question.

ARTICLE XII:
PARLIAMENTARY AUTHORITY

The rules contained in the current edition of Robert's Rules of Order Newly Revised shall govern the Board in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the Board may adopt.

Date: JUNE 8, 2022

Approved by:
BOARD OF DIRECTORS OF THE BERKLEY
DOWNTOWN DEVELOPMENT AUTHORITY

Date: JULY 18, 2022

Approved by:
THE CITY COUNCIL OF THE CITY OF BERKLEY

City of Berkeley DDA North Robina Preliminary Streetscape Concepts



June 10, 2022
2022-0362

Setting the Standard. Pushing the Limits.

PEA
GROUP

Option A Concept Plan

W 12 Mile Rd.

Existing Tree to Remain

Existing Bldg.

Raised Metal Planter with Wood Seating

Decorative Pedestrian Lighting

Specialty Paving Pattern

Parallel Parking

Robina Ave.

String Lighting Over Gathering Area

Proposed Sculpture Location

Existing Mural

Wood Seating/Stage Deck

Existing Bldg.



Option A Precedent Images



Raised Metal Planter with
Wood Seating



Wood Seating/Stage Deck



Specialty Paving
Pattern



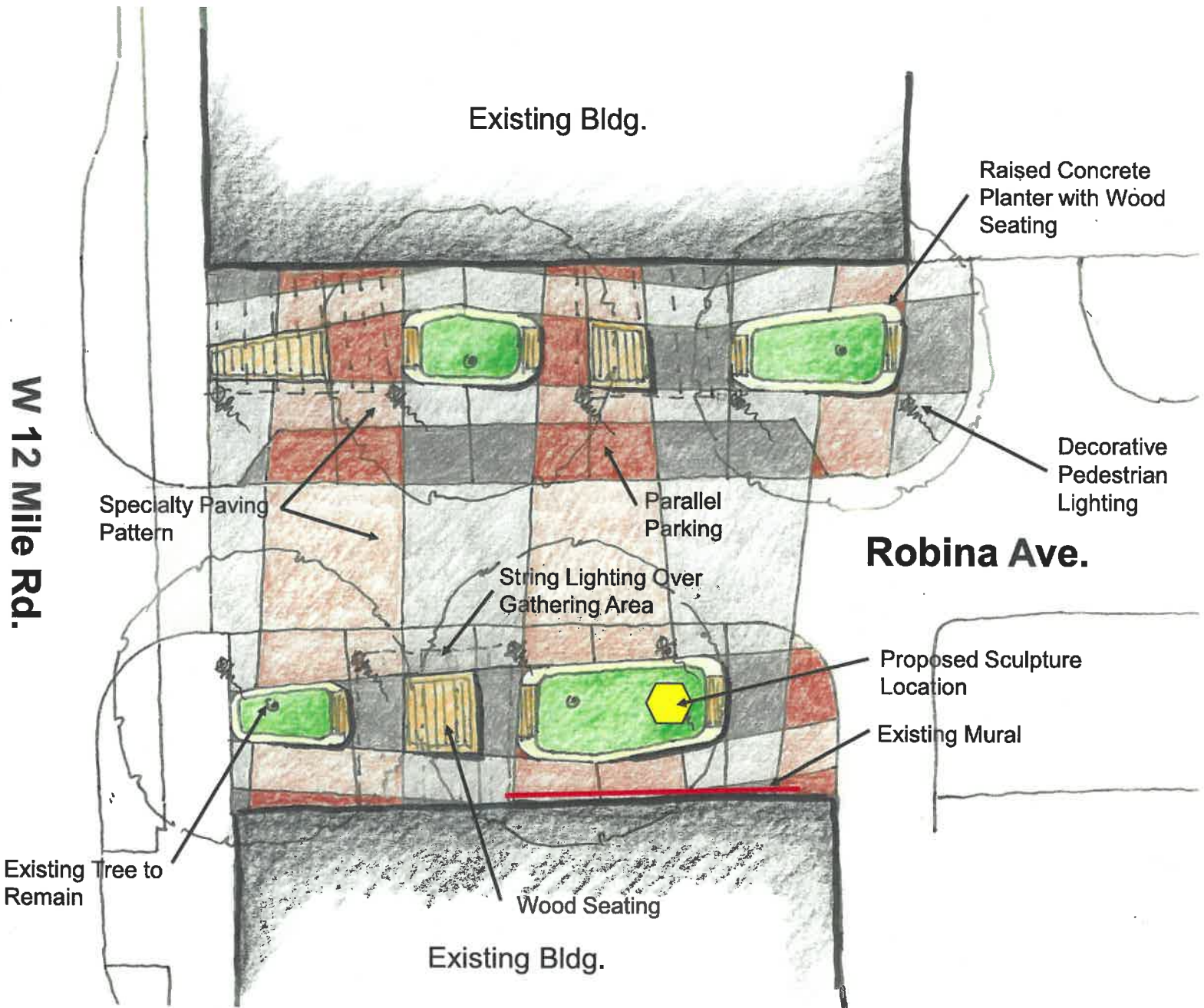
Decorative Pedestrian
Lighting



String Lighting Over
Gathering Area



Option B Concept Plan



Option B
Precedent
Images



Raised Concrete Planter/Seatwall



Wood Seating



Specialty Paving Pattern



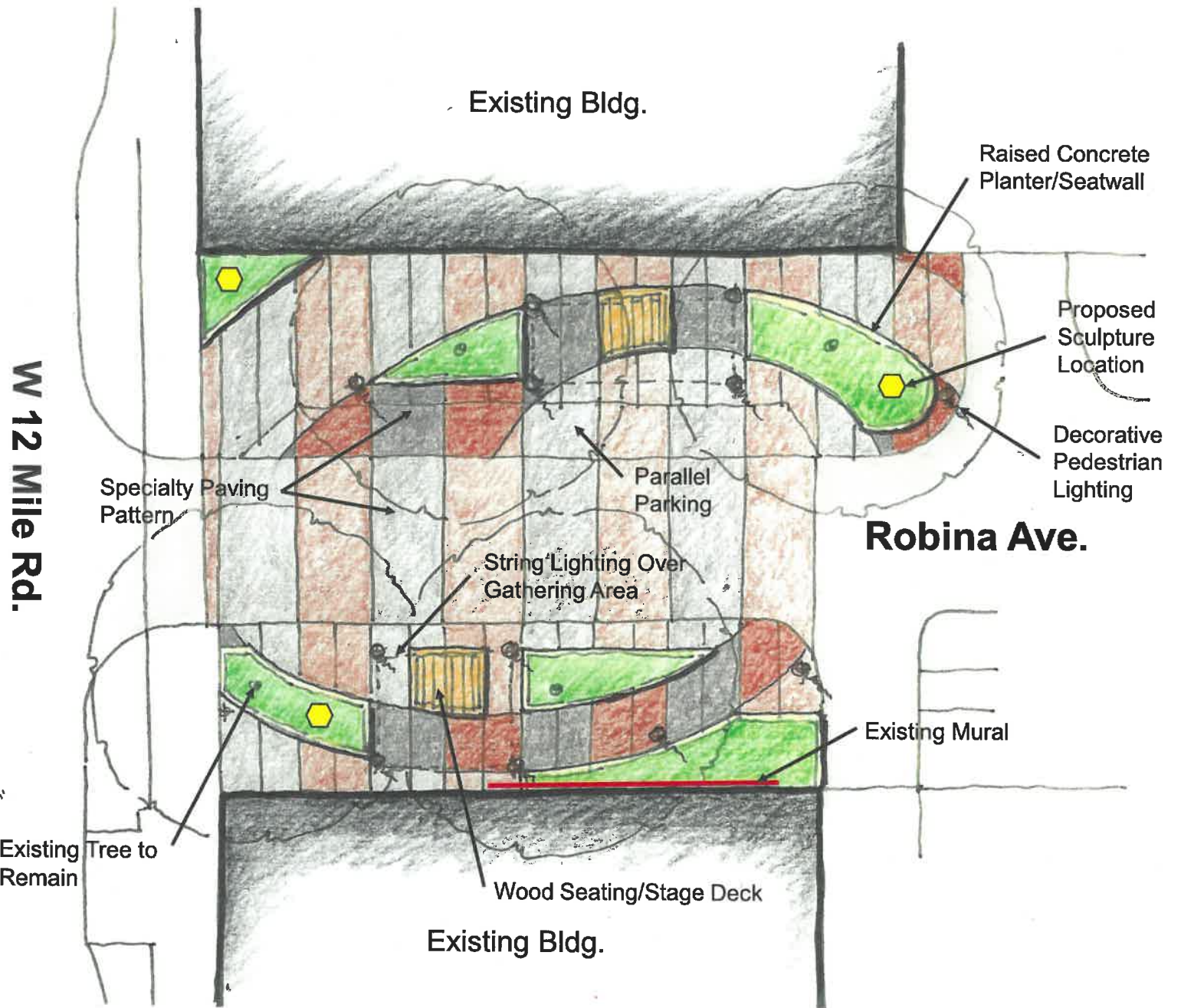
Decorative Pedestrian
Lighting



String Lighting Over
Gathering Area



Option C Concept Plan



Option C
Precedent
Images



Raised Concrete Planter/Seatwall



Wood Seating/Stage Deck



Specialty Paving
Pattern



Decorative Pedestrian
Lighting



String Lighting Over
Gathering Area





2022 SPONSORSHIP OPPORTUNITIES

BOO!KLEY - Nights -

GRAND HIGH WITCH - \$3000

The most powerful and bewitching sponsor of them all, the Grand High Witch casts a spell and transforms Downtown Berkley into the most dynamic of destinations for the Halloween season. Sponsors will be prominently acknowledged in the downtown streetscape, at the month's events, and through our social media platforms.

ACTIVITIES SPONSOR - \$1000

Your support will bring to life the family-friendly activities featured at our Monster Mash Block Party with thousands of attendees. Sponsors will be acknowledged in the downtown streetscape, at the event, and through our social media platforms.

ENTERTAINMENT SPONSOR - \$500

Your support pays for our spooky music at our Monster Mash Block Party with thousands of attendees. Sponsors will be acknowledged at the event, on printed materials, and through our social media platforms.

GHOULS & GOBLINS SPONSOR - \$250

We need Ghouls & Goblins to enhance the BOO!KLEY visitors' experience, and your sponsorship summons them to our downtown. Sponsors will be acknowledged during the month, on printed materials, and through our social media platforms.

SKELETON SPONSOR - \$100

Along Coolidge and Twelve Mile, our plan is to install hundreds of skeletons, each with a Berkley-specific twist. This funds that skeleton invasion. Sponsors will be acknowledged at their sponsored skeleton and through our social media platforms.

BOO!KLEY BOO-STER - \$20

Each BOO-STER will have their name displayed in a festive installation throughout Downtown BOO!KLEY for the season.
Thank you for helping us make spooky magic!

WWW.DOWNTOWNBERKLEY.COM

CONTACT MMCGUINNESS@BERKLEYMICH.NET (248) 658-3353

