

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
Wednesday, August 9, 2023 8:15 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 Minutes of July 12, 2023
- V. **Treasurer's Report**
- VI. **Action Items**
  - A. Bombshell Treat Bar Mural Program Application (initial reading)
  - B. LeClerc Display Company Expanded Lighting Plans (initial reading)
- VII. **Discussion Items**
  - A. ArtSpace Plaza Dedicated with Berkley School District and City of Berkley
  - B. Berkley Outdoor Social Scene (B.O.S.S.) Social District Launching
  - C. Coolidge Complete Streets Implementation Next Steps
- VIII. **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
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
  - A. Art & Design
  - B. Business Development
  - C. Downtown Events
    - 1. Downtown Berkley Farmers Market Series (Thursdays Through October)
    - 2. Berkley Street Art Fest (Took Place July 15)
    - 3. Berkley Cruisefest (August 18)
    - 4. Irish Fest (September 9)
    - 5. BOOkley Season (This Fall)
  - D. Marketing Strategies
  - E. Organization
  - F. West Twelve Mile
- 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 12, 2023



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### RECOMMENDATION:

### MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF JULY 12, 2023

### 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 12, 2023. 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 ahead of this Board Meeting. The draft minutes are also posted and available on our Downtown Berkley website for public viewing.

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 12, 2023 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 6, 2023.

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, July 12, 2023, 8:30 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



- I. CALL TO ORDER:** The meeting was called to order at 8:17 AM with Chair Andy Gilbert presiding.
- II. ROLL CALL:**
- A. Attendance Taken and Quorum Determined**
- Present:* Tim Barnes  
Donna Dirkse  
Desiree Dutcher  
Katie Forte  
Scott Francis  
Andy Gilbert  
Chris Gross  
Uli Laczkovich  
Matteo Passalacqua  
Ashley Poirier  
Brian Zifkin
- Absent:* Matthew Baumgarten – *excused*  
Justin Findling – *excused*  
Talia Wittenberg – *excused*
- Also present:* Steve Baker, City Council Liaison  
Lisa Kempner, Planning Commission Liaison  
Mike McGuinness, DDA Executive Director  
Tim Murad, Chamber of Commerce Liaison  
Elliott Nederhood  
Darlene Rothman, Chamber of Commerce  
Wayne Wudyka  
Wayne Wudyka II
- III. APPROVAL OF AGENDA:**  
Passalacqua moved to add discussion of Coolidge and 12 Mile landscaping to the agenda, Zifkin seconded, and the Board approved the motion unanimously. On motion by Zifkin and second by Poirier, the amended agenda was unanimously approved by the Board.
- IV. APPROVAL OF MINUTES**
- A. Regular Meeting of June 14, 2023**  
On motion by Dirkse and second by Francis, the minutes of the regular meeting of June 14, 2023 were unanimously approved by the Board.
- V. TREASURER’S REPORT:**
- A. Financial Reports for May and June 2023**  
Gross reported that June 30, 2023 ended the DDA’s fiscal year, but figures may be amended as some income and expenditures might not have been recorded yet. For this ending period, revenues were \$29,000 and expenses \$105,000. Yearly revenues for the fiscal year were slightly less than

projected, but expenditures were quite a bit under what was budgeted. The ending fund balance was \$324,000.

Passalacqua moved to receive and approve the Financial Reports for May and June 2023, Dirkse seconded, and the motion was unanimously approved by the Board.

**VI. ACTION ITEMS:**

**A. Annual Election of Board Officers**

**1. Board Chair**

Poirier moved to re-elect Andy Gilbert, Zifkin seconded, and the motion was unanimously approved by the Board.

**2. Board Vice-Chair**

Dirkse moved to re-elect Tim Barnes, Passalacqua seconded, and the motion was unanimously approved by the Board.

**3. Board Treasurer**

Passalacqua moved to re-elect Chris Gross, Dirkse seconded, and the motion was unanimously approved by the Board.

**4. Board Secretary**

Dirkse moved to re-elect Matthew Baumgarten, Poirier seconded, and the motion was unanimously approved by the Board.

**B. Be Well Lifestyle Center Façade Grant Request**

McGuinness had sent renderings of the proposed upgrades to the building(s), which formerly housed the Coco Fairfields restaurant and had been renovated by the previous owners to join the two adjacent and previously separate buildings. Renovations to Be Well will be made to both the front and rear exteriors, as well as extensive interior changes. The façade changes will give a more cohesive look to the 12 Mile frontage. Owners are applying for the maximum \$10,000.00 grant.

Dirkse moved to approve the \$10,000.00 grant application of Be Well Lifestyle Center, Forte seconded, and the motion was unanimously approved by the Board.

All façade grants approved at this meeting are contingent upon revised application guidelines being approved by the Board.

**C. Bombshell Treat Bar Façade Grant Request**

McGuinness had sent renderings of the proposed upgrades to the building(s), which formerly housed Sugar Kisses bakery and snack bar, as well as the adjacent former Peggendott Design Studio on the south Coolidge side. McGuinness noted that business owners indicated to him they are interested in having a mural done on the Dorothea side of the building and picture a future public space on that side of the building. Building owners are applying for the maximum \$10,000.00 grant.

Passalacqua moved to approve the \$10,000.00 façade grant application of Bombshell Treat Bar, Forte seconded, and the motion was unanimously approved by the Board.

**D. Wayne Wudyka Special Presentation on Development Proposal at Coolidge and Columbia**

McGuinness introduced Wayne Wudyka, who had served twice on the DDA Board, and his two interns, who presented the Board their extensive proposal to construct a PUD on Coolidge spanning Columbia. Wudyka owns multiple properties in and around Berkley. He waited to formally present his plan until Berkley's Master Plan was complete.

The unit will be 40 feet tall, three stories, 45,000 square feet, with parking on the ground floor and residential space on the second and third floors. There will be studios and one-bedroom apartments

on the second floor and one-bedrooms and lofts on the third floor. Storm water will be held on site in an underground tank, and two fire hydrants will be added. Green space will wrap around the building, a pocket park.

He has met with adjacent residents to present the details and discuss any concerns they might have. He has also met with the City Manager, Community Development Director, and Planning Commission and received their feedback. Wudyka presented multiple views of the development in his slide presentation.

**E. Consideration Resolution in Support of Coolidge and Columbia Development Proposal**

McGuinness asked that the Board, if they supported the plan presented, to indicate their approval with a motion indicating same. He had offered the following resolution:

Whereas, the Board of the Berkley Downtown Development Authority has hereby reviewed the proposal of Mr. Wayne Wudyka and team for a Planned Unit Development on Coolidge in Downtown Berkley; now,

Therefore, Be It Resolved, the Berkley Downtown Development Authority Board of Directors hereby supports the concept and initial proposal of Mr. Wudyka for the residential new construction Planned Unit Development on Coolidge.

Passalacqua moved to approve the resolution in support of Wudyka's development proposal, Forte seconded, and the motion was unanimously approved by the Board.

**VII. DISCUSSION ITEMS**

**A. Downtown Landscaping Issues**

Passalacqua had recommended discussion of the downtown trees' condition as well as the general landscaping along both corridors and side plazas, as he noted several trees appear to be dead or dying. It needs to be determined which trees are the responsibility of the City/DPW and which are the DDA's. The DDA's current contractor for the flower basket program does not currently have that work in their contract scope with the DDA. Baker suggested utilizing the expertise and recommendations of the City's Tree Board. This item will remain on the agenda until resolved.

**B. Board Meeting Start Time, Agenda Order, and Venue Location**

At the June meeting, the Board approved changing monthly Board meeting start time from 8:30 AM to 8:15 AM. Several Board members and Liaisons weren't present for the vote, and Gilbert asked them if they also approved of the change. All present agreed. All liaisons present also agreed to the agenda order change that moved their reports back to after Discussion Items. Venue location change (to the Public Library) has not yet been discussed with the Library Director, who would need to come in to open the Library before regular hours or have a staff member do so.

**C. Coolidge Complete Streets Implementation Next Steps**

McGuinness noted that because of vacations, the DPW hadn't reviewed the contractor's quotation line by line. Baker hoped that review would be available for the August Board meeting.

**D. Revitalization and Placemaking (RAP) 2.0 Grant Funding Applications for Berkley Submitted**

McGuinness reported the application for Robina/12 Mile improvements was submitted as a part of the omnibus Oakland County application. The Cummings/12 Mile parking lot application was also submitted.

**E. ArtSpace Grand Opening this Saturday, July 15, 2023 at 10:00 AM (Coolidge near Catalpa)**

Francis reported that Austen Brantley, the artist who created the signature sculpture, would be present for the opening, and a food truck would be on site as well.

**VIII. LIAISON REPORTS**

**A. City Council – Steve Baker**

Baker reported that Council would be considering retail pet sales in Berkley at their next meeting. State government is also considering regulation, but any new rules wouldn't go into effect until 2025. He also reported that the Historical Commission had a presence at the Pride Block Party and that they're making plans for Berkley's 100<sup>th</sup> anniversary as a village on Oct. 8 and will also celebrate with a time capsule and historical marker.

**B. Community Development – Kristen Kapelanski**

McGuinness read Kapelanski's report in her absence. Wudyka's development project will be sent to the Planning Commission for a sketch plan review. Work continues on zoning ordinance revisions with the steering committee meeting that evening. Parking study results should be available for Council presentation in August followed by presentation to the DDA Board. The social district (B.O.S.S.) roll-out target date is mid-August.

**C. Planning Commission – Lisa Kempner**

Kempner reported there was no meeting to report on.

**D. Public Works – Ric Chalmers**

In Chalmers' absence, McGuinness reported DPW is addressing electrical hook-ups downtown.

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

Murad reported the Chamber still needs volunteers for the July 15 Art Fest on Coolidge. Rain is a possibility, and some spaces will have canopies to protect them. Rothman noted other artists will create their designs on paper or poster board to display if the weather is rainy. The DDA doubled its sponsorship this year.

**IX. STUDENT BOARD MEMBER UPDATES**

The student Board members are excused for the summer.

**X. BOARD COMMITTEE UPDATES:**

**A. Art & Design Committee – Matteo Passalacqua**

In Passalacqua's absence, McGuinness reported the committee is working on mapping public art.

**B. Business Development Committee**

McGuinness reported Coffee & Bark, a new business, had its soft opening.

**C. Downtown Events Committee**

**1. Berkley Pride Block Party Success (June 26)**

Poirier reported the event was a "WOW!" with great sales and sponsorships and a continuous party vibe. All feedback has been positive.

**2. Berkley Street Art Fest Sponsorship (July 15)**

See Murad's Chamber report.

**3. Next Ladies Night Out (August 3)**

Poirier asked if a trolley will be available, and McGuinness reported probably in the fall and holiday season.

**4. Cruisefest in Downtown Berkley (August 18)**

**5. Downtown Farmers Market Series (Ongoing)**

**6. BOOKley Season (This Fall)**

Kempner reported they're working on streamlining activities this year.

**D. Marketing Strategies Committee – Ashley Poirier**

Gilbert noted that everything starts with marketing and thanked Poirier and her team for their efforts. McGuinness reported Berkley's DDA had two front page stories in the *Woodward Talk*: One covered the new Farmers Market and the other reported on the Pride Block Party. Gilbert reported he would be on Fox 2 TV the coming Saturday to talk about the Street Art Fest.

**E. Organization Committee – Scott Francis**

McGuinness reported Council approved the recommended Board members' term renewals. With more residents moving into the DDA district because of new multi-unit developments, such as Ivy Lofts and the 12 Mile development, a resident of the district will be required to have an at-large seat on the Board.

**F. West 12-Mile Committee – Brian Zifkin**

Zifkin reported the new art studio near him will have a fourth quarter opening. Positioning of hanging flower pots approved earlier in the year needs consideration so as not to interfere with vehicular or foot traffic. McGuinness noted that Mug & Jug near Greenfield will be taking a more active part in the BOO!kley activities (more skeletons). Flowers could be located in planters under the trees. Kempner suggested drawing ideas from the Design Guidelines and making some areas distinctly different.

**XI. EXECUTIVE DIRECTOR UPDATES**

No report.

**XII. BOARD OF DIRECTORS' COMMENTS:**

Forte reported June & December is promoting hearts cards where people can write what they love about Berkley, and she hopes to reach 100 cards to display somewhere, maybe at the Art Fest.

Francis reminded everyone of the August bond proposal on the ballot.

**XIII. PUBLIC COMMENTS:** The opportunity for public comment was offered. 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 was adjourned at 10:01 AM on motion by Poirier and second by Zifkin.

## **TREASURER'S REPORT**

### **REVIEWING BALANCE SHEETS, REVENUE AND EXPENDITURE REPORTS FOR DDA**



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### **RECOMMENDATION:**

**NO ACTION**

### **BACKGROUND:**

We have requested of the City of Berkley Finance Department that they provide the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the month of July 2023. We have not received them yet.

When they are received, I will circulate them to the Board of Directors and we will also include them in next month's Board Meeting. They will also be analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness.

As a result, no action is needed as there will be no Treasurer's Report for this month's meeting.

- **Mike McGuinness, Executive Director. August 8, 2023.**



## **ACTION ITEM A**

### **BOMBSHELL TREAT BAR MURAL PROGRAM APPLICATION**



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## **RECOMMENDATION:**

**NO ACTION THIS MONTH**

## **BACKGROUND:**

New business Bombshell Treat Bar is renovating the former Sugar Kisses location at 2688 Coolidge. Last month the Board of Directors approved their façade grant application. We have also received interest in their installing public art on the northern wall of their exterior, with support from our DDA Mural Program. The current street view is included for your frame of reference, as is their proposed rendering by the artists at Golden Sign here in metro Detroit.

Please provide your initial feedback on the proposed design. We will also solicit the DDA Art & Design Committee for their feedback and guidance on the proposed design. The intent is to have this before the DDA Board again next month for a decision on whether it is to be approved.

- **Mike McGuinness, Executive Director. August 6, 2023.**

Google Maps 2714 Coolidge Hwy



Berkley, Michigan  
Google Street View

Oct 2022 See more dates

Image capture: Oct 2022 © 2023 Google

ranklin Rd

Dorothea

Berk

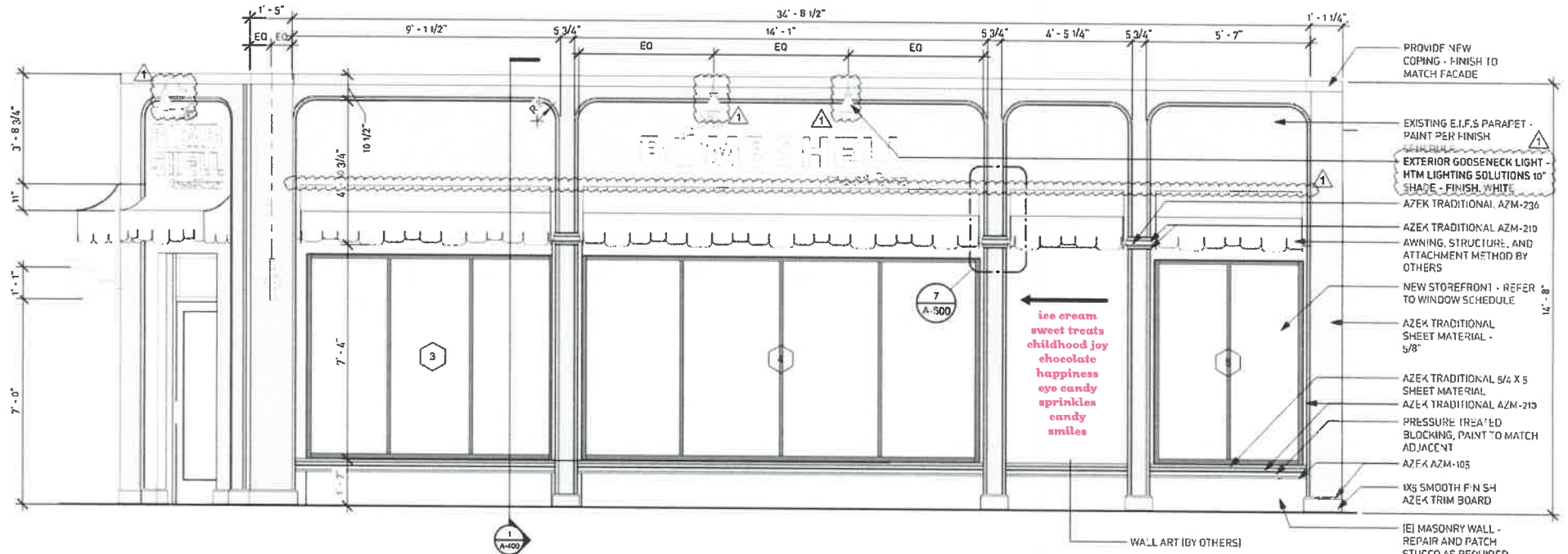
n Middle School



2 EXTERIOR ELEVATION - NORTH  
SCALE: 3/8" = 1'-0"

L  
AREA:

D  
:



**1** EXTERIOR ELEVATION - WEST  
SCALE: 3/8" = 1'-0"

WALL ART (BY OTHERS)

- PROVIDE NEW COPING - FINISH TO MATCH FACADE
- EXISTING E.I.F.S. PARAPET - PAINT PER FINISH
- EXTERIOR GOOSENECK LIGHT - HTM LIGHTING SOLUTIONS 10" SHADE - FINISH WHITE
- AZEK TRADITIONAL AZM-236
- AZEK TRADITIONAL AZM-210 AWNING, STRUCTURE, AND ATTACHMENT METHOD BY OTHERS
- NEW STOREFRONT - REFER TO WINDOW SCHEDULE
- AZEK TRADITIONAL SHEET MATERIAL - 5/8"
- AZEK TRADITIONAL 5/4 X 5 SHEET MATERIAL
- AZEK TRADITIONAL AZM-210
- PRESSURE TREATED BLOCKING, PAINT TO MATCH ADJACENT
- AZEK AZM-105
- 1X5 SMOOTH F-N S4 AZEK TRIM BOARD
- (E) MASONRY WALL - REPAIR AND PATCH STUCCO AS REQUIRED WHERE EXPOSED, FINISH PER FINISH PLAN

ice cream  
sweet treats  
childhood joy  
chocolate  
happiness  
eye candy  
sprinkles  
candy  
smiles

## **ACTION ITEM B**

### **LECLERC DISPLAY COMPANY EXPANDED LIGHTING PLANS**



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## **RECOMMENDATION:**

**NO ACTION THIS MONTH**

## **BACKGROUND:**

LeClerc Display Company has been providing the winter holiday season lighting installation services to the Berkley DDA for a number of years. In advance of this year's season, they have provided an initial proposal for the scope of work. They have also come up with a path forward on how to refresh the content and colors of the Downtown Berkley installations.

I met with the company's representative and I updated them on the DDA Board's vote to increase the impact and scope of the display for this year. The areas I identified for him to propose enhancements were the 12 Mile and Coolidge intersection, the land around the Gazebo, Thomas Avenue at 12 Mile, the new ArtSpace on Coolidge south of Catalpa, and Robina planters at 12 Mile. The company is preparing updated options for us to consider.

Please provide your initial feedback on the proposed expansions. The intent is to have this before the DDA Board again next month for a decision on whether it is to be approved.

- **Mike McGuinness, Executive Director. August 6, 2023.**





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

# Lease

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

Date: 7/10/2023  
INVOICE # 2328

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	8	6' Lighted SnoBurst, intersection 12 Mile & Coolidge Hwy.	205	1,640.00
3	38	8' Lighted framed snowflakes on Coolidge from Beverly to 11 Mile - red, green, blue	180	6,840.00
4	26	8' Lighted framed snowflakes on 12 Mile from Tyler to Greenfield - red, green, blue	180	4,680.00
5	29	3' Silhouette lighted snowflakes on 12 Mile from Tyler to Kenmore - red, green, blue	165	4,785.00
6	4	Poles on Robina lighted with clear mini-lights	65	260.00
7	31	Poles on 12 Mile lighted with clear mini-lights	65	2,015.00
8	1	Lighted live Christmas tree installed in planter box at 12 mile and Robina	1,250	1,250.00
9	9	Poles on Coolidge lighted with clear mini-lights (Mogo Bike, Library, Rosemont)	65	585.00
10	5	12' Lighted LED Snow-burst, spaced along Coolidge	820	4,100.00
11	16	Doubled 8' Framed Snowflakes on Coolidge - red, green, blue	180	2,880.00
12	12	Doubled 8' Framed Snowflakes on 12 Mile - red, green, blue	180	2,160.00
13	84'	Gazebo roofline lighting - LED C7 bulbs clipped	6.50	546.00
14	78'	Gazebo lighting in addition to Line 13 - include 6 roofline ridges 66' and Cupola roofline 12'	7	546.00
15	80'	Gazebo top rail under roof overhang - scalloped LED C7 lighted pine garland with 14"x20" looped red bows. 80' pine garland approx.	10	800.00
Total				\$33,582.00

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: *John Bailey* Lessor LeClerc Display Co. Inc.

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

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

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

*Thank you for your business!*

