

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF DIRECTORS
Wednesday, March 13, 2024, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



MEETING AGENDA

- I. **CALL TO ORDER** - Attendance Taken and Quorum Determined
- II. **APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES**
 - A. Regular Meeting Minutes of February 14, 2024
- IV. **TREASURER'S REPORT**
- V. **CLOSED SESSION**
 - A. Motion to Go Into Closed Session to Discuss Employee Evaluation
 - B. Motion to Come Out of Closed Session to Discuss Employee Evaluation
 - C. Public Summary of Executive Director Annual Evaluation
- VI. **ACTION ITEMS**
 - A. Resolution of Appreciation for Andy Gilbert's Years of Service on the DDA Board of Directors
 - B. Election of DDA Board Chair for April, May, June Meetings
 - C. Election of DDA Board Vice Chair for April, May, June Meetings
- VII. **DISCUSSION ITEMS**
 - A. Grant Funding Pursued to Benefit our Downtown
 - i. AARP Livable Communities Mini Grant for Walkability Audit (submitted)
 - ii. T-Mobile Hometown Grant for Twelve Mile Arts District (being drafted)
 - iii. Oakland County Revitalization and Placemaking Matching Grant (participating)
 - B. Michigan Statutory Compliance for Website Posting of Annual Information and Documents
 - C. March Promotional Activities with Scavenger Hunt and Leprechaun Ladies Night Out
 - D. Updating of Opportunities in our Downtown for Landscaping Enhancements
- VIII. **LIAISON REPORTS**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- IX. **STUDENT BOARD MEMBER UPDATES**
- X. **BOARD COMMITTEE UPDATES**
 - A. Art & Design Committee
 - B. Business Development Committee
 - C. Downtown Events Committee
 - D. Marketing Strategies Committee
 - E. Organization Committee
 - F. West 12 Mile Committee
- XI. **EXECUTIVE DIRECTOR UPDATES**
 - A. Executive Director on Vacation March 19-26
 - B. National Main Street Conference May 6-8 in Birmingham, Alabama
 - C. Michigan Downtown Association Summer Workshop May 31 in Harbor Springs
- XII. **BOARD OF DIRECTORS' COMMENTS**
- XIII. **PUBLIC COMMENTS**
- XIV. **ADJOURNMENT**

AGENDA ITEM

APPROVAL OF MINUTES FOR FEBRUARY 14, 2024 DDA BOARD MEETING



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RECOMMENDATION:

MOTION TO APPROVE THE MINUTES FOR THE DDA BOARD OF DIRECTORS MEETING FOR FEBRUARY 14, 2024

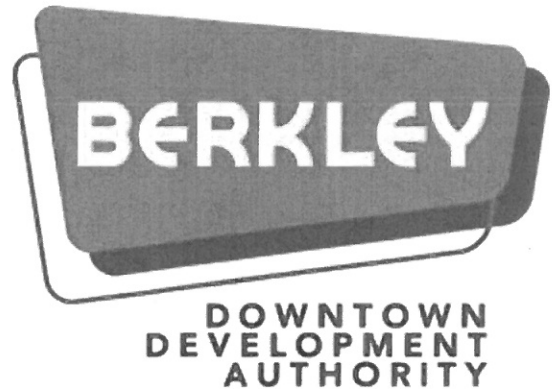
BACKGROUND:

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, February 14, 2024. 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 DDA Board approving the February 14, 2024 meeting minutes, I shall post the adopted minutes to our Downtown Berkley website in order for the public to access. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- Mike McGuinness, Executive Director. March 8, 2024.

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, February 14, 2024, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. **CALL TO ORDER:** The meeting was called to order at 8:15 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

A. Attendance Taken and Quorum Determined

Present: Matthew Baumgarten
Donna Dirkse
Desiree Dutcher
Justin Findling
Katie Forte
Scott Francis
Andy Gilbert
Chris Gross
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Talia Wittenberg
Brian Zifkin

Absent: Tim Barnes – *excused*

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

III. **APPROVAL OF AGENDA:**

On motion by Dirkse and second by Gross, the agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of December 13, 2023, the Informational Meeting of December 13, 2023, and the Informational Meeting of December 28, 2023

Forte submitted a change under Discussion item C., in that she actually said “a committee could work on” proposed landscaping strategies and improvements. On motion by Forte and second by Laczkovich, the corrected minutes of the regular meeting of December 13, 2023, the Informational Meeting of December 13, 2023, and the Informational Meeting of December 28, 2023 were unanimously approved by the Board.

V. **TREASURER’S REPORT:**

A. Financial Reports for December, 2023 and January, 2024

Gross noted that after the audit, her figures differed from the audit’s figures by @\$30,000, but that has since been resolved. Gross described what she’s getting from the City is more of a “snapshot”; figures might change day by day. The actual beginning fund balance was @\$289,000. For January, revenues (tax capture) were @\$6,000, expenses @\$29,000 (normal monthly plus Robina project

engineering), year-to-date figure was @\$82,000 positive, and an ending fund balance of @\$372,000. Baumgarten noted that with property values and property taxes increasing, there should be an increase in the DDA's share of the incoming revenues (possibly 5%, according to Baumgarten). McGuinness noted the increasing investment in downtown property and new construction.

Zifkin moved to receive and approve the Financial Reports for December 2023 and January 2024, Forte seconded, and the motion was unanimously approved by the Board.

VI. ACTION ITEMS:

A. Adoption of Downtown Berkley 2024 Promotional Events Strategy

McGuinness provided to the Board in their meeting packet a draft roster of the 2024 Downtown Berkley Events, running from March through December 2024. Some events are expanded from previous years and some are new additions for 2024. McGuinness described details on some of the expanded and/or new events. Building on the BOO!kley branded event, he suggested a "dog days of summer" for the warmer season branded "Barkley."

Passalacqua moved to approve the Downtown Berkley 2024 Promotional Events Strategy, Dutcher seconded, and the motion was unanimously approved by the Board.

B. Façade Enhancement Grant Application for America's Stamp Stop

McGuinness provided details of the renovations for the building at 3860 Twelve Mile, the long-time Berkley business America's Stamp Stop. The oversize renderings and architectural blueprints were too large to be scanned and included in the Board packet, so McGuinness brought originals to the meeting for the Board to review.

Owners are only applying for a façade grant for the portion of the renovations closest to 12 Mile Road, in the amount of \$3,900.00. This amount will be applied to replacement of the current mansard roofing with metal roofing material that matches that used on the warehouse portion of the business.

Passalacqua moved to approve the Façade Enhancement Grant Application for America's Stamp Stop in the amount of \$3,900.00, Forte seconded, and the motion was unanimously approved by the Board.

McGuinness said he expects the business to apply for a mural funding grant as well.

Passalacqua noted that grant applicants should be checked for any open violations (property) with the City.

C. Considering Budget Amendments for Current 2023-2024 Fiscal Year

McGuinness included in the Board packet a list of Budget Amendments to be submitted for the 2023/24 fiscal year, to be made to cover the actual costs of the items on the list:

\$1,400.70 (Special Events: DPW Workers, Overtime, and FICA)

\$18,900.00 (Streetscape and Design: Façade Grant Program)

\$336.00 (DDA Administration: Workers Compensation)

These amendments total \$20,636.70.

Passalacqua moved to approve the proposed Budget Amendments for Current 2023-2024 Fiscal Year, Dirkse seconded, and the motion was unanimously approved by the Board.

D. New Spending Priorities, Investments in Growth for Upcoming 2024-2025 Fiscal Year

As budget planning for the 2024/25 fiscal year is getting underway, McGuinness included in the Board packet a list of proposed spending priorities for the Board to consider for the upcoming year.

Application for Oakland County's placemaking matching grant program is due at the end of March, and the DDA has in place project plans that fit the criteria for receiving a 60/40 matching grant in the approximate amount of \$100,000 from Berkley. The County's matching percentage may change depending on whether any of the other downtowns drop out.

In addition, allocated funds in the 2022/23 budget that were not spent are available, including remaining money in the flower basket program, that can be spent the current fiscal year on large planters for the West 12 Mile Gateway district. Other monies not spent can be applied to these 2023/24 projects/priorities. The new or increased investment in shown in parentheses:

- Postage and printing for monthly DDA newsletters to be mailed to all downtown businesses (\$3,600)
- Triangular promotional pole banners to hang on existing ornamental downtown poles (hardware already in place) (\$8,000)
- Expansion and promotion of the downtown Thursdays Farmers Market series (\$15,000)
- Roll out and promotion of the Downtown Social District (\$10,000)
- Upgrade of the public space landscaping (\$25,000)
- Increasing mural installation funding especially in the Gateway West Creative District (many walls available) (\$20,000)
- Public Art/Placemaking upgrades to Dorothea/Coolidge (\$20,000)
- Public Art/Placemaking upgrades to Robina public spaces, North and South (including installation of sculpture) (\$10,000)
- Four or more (at 50% match) façade grant awards (\$40,000)
- Robina public space improvements (\$90,000)
- Dorothea public space improvements (\$10,000)
- Placemaking upgrades to the Historical Museum public space (\$20,000).

Many of these priorities can be addressed in the DDA's matching grant application.

Discussions regarding setting an appropriate fund balance percentage were discussed and will be addressed at the March meeting. Baker noted that the DDA is expected to be investing in the downtown and so they want to tap into the fund balance (but not too much). McGuinness noted that since Oakland County grant funds are hopefully available this year, he would like to aggressively capture that for the downtown public spaces. Main Street and the Michigan Downtown Association should have recommendations on the appropriate fund balance.

Poirier moved to approve the proposed New Spending Priorities, Investment in Growth for the Upcoming 2024-2025 Fiscal Year, Passalacqua seconded, and the motion was unanimously approved by the Board.

VII. Discussion Items

A. Welcome Signage Corrected Near Alco Glass on Greenfield

McGuinness reported that DDA wayfinding welcome signage at 12 Mile and Greenfield that had partially blocked an Alco Glass exterior sign had been successfully lowered so that it no longer blocks their sign. The cost to make the change was @\$1,500.

B. Crosswalk Signal Activation Pole Struck, Slated for Repairs

McGuinness reported that the base plate for the activation pole outside Casa Amado that a vehicle struck and damaged has been ordered, and DPW will reinstall the pole when the plate is received.

C. Downtown Holiday Lights Removal, Power Challenges

McGuinness reported that the holiday lights have been taken down. Passalacqua suggested taking them down approximately two weeks earlier in the future. There are challenges to be addressed by

DTE as some never lit up or partially lit up. The City's new community relations person will be engaged to address this issue with DTE and may be invited to a Board meeting to discuss these (and other) issues.

D. Ongoing Landscaping Needs and Opportunities in our Downtown

McGuinness noted Frank's, the DDA's landscaping contractor, will have a multi-year contract after the current fiscal year. He reiterated that the plan is to install large planters in the Gateway West District. Dutcher and Kempner suggested varying the color scheme throughout the downtown.

VIII. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported the Council is also in budget season. At their 2/5/24 meeting, they dealt with procedural issues and building changes at City Hall as well as activities and security issues for the upcoming Berkley Days. The City is continuing to partner with the Smart Bus to provide transportation services to Berkley seniors. The City budget will be finalized in May.

B. Community Development – Kristen Kapelanski

Kapelanski reported they are reviewing parklets and outdoor seating application renewals. They also expect to send the Coolidge/Columbia PUD plans for approval. There is interest in the former Vitrine space, and the proposal for that will be going to the Planning Commission for review.

C. Planning Commission – Lisa Kempner

Kempner reported the Commission did not meet in December. A façade update for one of the new cannabis businesses on 11 Mile came before the Commission in January. Zoning updates are moving along, optimistically done by April.

D. Public Works – Ric Chalmers

Nothing additional to report.

E. Chamber of Commerce – Tim Murad

Murad reported they are discussing having Oak Park join the Berkley Chamber, and Berkley's Chamber is gearing up for the new fiscal year. They have five new Board members and will hold a Board retreat. Volunteer recruitment is a focus. This year they will hold a Zombie Pub Crawl during BOO!kley month. Applications for Art Bash are already coming in. Berk Perk cards were gifted to all School District employees. They plan to meet on a regular basis with the Mayor and City Manager.

IX. STUDENT BOARD MEMBER UPDATES

Findling reported the high school is celebrating Valentine's Spirit Week. Recent activities include volunteering at Ronald McDonald House, holding a cardboard boat regatta at the pool, and a senior citizen prom at a local senior center.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee

(Next Meeting, Tentatively: **February 15**, 9:00 am, Virtual)

B. Business Development Committee

(Next Meeting: Brandon Adolph with U.S. Small Business Administration)

McGuinness will be scheduling a meet-and-greet with the SBA and Berkley business owners.

C. Downtown Events Committee

(Next Meeting, on Pride: **February 21**, 7 pm, City Hall)

Planning is underway for this year's event.

D. Marketing Strategies Committee

Marketing Strategies (Next Meeting, on Social District: **February 14**, 11:30 am, City Hall)

E. Organization Committee – Scott Francis

Hiring Ad Hoc (Recently Met on **January 29**)

The Board will get feedback on McGuinness's evaluation – more to come in e-mail and at next month's meeting.

F. West 12-Mile Committee – Brian Zifkin

(Next Meeting Date and Time to be Determined)

Zifkin did some research about lights in the area and found replacements are very expensive.

McGuinness responded that existing poles will be replaced. Questions to be resolved are who owns which poles and who pays for replacements.

XI. EXECUTIVE DIRECTOR UPDATES

A. Main Street America Annual Accreditation Process, Evaluations, Approval

McGuinness reported that Berkley's DDA has been re-accredited for this year.

B. Main Street Oakland County Main Street Summit March 19

McGuinness reported that he would be out of town for the summit but someone from the Board was welcome to attend in his place.

C. Executive Director on Vacation March 19-26

McGuinness reported he would be out on vacation for that week.

D. National Main Street Conference May 6-8 in Birmingham, Alabama

McGuinness reported he would be attending and that Main Street covers the cost.

XII. BOARD OF DIRECTORS' COMMENTS: None.

XIII. PUBLIC COMMENTS: The opportunity for public comment was offered, and no requests to comment were made at the meeting. Anyone with comments or questions is asked to e-mail them to the DDA to be answered within five business days.

XIV. Adjournment:

The regular meeting was adjourned at 10:01 AM on motion by Zifkin and second by Francis.

AGENDA ITEM

TREASURER'S REPORT



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RECOMMENDATION:

NO ACTION THIS MONTH, STILL AWAITING FINANCIAL REPORTS FROM CITY OF BERKLEY FINANCE DEPARTMENT

BACKGROUND:

The City of Berkley Finance Department has received our request for the Berkley Downtown Development Authority Balance Sheet and Revenue and Expenditure Report, respectively, for the month of February 2024. As of this writing, they have not yet been received.

When I receive it, I will circulate it with the Board of Directors.

- **Mike McGuinness, Executive Director. March 11, 2024.**

AGENDA ITEM

RESOLUTION OF APPRECIATION FOR ANDY GILBERT'S YEARS OF SERVICE ON THE DDA BOARD OF DIRECTORS



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RECOMMENDATION:

MOTION TO APPROVE THE RESOLUTION OF THE BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS RECOGNIZING AND APPRECIATING ANDY GILBERT'S YEARS OF SERVICE TO THE ORGANIZATION

BACKGROUND:

For many years, Downtown Berkley property owner and businessman Andy Gilbert has been a catalyst for progress in our downtown. He has been a particularly strong, vocal, and consistent advocate for ensuring that the Coolidge corridor received adequate attention and resources from the Downtown Development Authority. He has put many years into the DDA Board and rolling up his sleeves to make a difference.

As he has decided to conclude her long tenure on the DDA Board, we wish him the very best as a continued strong part of our downtown community – and we acknowledge and thank all that he did. On behalf of all of Downtown Berkley, I say: thank you, thank you, thank you. This Resolution puts those sentiments formally in our record.

- Mike McGuinness, Executive Director. March 11, 2024.



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RESOLUTION

ACKNOWLEDGING AND THANKING MR. ANDY GILBERT FOR HIS YEARS OF EFFECTIVE SERVICE ON THE DDA BOARD OF DIRECTORS

WHEREAS, for many years Downtown Berkley property owner and businessman Andy Gilbert has been a catalyst for progress in our downtown; and,

WHEREAS, Mr. Gilbert has been a particularly strong, vocal, and consistent advocate for ensuring that the Coolidge corridor received adequate attention and resources from the Downtown Development Authority through the years; and

WHEREAS, he has served for many years on DDA Board, rolling up his sleeves to make a difference, including by stepping up to serve as the DDA Board Chair for multiple years; and

WHEREAS, he has decided the time has come to conclude his time on the DDA Board and he will be resigning; now, therefore, be it

RESOLVED, the Berkley Downtown Development Authority formally acknowledges, thanks, and celebrates the many years of strong service by Mr. Andy Gilbert as both a Board Member and as Chair; and further

RESOLVED, we wish him the very best as a continued strong part of our downtown community and we resoundingly say "thank you."