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

Wednesday, May 11, 2022

8:30 AM – 10:00 AM

Berkley Public Safety - 2nd Floor Conference Room

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting of April 13, 2022
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Planning Commission – Lisa Kempner
 - C. Community Development – Megan Masson-Minock
 - D. Chamber of Commerce – Tim Murad
- VI. **Treasurer’s Report**
- VII. **Action Items**
 - A. Nova Chiropractic Mural Program Request
- VIII. **Discussion Items**
 - A. Board of Directors Composition, Terms up for Renewal in 2022
 - B. Six Months Since Executive Director’s Permanent Hiring
 - C. Successful Downtown Block Party at Flipside Records
 - D. Next Ladies Night Out on June 2nd
 - E. Next Downtown Block Party (Berkley Pride) on June 26th
 - F. Plaza Project at Coolidge and Catalpa
 - G. Streetscape Seating Enhancements
 - H. Streetscape Landscaping and Aesthetic Enhancements
 - I. Bike Infrastructure Enhancements
 - J. Coolidge Crosswalks Progress
 - K. Downtown Design Guidelines Progress
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Art & Design – Matteo Passalacqua
 - B. Business Development – Jenna Hance
 - C. Marketing & Promotions – Ashley Poirier
 - D. Organization – Scott Francis
 - E. West Twelve Mile – Tim Barnes
- XI. **Executive Director Updates**
 - A. Downtown Berkley Business Arrivals, Departures, Changes
 - B. Downtown Berkley Recent Media Coverage Summary
- XII. **Public Comments**
- XIII. **Board of Directors’ Comments**
- XIV. **Adjournment**

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



- I. **CALL TO ORDER:** The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
- Present:* Andrew Agbay
Matthew Baumgarten
Erin Brick
Scott Francis
Andy Gilbert
Ashley Poirier
Razur Rahman
- Absent:* Tim Barnes
Donna Dirkse – *excused*
Chris Gross – *excused*
Jenna Hance – *excused*
Matteo Passalacqua – *excused*
Ailya Siddiqi – *excused*
Garrett Wyatt – *excused*
Brian Zifkin – *excused*
- Also present:* Steve Baker, City Council Liaison
Mike McGuinness, DDA Executive Director
Megan Masson-Minock, Community Development Liaison
Tim Murad, Chamber of Commerce Liaison
Annaka Norris, Main Street Oakland County
- III. **APPROVAL OF AGENDA:** On motion by Brick and second by Francis, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**
- A. Regular Meeting of March 9, 2022**
On motion by Brick and second by Agbay, the minutes were unanimously approved by the Board.
- V. **LIAISON REPORTS**
- A. City Council – Steve Baker**
Baker reported Council met the previous Monday and proclaimed the week of April 17 as Berkley Volunteers Week, and he thanked the Board volunteers for their time and efforts. There will be a public hearing at their next Council meeting to discuss allocation of CDBG funds that the city receives annually. The Knights of Columbus Tootsie Roll drive is ongoing, and he urged drivers to be careful around volunteers in the road soliciting funds for the charity.

B. Planning Commission – Lisa Kempner

In Kempner's absence, Masson-Minock reported that the townhouse development at 3737 Twelve Mile was approved. Two sketch plans for cannabis provisioning centers have been submitted. The Commission's work on the Design Guidelines is ongoing.

Community Development – Megan Masson-Minock

See Item V.B. above.

C. Chamber of Commerce – Tim Murad

Murad reported they've received 73 applications so far for the June Art Bash and are still looking for more sponsors as well as the Street Art Fest. They will put together and distribute packets of appreciation for School District staff with discount cards they can use at Chamber businesses. They're also considering offering discount cards anyone can purchase. Berkley U has started up, and Chamber Chats are coming back, as are their podcasts. They are also restarting group luncheons with other area Chambers.

VI. TREASURER'S REPORT:

A spreadsheet detailing financial position through the end of March 2022 was included in the Board packet. In Gross's absence, McGuinness reported because of three payroll cycles in the month, that line item is a little higher than usual. The line item in the current budget for a rezoning consultant (\$15,000) remains unspent.

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

VII. ACTION ITEMS:

A. Downtown Development Authority Annual Budget Adoption

McGuinness reported the DDA Budget presented to the Board is currently fiscally conservative, and as the year progresses, amendments may be made when final revenues allow more spending.

Brick moved to adopt the 2022/23 DDA Annual Budget as presented, Agbay seconded, and the motion was unanimously approved by the Board.

B. Council Resale Façade Grant Application Approval

McGuinness included renderings of applicants' proposed changes to the façade of Council Resale at 3297 12 Mile in the packet sent to the Board and passed around at the meeting. Replacement of window glass, included in the application, is not currently covered by DDA façade improvement grants. The Art and Design Committee recommended a matching grant of \$942.50 for painting and sign replacement costs. McGuinness noted that the business may come back to the DDA in the future when they have more details about the improvements they plan to make.

Agbay moved to approve Council Resale's Façade Grant Application in the amount of \$942.50, Baumgarten seconded, and the motion was unanimously approved by the Board.

C. Peninsula's Façade Grant Application Approval

McGuinness included renderings of the applicant's proposed improvements to their newly acquired location, down the street but on the same block at 3171 12 Mile, and the Art & Design Committee was recommending that maximum funding of \$5,000.00 be awarded to Peninsulas. The cost of proposed improvements will be far in excess of the amount awarded. Masson-Minock noted that the Planning Commission was granting administrative approval to the improvements at the new location and had made recommendations they would like to see: Alignment of their sign with those of their adjacent neighbors and additional goosenecks.

Brick moved to approve Peninsula's Façade Grant Application with the additions proposed by the Planning Commission in the amount of \$5,000.00, Poirier seconded, and the motion was unanimously approved by the Board.

D. Berkley Public Library Mural Program Approval

McGuinness included renderings of the Library's proposed mural to be painted on the Beverly-side metal door where the paint is peeling. McGuinness had approached Library Director Church about the possibility of the DDA contributing to the cost of a small mural being painted on the door and the panel above and having artist Lisa Littell paint the mural. She has painted other murals as well as decorating windows for Berkley businesses during different holiday seasons. Littell will arrange for the preparation of the surface. Friends of the Library will also contribute to the cost. McGuinness suggested the Berkley contribution be \$800.00.

Francis moved to approve the Berkley Public Library's Mural Program Application in the amount of up to \$800.00, Agbay seconded, and the motion was unanimously approved by the Board. To avoid any conflict of interest as a City employee, Baumgarten abstained.

E. Acupuncture Institute of Michigan Mural Program Approval

McGuinness approached the building owner to gauge interest in the DDA's mural program and put the owner and potential artist in contact to discuss possible designs. The name and phone number of the business, which was included in the rendering with the application, is considered advertising, and that part of the mural cost cannot be covered according to the DDA mural guidelines. That is currently on a raised board affixed to the wall. McGuinness recommended covering the mural cost up to \$4,000.00.

Baumgarten moved to approve Acupuncture Institute of Michigan's Mural Program Application in an amount up to \$4,000.00 and excluding any contribution for the cost of the advertising portion, Brick seconded, and the motion was unanimously approved by the Board.

Poirier suggested an enhancement to any and all murals would be a small plaque with the artist's name and/or sponsor and title of the mural.

F. Robina Rendering's Design Firm Approval

McGuinness presented proposals from Hubbell, Roth & Clark and the PEA Group for Landscape Architecture Services for the 12 Mile/Robina North conceptual plan. The Art and Design Committee worked to line up the two proposals. The committee was recommending the proposal from the PEA Group be approved. This is the preliminary step in the process of making the location an inviting public gathering space suggested in Master Plan information gathering.

The cost quoted in both proposals is @\$16,000.00 for this initial action. Brick suggested all the proposed pocket parks have consistent design and parameters. The 3-dimensional renderings provided by PEA were one of the reasons Art & Design favored in their proposal.

Main Street's Norris suggested that Tech Visit funds of @\$7,500-10,000 could be applied to the consultant fees on the project.

Agbay moved to approve the PEA Group's proposal for Architectural Design Plans in the amount of @\$16,000.00 plus reimbursables, with meeting attendance at a cost of \$650.00 per meeting, Brick seconded, and the motion was unanimously approved by the Board.

Baumgarten stressed that the Robina businesses impacted by the project be consulted and given consideration so that they are totally on board with changes to the area.

VIII. DISCUSSION ITEMS

A. Main Street Accreditation Recommendations – Annaka Norris and John Bry

Included in the packet of information sent to the Board was Main Street’s Evaluation Report for the year 2021, and Norris reviewed the key findings. Once again, Berkley’s DDA was accredited, and Main Street is very supportive of the direction the DDA is moving. The Evaluation Report stressed the importance of completing and implementing the Design Guidelines for the downtown, and this process is currently underway.

Ten standards of performance are evaluated, with a minimum score of seven out of 10 required for each standard for accreditation. Zoom interviews with stakeholders (businesses, government, residents, and Board members) were held earlier in 2022 conducted by a national Main Street evaluator, and findings are included in the report. Continued Board training is recommended, and a retreat for Board members will also be scheduled.

Getting support and awareness from the community can be improved. Vision and mission statements have been revisited. Norris stressed the importance of Board members knowing their roles and responsibilities, and volunteers are key to balance sustainability for the Program Director.

B. Oakland County Business Development Support

McGuinness reported that the County is offering business development support by providing user and visitor data to County communities.

C. Recent Promotional Activities of March and April

McGuinness thanked volunteers who made March Leprechaun happenings and the first Ladies Night Out successful.

D. Downtown Block Party Series (May 1, June 26, October 29)

McGuinness reported the February 12 block party was held with more coming up through spring, summer, and fall. He thanked Poirier and Brick for their efforts. He’ll be seeking Council approval for road closure of Robina for June 26 and Coolidge for October 29 for the Trick or Treat Stroll and Monster Mash.

E. Downtown Design Guidelines

McGuinness asked that this item be kept on the monthly agenda and thanked Masson-Minock for keeping the Board up to date.

F. Coolidge Crosswalks

McGuinness asked that this item be kept on the monthly agenda until decision time. The final meeting of the City task force is coming up, and following that the DDA recommendations can be presented to City Council.

IX. STUDENT BOARD MEMBER UPDATES

Absent. Francis reported that students are taking college tests. The May 3 millage renewal is on the ballot. The play “Cinderella” will be performed the Thursday through Saturday of the following week.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

In Passalacqua’s absence, McGuinness reported that final fence installation was finished at the Plaza. The high school graduate sculptor has presented initial renderings. Bistro seating is planned, and food truck vendors will be decided by all three entities.

B. Business Development Committee – Jenna Hance

Absent – no report.

Marketing & Promotions Committee – Ashley Poirier

Poirier reported the committee is planning warmer weather events and streamlining the schedule.

Organization Committee – Scott Francis

Francis reported the hiring subcommittee evaluated the Director for his 6-month review with positive results and will present their formal recommendation on his contract at the May Board meeting.

C. West 12-Mile Improvements – Tim Barnes

Absent – no report.

XI. EXECUTIVE DIRECTOR UPDATES

A. Main Street Oakland County Summit

No report.

B. Downtown Berkley Business and Real Estate Updates

Several new businesses have opened or will be opening soon, with some media coverage. A new Indian restaurant will be opening on Coolidge, Little Lou's Hot Chicken restaurant is open at the corner of Catalpa, and the El Patio Mexican restaurant on 12 Mile is seeking liquor license approval from City Council.

C. Downtown Berkley Recent Media Coverage

No additional report.

XII. BOARD OF DIRECTORS' COMMENTS:

Baumgarten announced the City has started a \$50,000 crowd funding campaign to add an inclusive section at Jaycee Park. If they can raise \$50,000.00 it will be matched by the MEDC

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 10:08 AM on motion by Francis and second by Baumgarten.

TREASURER'S REPORT

APRIL 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 April 2022. They have been reviewed and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness. Board Treasurer Gross will provide a summary report at the Board Meeting.

- Mike McGuinness, Executive Director. May 10, 2022.

Fund 814 DDA

| GL Number | Description | Current Year Beg. Balance | Balance |
|---|------------------------------|------------------------------|--------------------------|
| *** Assets *** | | | |
| Cash | | | |
| 814-000-001-000 | CASH IN BANK | 379,768.01 | 386,311.47 |
| 814-000-004-000 | CASH - IMPREST PAYROLL | 0.00 | (6,436.91) |
| 814-000-005-000 | PETTY CASH | 300.00 | 300.00 |
| Cash | | <u>380,068.01</u> | <u>380,174.56</u> |
| Accounts Receivable | | | |
| 814-000-026-000 | DELINQUENT PPT RECEIVABLE | 7,809.21 | 2,488.62 |
| 814-000-040-001 | ACCOUNTS RECEIVABLE - MANUAL | 26.97 | 0.00 |
| Accounts Receivable | | <u>7,836.18</u> | <u>2,488.62</u> |
| Other Assets | | | |
| Other Assets | | <u>0.00</u> | <u>0.00</u> |
| Total Assets | | <u>387,904.19</u> | <u>382,663.18</u> |
| *** Liabilities *** | | | |
| Accounts Payable | | | |
| 814-000-202-000 | ACCOUNTS PAYABLE | 146.50 | 0.00 |
| Accounts Payable | | <u>146.50</u> | <u>0.00</u> |
| Liabilities-ST | | | |
| 814-000-232-000 | EMPLOYEE PENSION DEDUCTIONS | 0.00 | 1,482.50 |
| 814-000-241-000 | FICA TAXES | 89.32 | 89.32 |
| 814-000-257-000 | ACCRUED PAYROLL | 1,167.61 | 1,167.61 |
| 814-000-259-000 | ACCRUED HEALTH CARE | 0.01 | 596.84 |
| 814-000-285-000 | UNEARNED REVENUE | 0.00 | (1,586.87) |
| Liabilities-ST | | <u>1,256.94</u> | <u>1,749.40</u> |
| Total Liabilities | | <u>1,403.44</u> | <u>1,749.40</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 | | | 386,500.75 |
| Net of Revenues VS Expenditures | | | (5,586.97) |
| Ending Fund Balance | | | 380,913.78 |
| Total Liabilities And Fund Balance | | | 382,663.18 |

PERIOD ENDING 04/30/2022
 % Fiscal Year Completed: 83.29

NEWLY CREATED FUND REV AND EXP REPORT

| GL NUMBER | DESCRIPTION | END BALANCE | 2021-22 | 2021-22 | YTD BALANCE | AVAILABLE | % |
|---------------|-------------|-------------|-----------------|----------------|---------------|---------------|-----------|
| | | 06/30/2021 | ORIGINAL BUDGET | AMENDED BUDGET | 04/30/2022 | BALANCE | BDGT USED |
| NORM (ABNORM) | | | | | NORM (ABNORM) | NORM (ABNORM) | |

| | | | | | | | |
|---------------------------|---|------------|------------|------------|------------|-------------|--------|
| Fund 814 - DDA | | | | | | | |
| Dept 001 - REVENUES | | | | | | | |
| 814-001-401-000 | PROPERTY TAXES | 38,505.21 | 37,680.00 | 37,680.00 | 39,273.58 | (1,593.58) | 104.23 |
| 814-001-401-001 | PROPERTY TAX CAPTURE - DDA | 302,073.83 | 315,000.00 | 315,000.00 | 332,840.02 | (17,840.02) | 105.66 |
| 814-001-401-850 | PPT - CURRENT YR DEL | 4,787.24 | (2,500.00) | (2,500.00) | 0.00 | (2,500.00) | 0.00 |
| 814-001-401-900 | PROPERTY TAXES - CHARGEBACKS | 0.00 | 0.00 | 0.00 | (1,170.37) | 1,170.37 | 100.00 |
| 814-001-445-000 | INTEREST AND PENALTIES ON TAXES | 0.00 | 0.00 | 0.00 | 186.58 | (186.58) | 100.00 |
| 814-001-539-000 | STATE GRANTS | 5,775.62 | 0.00 | 1,500.00 | 1,500.00 | 0.00 | 100.00 |
| 814-001-573-000 | LOCAL COMMUNITY STABILIZATION SHARE-PPT | 14,569.46 | 14,000.00 | 14,000.00 | 0.00 | 14,000.00 | 0.00 |
| 814-001-664-000 | INVESTMENT EARNINGS | 1,011.62 | 3,000.00 | 3,000.00 | 740.25 | 2,259.75 | 24.68 |
| 814-001-674-005 | MERCHANDISE REVENUE | 0.00 | 250.00 | 250.00 | 275.00 | (25.00) | 110.00 |
| 814-001-675-005 | CORPORATE DONATIONS | 0.00 | 0.00 | 0.00 | 47,500.00 | 74.07 | 99.84 |
| 814-001-675-117 | COOPERATIVE ADVERTISING INCOME | 0.00 | 15,000.00 | 15,000.00 | 0.00 | 15,000.00 | 0.00 |
| 814-001-675-814 | EVENT SPONSORSHIPS | 0.00 | 2,500.00 | 2,500.00 | 130.00 | 2,370.00 | 5.20 |
| Net - Dept 001 - REVENUES | | 366,722.98 | 384,930.00 | 433,930.00 | 421,200.99 | 12,729.01 | |

| | | | | | | | |
|-------------------------------------|--------------------------|-------------|-------------|-------------|-------------|-------------|-------|
| Dept 175 - DDA ADMINISTRATION | | | | | | | |
| 814-175-704-000 | FULL TIME EMPLOYEES | 52,856.07 | 69,360.00 | 69,360.00 | 55,115.92 | 14,244.08 | 79.46 |
| 814-175-715-000 | FICA | 4,006.47 | 5,306.00 | 5,306.00 | 4,190.10 | 1,115.90 | 78.97 |
| 814-175-728-000 | OFFICE SUPPLIES | 199.33 | 1,500.00 | 1,500.00 | 150.05 | 1,349.95 | 10.00 |
| 814-175-814-001 | WEBSITE | 225.77 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 814-175-817-008 | BOARD TRAININGS | 0.00 | 3,000.00 | 3,000.00 | 0.00 | 3,000.00 | 0.00 |
| 814-175-960-000 | PROFESSIONAL DEVELOPMENT | 0.00 | 4,000.00 | 4,000.00 | 585.00 | 3,415.00 | 14.63 |
| Net - Dept 175 - DDA ADMINISTRATION | | (57,287.64) | (83,166.00) | (83,166.00) | (60,041.07) | (23,124.93) | |

| | | | | | | | |
|----------------------------|--------------------------------------|------|------------|------------|------|------------|------|
| Dept 265 - CITY HALL | | | | | | | |
| 814-265-921-100 | TRIBUNAL/BOARD OF REVIEW TAX EXPENSE | 0.00 | 2,500.00 | 2,500.00 | 0.00 | 2,500.00 | 0.00 |
| Net - Dept 265 - CITY HALL | | 0.00 | (2,500.00) | (2,500.00) | 0.00 | (2,500.00) | |

| | | | | | | | |
|---------------------------------|--------------------------------------|-------------|-------------|-------------|-------------|-------------|--------|
| Dept 822 - DDA OPERATIONS | | | | | | | |
| 814-822-727-100 | INTERNAL SRVC - LABOR & ADMIN | 10,000.00 | 10,000.00 | 10,000.00 | 7,500.00 | 2,500.00 | 75.00 |
| 814-822-730-000 | POSTAGE-PRINTING-MAILING | 0.00 | 300.00 | 300.00 | 0.00 | 300.00 | 0.00 |
| 814-822-803-000 | MEMBERSHIPS AND DUES | 937.00 | 1,030.00 | 1,030.00 | 350.00 | 680.00 | 33.98 |
| 814-822-807-000 | AUDIT SERVICES | 1,470.00 | 1,500.00 | 1,710.00 | 1,710.00 | 0.00 | 100.00 |
| 814-822-817-000 | CONSULTANT | 0.00 | 15,000.00 | 15,000.00 | 0.00 | 15,000.00 | 0.00 |
| 814-822-818-205 | SECRETARIAL SERVICES | 1,825.00 | 2,000.00 | 2,000.00 | 1,500.00 | 500.00 | 75.00 |
| 814-822-824-000 | LEGAL SERVICES | 573.75 | 2,500.00 | 2,500.00 | 0.00 | 2,500.00 | 0.00 |
| 814-822-853-000 | TELEPHONE | 488.17 | 600.00 | 600.00 | 404.87 | 195.13 | 67.48 |
| 814-822-865-000 | DOWNTOWN BERKLEY PARTNERS NON PROFIT | 25.00 | 1,500.00 | 1,500.00 | 0.00 | 1,500.00 | 0.00 |
| 814-822-866-000 | SUBSCRIPTION SERVICES | 0.00 | 300.00 | 300.00 | 0.00 | 300.00 | 0.00 |
| 814-822-904-000 | PRINTING | 0.00 | 300.00 | 300.00 | 0.00 | 300.00 | 0.00 |
| Net - Dept 822 - DDA OPERATIONS | | (15,318.92) | (35,030.00) | (35,240.00) | (11,464.87) | (23,775.13) | |

| | | | | | | | |
|---------------------------|----------------|-----------|-----------|-----------|-----------|------------|--------|
| Dept 824 - SPECIAL EVENTS | | | | | | | |
| 814-824-817-004 | DDA - EVENTS | 746.38 | 14,700.00 | 14,700.00 | 14,599.99 | 100.01 | 99.32 |
| 814-824-817-015 | HOLIDAY LIGHTS | 25,001.44 | 30,000.00 | 31,000.00 | 32,723.03 | (1,723.03) | 105.56 |
| 814-824-901-000 | ADVERTISING | 580.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

PERIOD ENDING 04/30/2022

% Fiscal Year Completed: 83.29

NEWLY CREATED FUND REV AND EXP REPORT

| GL NUMBER | DESCRIPTION | END BALANCE 06/30/2021 NORM (ABNORM) | 2021-22 ORIGINAL BUDGET | 2021-22 AMENDED BUDGET | YTD BALANCE 04/30/2022 NORM (ABNORM) | AVAILABLE BALANCE NORM (ABNORM) | % BDGT USED |
|-----------|-------------|--|-------------------------------|---------------------------|--|---------------------------------------|----------------|
|-----------|-------------|--|-------------------------------|---------------------------|--|---------------------------------------|----------------|

Fund 814 - DDA
 Net - Dept 824 - SPECIAL EVENTS (26,327.82) (44,700.00) (45,700.00) (47,323.02) 1,623.02

Dept 826 - MARKETING AND ADVERTISING

| | | | | | | | |
|-----------------|-----------------------------------|-----------|-----------|-----------|-----------|----------|--------|
| 814-826-814-000 | WEBSITE | 0.00 | 312.00 | 312.00 | 312.00 | 0.00 | 100.00 |
| 814-826-817-002 | DOWNTOWN MERCHANDISE EXPENDITURES | 0.00 | 1,500.00 | 1,500.00 | 0.00 | 1,500.00 | 0.00 |
| 814-826-818-000 | CONTRACTUAL SERVICES | 390.00 | 6,000.00 | 6,000.00 | 6,000.00 | 0.00 | 100.00 |
| 814-826-901-000 | ADVERTISING/MARKETING | 38,990.27 | 29,000.00 | 29,000.00 | 27,313.08 | 1,686.92 | 94.18 |
| 814-826-901-001 | MAP UPDATE & REPRINT | 1,390.00 | 1,500.00 | 1,500.00 | 0.00 | 1,500.00 | 0.00 |

Net - Dept 826 - MARKETING AND ADVERTISING

(40,770.27) (38,312.00) (38,312.00) (33,625.08) (4,686.92)

Dept 829 - STREETSCAPE & DESIGN

| | | | | | | | |
|-----------------|--------------------------------|-----------|-----------|-----------|-----------|------------|--------|
| 814-829-818-000 | CONTRACTUAL SERVICES | 0.00 | 0.00 | 2,000.00 | 1,615.00 | 385.00 | 80.75 |
| 814-829-818-200 | FLOWER BASKET PROGRAM | 32,410.85 | 28,000.00 | 28,000.00 | 12,920.85 | 15,079.15 | 46.15 |
| 814-829-818-201 | PUBLIC ART/PLACEMAKING | 11,416.67 | 25,000.00 | 30,000.00 | 34,126.48 | (4,126.48) | 113.75 |
| 814-829-818-207 | PEST CONTROL | 480.00 | 500.00 | 500.00 | 320.00 | 180.00 | 64.00 |
| 814-829-974-001 | FACADE GRANT INCENTIVE PROGRAM | 12,408.00 | 15,000.00 | 15,000.00 | 7,862.77 | 7,137.23 | 52.42 |

Net - Dept 829 - STREETSCAPE & DESIGN

(56,715.52) (68,500.00) (75,500.00) (56,845.10) (18,654.90)

Dept 940 - PUBLIC IMPROVEMENT

| | | | | | | | |
|-----------------|--------------------------|-----------|-----------|-----------|------------|-------------|--------|
| 814-940-974-002 | STREETSCAPE IMPROVEMENTS | 1,615.00 | 55,000.00 | 55,000.00 | 27,104.07 | 27,895.93 | 49.28 |
| 814-940-974-003 | SIDEWALK REPAIR | 0.00 | 25,000.00 | 25,000.00 | 17,599.48 | 7,400.52 | 70.40 |
| 814-940-974-005 | WAYFINDING | 71,202.75 | 55,000.00 | 60,000.00 | 57,943.59 | 2,056.41 | 96.57 |
| 814-940-974-007 | BERKLEY PLAZA PROJECT | 0.00 | 60,000.00 | 90,000.00 | 100,966.87 | (10,966.87) | 112.19 |

Net - Dept 940 - PUBLIC IMPROVEMENT

(72,817.75) (195,000.00) (230,000.00) (203,614.01) (26,385.99)

Dept 952 - ACTIVE EMPLOYEE BENEFITS

| | | | | | | | |
|-----------------|-----------------------------|-----------|-----------|-----------|----------|-----------|--------|
| 814-952-716-000 | DENTAL/VISION/LIFE-LTD/RHCS | 1,000.00 | 1,000.00 | 1,000.00 | 1,373.03 | (373.03) | 137.30 |
| 814-952-716-500 | HEALTH CARE COSTS - BC/BS | 9,437.65 | 10,300.00 | 10,300.00 | 3,468.38 | 6,831.62 | 33.67 |
| 814-952-718-000 | RETIREMENT-DB MERS | 25,937.17 | 26,520.00 | 26,520.00 | 9,033.40 | 17,486.60 | 34.06 |

Net - Dept 952 - ACTIVE EMPLOYEE BENEFITS

(36,374.82) (37,820.00) (37,820.00) (13,874.81) (23,945.19)

Fund 814 - DDA:

| | | | | | | |
|--------------------------------|------------|--------------|--------------|------------|--------------|-------|
| TOTAL REVENUES | 366,722.98 | 384,930.00 | 433,930.00 | 421,200.99 | 12,729.01 | 97.07 |
| TOTAL EXPENDITURES | 305,612.74 | 505,028.00 | 548,238.00 | 426,787.96 | 121,450.04 | 77.85 |
| NET OF REVENUES & EXPENDITURES | 61,110.24 | (120,098.00) | (114,308.00) | (5,586.97) | (108,721.03) | 4.89 |
| BEG. FUND BALANCE | 325,390.51 | 386,500.75 | 386,500.75 | 386,500.75 | | |
| END FUND BALANCE | 386,500.75 | 266,402.75 | 272,192.75 | 380,913.78 | | |

ACTION ITEM – A

NOVA CHIROPRACTIC MURAL PROGRAM APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO POSTPONE THE 2745 COOLIDGE MURAL
PROGRAM APPLICATION TO THE NEXT BOARD OF
DIRECTORS MEETING**

BACKGROUND:

Nova Chiropractic is located at 2745 Coolidge within our Downtown Development Authority borders. Their building location had a full wall mural on the northern exterior of their building, painted by Paolo Pedini, that was a product of our Berkley DDA Mural Program in past years. Unfortunately, it was recently marred by a substantial collision a driver and their vehicle slammed into that wall. The business had to make structural repairs which has taken a large chunk out of the existing mural.

The business does want to have a new mural undertaken to replace the damaged mural wall. They have identified an artist they are interested in pursuing, and they have submitted a mural program application. Due to the submission not having a proposal or rendering of the proposed mural, I recommend postponement of the application until your next Board meeting so that they can submit that portion of the application and give the Board and Committee an opportunity to review it. I will also continue researching the Pedini mural documents to gauge the length of time it has been in place.

- Mike McGuinness, Executive Director. May 9, 2022.

BERKLEY DDA MURAL PROGRAM

Retro Feel. Metro Appeal.

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

Dr. Nicholas Novakoski
Name of Applicant or Sponsoring Organization

Charlotte Jacques charlotte@novachiroclinic.com
Name of Contact Person Email

(248) 660-3772
Phone

Artist Information

Luna Shazaya
Artist's Name

[Signature]
Artist's Signature

info@luna-tic.com www.luna-tic.com
Email Website

31320 PIERRE ST. BEVERLY HILLS CA 90225
Artist's Mailing Address City/State/Zip

(248) 979-5862
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

NOVA CHIROPRACTIC
Proposed Mural Location (building or business name)

2745 COOLIDGE HWY; BERKLEY, MI 48072
Street Address/Intersection

SCOTT YALDO SCOTTSYALDO@GMAIL.COM
Property Owner's Name Property Owner's Email

(248) 515-3333
Property Owner's Phone


Property Owner's Signature

Start Date Completion Date

SUBMIT MATERIALS TO:

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

CHECKLIST OF REQUIRED MATERIALS

- Completed Application Form
- Resume of each artist involved in the project
- Signature of artist
- Six (6) digital images of the artist's original work that shows ability as a muralist. (e-mailed or provided on CD or flash drive.)
- Artist's rendering of the proposed mural with dimensions
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.
- Signature of building owner

SUBMIT MATERIALS TO:

Mike
Jennifer Finney, Executive Director
Berkley DDA
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: director@downtownberkley.com



Invoice • #052389

\$5,625.00

Overdue since May 6, 2022

Nova Chiropractic

Invoice #052389
May 9, 2022

Bill To

Charlotte Jacques
Nova Chiropractic
director@downtownberkley.com
+1 (248) 660-3772
2745 Coolidge Hwy
Berkley , MI 48072

Date of service

July 16, 2022

[Download Invoice PDF](#)

Custom Mural for Nova Chiropractic
Berkley, Mi

| | |
|---|-------------------|
| Materials | \$250.00 |
| <i>Materials needed for custom mural on site, wall paints, spray paints, paint brushes, plastic wraps, etc.</i> | |
| Custom Mural | \$5,000.00 |
| <i>Custom mural artwork, on-site, outside. Large scale</i> | |
| scissor lift | \$375.00 |
| <i>19" scissor lift one week</i> | |

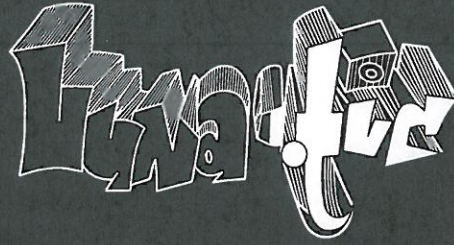
Subtotal

\$5,625.00

Total

\$5,625.00

Luna-Tic Studio
375 Hamilton Row
Birmingham, MI 48009
info@luna-tic.com
+1 (249) 979-5862



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

248-979-5862

info@luna-tic.com

[@luna_tic_com](https://www.instagram.com/luna_tic_com)





EXAMPLES OF MURAL ARTIST LUNA SHAYYA PREVIOUS WORK



EXAMPLES OF MURAL ARTIST LUNA SHAAYA PREVIOUS WORK

DISCUSSION ITEM - A

BOARD OF DIRECTORS COMPOSITION, TERMS UP FOR RENEWAL IN 2022



retro feel. metro appeal.

RECOMMENDATION:

ORGANIZATION COMMITTEE IS REVIEWING BOARD COMPOSITION, DETERMINATION NEEDED FROM DDA MEMBERS WITH EXPIRING TERMS ARE WILLING TO CONTINUE

BACKGROUND:

Board of Directors members in our organization have terms that last three years. Based upon organizational tracking documents, as well as a review of past DDA Board meeting minutes, the following Board Members have terms that expire in the coming months:

Andrew Agbay (Coolidge)

Scott Francis (At-Large)

Chris Gross (Twelve Mile)

Ashley Poirier (At-Large)

Brian Zifkin (Twelve Mile)

Mr. Agbay has communicated with the Organization Committee that he will not be pursuing a renewal of his term, and that June 2022 will be his last Board meeting. We salute his service! We are hopeful that the other Board members with expiring terms are willing to continue to serve. The intention is to have the Board of Directors make a recommendation to Berkley City Council for Board appointments or reappointments at our June 2022 Board meeting.

- Mike McGuinness, Executive Director. May 9, 2022.

BOARD COMMITTEE UPDATES

ART AND DESIGN COMMITTEE



retro feel. metro appeal.

INFORMATIONAL:

REVIEW OF STATUS, NUMBER OF DOWNTOWN BERKLEY MURALS AND POTENTIAL MURAL ADDITIONS

BACKGROUND:

APPROVED MURALS AWAITING COMPLETION

COOLIDGE: Acupuncture Institute of Michigan (Artist Shana Preuett)

COOLIDGE: Berkley Public Library (Artist Lisa Littell)

SUBMITTED MURALS UNDER CONSIDERATION

COOLIDGE: Nova Chiropractic (Artist Luna Shaaya)

MURAL PROPOSALS AWAITING SUBMISSIONS

COOLIDGE: June and December (Owner Katie Forte)

COOLIDGE: Perch Textiles (Owner Molly Patterson)

POTENTIAL FUTURE MURALS DISCUSSED

GATEWAY WEST: D & D Bicycles

GATEWAY WEST: Green Lantern

GATEWAY WEST: Berkley Animal Hospital

GATEWAY WEST: Teachable Moments

GATEWAY WEST: Articipate

GATEWAY WEST: Armadillo

GATEWAY WEST: Edible Arrangements

ROBINA: The Artsy Umbrella (Rear)

POTENTIAL FUTURE MURALS DISCUSSED (CONTINUED)

TWELVE: Peninsulas (Rear)

COOLIDGE: Flipside Records

COOLIDGE: Berkley Fine Wine

COOLIDGE: Jet's Pizza

COOLIDGE: The Black Hop

COOLIDGE: Matthew Gross Jewelers (Rear)

COOLIDGE: Salon Solei

COOLIDGE: BP Gas Station

EXISTING DOWNTOWN MURALS

Green Lantern

America's Stamp Shop

George's Shoe Repair (Artist Jon Murrell)

El Patio (Rear)

Robina at Theatre (Artist Michael Polakowski)

Amici's Kitchen and Living Room (Artist Ash Guzman)

The Neighbor's Shoppe (Artist Troy Dirkse)

Tootie and Tallulah's

Berkley Public Library (Artist David Zinn)

Elwin & Company (Artist Malt aka BrownBagDetroit)

Chet's Rent-All (Artist Olivia DePaul)

Folio (Artist Ed Irmen and Lacey Draper)

Balanced Health and Wellness (Artist David Zinn)

Berkley Eyewear (Artist Cecilia Gable)

Salon Simply Beautiful (Artist Zach Curtis)

The Wedding Shoppe (Artist Trevor Stewart)