

Retro Feel. Metro Appeal.

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of April 15, 2020
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Board Vacancy
 - B. Wayfinding Signage Update
 - C. MoGo Update
 - D. Frank's Contract & Tree Wells - 12 Mile
 - E. Social Media Strategy
 - F. COVID-19 Relief Programs
 - G. MSOC Tech Visit
 - H. Reopening Video
- VII. Student Board Updates
- VIII. Standing Committee Updates
 - A. Business Development Committee – Mitchell Moses
 - B. Design Committee – Matteo Passalacqua
 - C. Marketing & Promotions – Jennifer Finney
 - D. Organization – Scott Francis
- IX. Staff & Community Updates:
 - A. City Council – Steve Baker
 - B. Planning Commission – Lisa Kempner
 - C. Citizens Engagement Committee – TBD
 - D. Chamber of Commerce – TBD
- X. Board of Directors' Comments
- XI. Public Comments
- XII. Adjournment

Join Zoom Meeting

<https://berkleymich.zoom.us/j/91132570626>

I. **CALL TO ORDER:** The meeting was called to order at 8:46 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Matthew Baumgarten
Petro Drakopoulos
Jennifer Finney
Andy Gilbert
Chris Gross
Mitchell Moses
Razur Rahman

Absent: Andrew Agbay
Donna Dirkse
Scott Francis
Maggie Gable – *excused*
Eli Hurwitz – *excused*
Matteo Passalacqua
Wayne Wudyka
Brian Zifkin – *excused*

Also present: Steve Baker, City Council Liaison
Dan Hill, Public Policy, City of Berkley
Stan Lisica, Chief Information Officer, City of Berkley
Nicole Miller, Chamber of Commerce Liaison
Torri Mathes, Community Engagement Officer, City of Berkley
Matt Trotto, Planning Commission

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

IV. **APPROVAL OF MINUTES:**

A. **Regular meeting of March 11, 2020:** On motion by Gross and second by Moses, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that income and expenditures didn't change much over the last month. Wayfinding hasn't begun, and there is @\$26,000 in the current budget remaining for marketing and advertising. Gilbert said some of those unspent marketing funds are for the podcast, and Finney said others were for planned upcoming events, but probably all wouldn't be spent. Budgeted funds for Frank's for downtown flowers remain, and they currently can't work. There are also unspent funds budgeted for façade grants.

Property tax and stabilization funds haven't been received. Baumgarten noted that the county is slow paying those out at this time. There will be @\$170,000 remaining at the start of new fiscal year for the Wayfinding project. Moses estimated @\$340,000 will remain unspent at the end of the 2019/20 fiscal year. Parks and Recreation's plans for pocket parks have been put on hold. Baumgarten noted they are exploring applying for a SEMCOG grant to fund crosswalk upgrades.

Gross moved to receive and approve the Treasurer's Report, Baumgarten seconded, and the motion was unanimously approved by the Board.

VI. DISCUSSION/ACTION ITEMS:

A. Discussion, motion, and vote regarding DDA board member term limits

There had been discussion about Board members' terms expiring, and it was clarified that Board members' terms are four years. Dirkse's and Gilbert's terms were therefore incorrectly listed as expiring in 2020. According to the DDA's attorney, Board members can be re-appointed when their terms expire. Gilbert suggested a 90-day window prior to a Board member's term expiring to either work to re-appoint them or find someone new to replace them. Baumgarten would like the option to keep productive volunteers. Finney agreed. Finney will work on updating the list of volunteers on the various committees.

Gilbert asked present members if any anticipate leaving their positions on the Board, and Rahman said he would likely leave when his term expires. Drakopoulos said his business responsibilities will probably necessitate his leaving as well but is open to returning at a later date. Moses suggested anyone stepping down could assist in finding his or her replacement.

Dan Hill, City Public Policy Assistant, will research the current appointments and update the current list of terms.

B. Update and Approval of 2020/21 Budget

Baumgarten noted the budget presented is basically the same as presented to the Board prior with the exception that the pocket park expenditure is deferred for the time being. They will pursue a grant to fund crosswalk upgrades and are expecting to continue the partnership with the School District to make landscaping changes and other improvements to the new high school parking lot section along Coolidge where the old community garden was.

Moses moved to approve the DDA 2020/21 budget as presented, Gross seconded, and the motion was unanimously approved by the Board.

VII. Standing Committee Updates

A. Business Development Committee: Mitchell Moses

Moses reported the committee has a virtual meeting scheduled for April 21.

B. Design Committee: Matteo Passalacqua

In Passalacqua's absence, Gilbert reported the committee is working on plans for the Coolidge high school parking lot property.

C. Marketing and Promotions: Jennifer Finney

Finney reported the committee meeting electronically. They decided to cancel their upcoming May 7 event and are undecided on their June 6 event. To help businesses they sent an e-mail newsletter out on best practices and a checklist to ramp up online sales, as well as planning a virtual shopping event in partnership with the Chamber.

Drakopoulos sits on the Board of the Restaurant Association, and in recent state and national meetings there has been discussion of best practices moving forward that he'll send to Finney as well as any information he receives about upcoming legislation.

Gilbert advised sharing any small business news with Finney. Moses asked if anyone knew about PPP money or Oakland County grants. Gilbert applied for PPP but received no response yet. Drakopoulos noted misinformation abounds and regulations are changing daily. Too much confusion about governmental programs makes posting anything on the DDA web site inadvisable at this time.

D. Organization Committee: Scott Francis
Absent – no report.

VIII. Staff & Community Updates:

A. City Council – Steve Baker

Baker thanked DDA volunteers and City employees and welcomed Finney to her new position as DDA Executive Director. The next Council meeting is April 20 (electronic). Upcoming bids for janitorial services, sidewalk replacement, and road improvement will be on their future agendas, as well as the Parks and Recreation master plan.

Planning Commission – Matt Trotto

Trotto reported the Commission had no site plan approvals.

B. Citizens Engagement Advisory Committee – Absent – no report.

C. Chamber of Commerce – Nicole Miller

Miller reported that Art Bash has been cancelled and so they plan to expand the Street Art Fest with more vendors and will consequently need more volunteers. They will hold a virtual Chamber Chat on April 17 from 12:00 to 1:00. For restaurants, they would like to promote Take Out Tuesdays and Take Out Saturdays. Gilbert suggested combining the DDA and Chamber Marketing Committees. Royal Oak and Ferndale are doing something similar.

IX. Board of Directors Comments:

Baumgarten reported no change has been announced on the 12 Mile Road reconstruction, and he hopes the Federal funding deadline will be extended. There will be a new deadline for cannabis business applications.

X. Public Comments: None.

XI. Adjournment:

The meeting was adjourned at 9:46 AM on motion by Gross and second by Baumgarten.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 04/30/2020
 % Fiscal Year Completed: 83.33

GL NUMBER	DESCRIPTION	END BALANCE	2019-20	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		06/30/2019 NORM (ABNORM)	AMENDED BUDGET	MONTH 04/30/20 INCR (DECR)	04/30/2020 NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,380.85	38,825.00	1,151.22	36,434.95	2,390.05	93.84
814-001-401-001	PROPERTY TAX CAPTURE - DDA	228,252.65	261,500.00	(6,254.08)	245,074.29	16,425.71	93.72
814-001-401-850	PPT - CURRENT YR DEL	0.00	(2,500.00)	0.00	(481.36)	(2,018.64)	19.25
814-001-401-900	PROPERTY TAXES - CHARGEBACKS	0.00	0.00	0.00	(61.31)	61.31	100.00
814-001-445-001	INTEREST ON TAXES-FINAL SETTLEMENT	0.00	0.00	0.00	21.06	(21.06)	100.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	26,335.80	26,340.00	0.00	10,353.42	15,986.58	39.31
814-001-664-000	INVESTMENT EARNINGS	3,518.80	3,500.00	0.00	1,965.77	1,534.23	56.16
814-001-670-000	REIMBURSEMENTS	6,000.00	0.00	0.00	0.00	0.00	0.00
814-001-671-000	SUNDRY REVENUE	1.00	0.00	0.00	0.00	0.00	0.00
814-001-674-005	MERCHANDISE REVENUE	390.00	1,500.00	0.00	250.00	1,250.00	16.67
814-001-675-004	T-SHIRT SALES	1,055.00	0.00	0.00	0.00	0.00	0.00
814-001-675-005	CORPORATE DONATIONS	2,500.00	0.00	0.00	0.00	0.00	0.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	16,550.00	15,000.00	0.00	0.00	15,000.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	0.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		323,984.10	346,665.00	(5,102.86)	293,556.82	53,108.18	84.68
TOTAL REVENUES		323,984.10	346,665.00	(5,102.86)	293,556.82	53,108.18	84.68
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	267.39	1,000.00	0.00	1,070.64	(70.64)	107.06
814-175-814-001	WEBSITE	468.34	300.00	216.00	528.68	(228.68)	176.23
814-175-817-008	BOARD TRAININGS	2,500.00	0.00	0.00	0.00	0.00	0.00
814-175-818-000	CONTRACTUAL	53,187.50	59,000.00	0.00	9,625.00	49,375.00	16.31
814-175-946-001	OFFICE SPACE RENTAL	1,193.55	6,000.00	0.00	5,000.00	1,000.00	83.33
814-175-960-000	PROFESSIONAL DEVELOPMENT	1,164.73	0.00	0.00	0.00	0.00	0.00
Total Dept 175 - DDA ADMINISTRATION		58,781.51	66,300.00	216.00	16,224.32	50,075.68	24.47
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	0.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	8,000.00	10,000.00	0.00	4,000.00	6,000.00	40.00
814-822-803-000	MEMBERSHIPS AND DUES	871.17	600.00	0.00	700.00	(100.00)	116.67
814-822-807-000	AUDIT SERVICES	1,442.97	1,472.00	0.00	1,532.12	(60.12)	104.08
814-822-818-000	SERVICES	0.00	2,400.00	0.00	0.00	2,400.00	0.00
814-822-818-205	SECRETARIAL SERVICES	1,950.00	2,000.00	150.00	1,500.00	500.00	75.00
814-822-824-000	LEGAL SERVICES	0.00	2,000.00	0.00	610.00	1,390.00	30.50
814-822-853-000	TELEPHONE	919.00	540.00	41.66	131.66	408.34	24.38
814-822-864-000	MEETINGS & CONFERENCES	0.00	2,000.00	0.00	56.90	1,943.10	2.85
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	137.11	1,500.00	0.00	367.00	1,133.00	24.47
814-822-866-000	SUBSCRIPTION SERVICES	0.00	300.00	0.00	198.88	101.12	66.29
Total Dept 822 - DDA OPERATIONS		13,320.25	22,812.00	191.66	9,096.56	13,715.44	39.88
Dept 824 - SPECIAL EVENTS							

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		06/30/2019 NORM (ABNORM)	AMENDED BUDGET	MONTH 04/30/20 INCR (DECR)	04/30/2020 NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Expenditures							
814-824-706-000	DPW WORKERS	879.00	0.00	0.00	0.00	0.00	0.00
814-824-709-000	OVERTIME	274.64	500.00	0.00	0.00	500.00	0.00
814-824-715-000	FICA	88.10	38.00	0.00	0.00	38.00	0.00
814-824-716-000	HEALTH/DENT/VIS/LIFE-LTD/RHCS	7.34	102.00	0.00	0.00	102.00	0.00
814-824-718-000	RETIREMENT-DB MERS	354.68	0.00	0.00	0.00	0.00	0.00
814-824-817-009	MERRIMONTH	3,972.36	5,000.00	0.00	4,019.05	980.95	80.38
814-824-817-010	LADIES NIGHT OUT	3,389.40	2,500.00	0.00	3,869.86	(1,369.86)	154.79
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	1,200.00	0.00	1,000.00	200.00	83.33
814-824-817-012	ART BASH	500.00	500.00	0.00	33.64	466.36	6.73
814-824-817-013	STREET ART FEST	509.48	1,000.00	0.00	1,008.47	(8.47)	100.85
814-824-817-014	OAKLAND COUNTY IRISH FEST	518.22	500.00	0.00	75.45	424.55	15.09
814-824-817-015	HOLIDAY LIGHTS	19,035.00	22,000.00	0.00	25,550.96	(3,550.96)	116.14
814-824-817-016	ART & ABOUT	2,154.32	2,500.00	0.00	0.00	2,500.00	0.00
814-824-817-017	HOLIDAY LIGHTS PARADE	0.00	500.00	0.00	500.00	0.00	100.00
Total Dept 824 - SPECIAL EVENTS		32,882.54	36,340.00	0.00	36,057.43	282.57	99.22
Dept 826 - MARKETING AND ADVERTISING							
814-826-758-000	PROGRAM SUPPLIES	244.97	0.00	0.00	0.00	0.00	0.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	1,090.00	1,500.00	0.00	0.00	1,500.00	0.00
814-826-901-000	ADVERTISING/MARKETING	35,850.99	35,000.00	0.00	8,688.18	26,311.82	24.82
814-826-901-001	MAP UPDATE & REPRINT	0.00	2,000.00	0.00	2,720.00	(720.00)	136.00
Total Dept 826 - MARKETING AND ADVERTISING		37,185.96	38,500.00	0.00	11,408.18	27,091.82	29.63
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	2,696.00	3,500.00	0.00	11,337.26	(7,837.26)	323.92
814-829-818-200	FLOWER BASKET PROGRAM	12,966.30	27,735.00	0.00	13,953.33	13,781.67	50.31
814-829-818-201	PUBLIC ART/PLACEMAKING	6,930.76	7,500.00	0.00	8,000.00	(500.00)	106.67
814-829-818-206	DOWNTOWN PLAN	77,194.83	0.00	0.00	966.56	(966.56)	100.00
814-829-818-207	PEST CONTROL	0.00	250.00	0.00	380.00	(130.00)	152.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	16,837.50	25,000.00	0.00	6,033.00	18,967.00	24.13
814-829-974-301	BERKLEY HIGH GARDEN CLUB	296.80	0.00	0.00	0.00	0.00	0.00
Total Dept 829 - STREETScape & DESIGN		116,922.19	63,985.00	0.00	40,670.15	23,314.85	63.56
Dept 830 - BUSINESS DEVELOPMENT							
814-830-814-002	BUSINESS DATABASE CRM	274.85	0.00	0.00	0.00	0.00	0.00
814-830-818-204	BUSINESS RECRUITMENT	5,800.00	5,000.00	0.00	0.00	5,000.00	0.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	599.09	3,000.00	0.00	120.00	2,880.00	4.00
814-830-960-110	QUARTERLY MERCHANT MEETINGS	275.40	1,200.00	0.00	0.00	1,200.00	0.00
Total Dept 830 - BUSINESS DEVELOPMENT		6,949.34	9,200.00	0.00	120.00	9,080.00	1.30
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	723.07	0.00	0.00	0.00	0.00	0.00
814-940-974-003	SIDEWALK REPAIR	300.00	0.00	0.00	0.00	0.00	0.00
814-940-974-005	WAYFINDING	1,447.50	115,000.00	0.00	0.00	115,000.00	0.00
814-940-974-300	COMPLETE STREETS	95,651.99	0.00	0.00	1,700.00	(1,700.00)	100.00
Total Dept 940 - PUBLIC IMPROVEMENT		98,122.56	115,000.00	0.00	1,700.00	113,300.00	1.48

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		06/30/2019 NORM (ABNORM)	2019-20 AMENDED BUDGET		04/30/2020 NORM (ABNORM)		NORM (ABNORM)	BALANCE	
Fund 814 - DDA Expenditures									
TOTAL EXPENDITURES		364,164.35	354,637.00	407.66	115,276.64		239,360.36		32.51
Fund 814 - DDA:									
TOTAL REVENUES		323,984.10	346,665.00	(5,102.86)	293,556.82		53,108.18		84.68
TOTAL EXPENDITURES		364,164.35	354,637.00	407.66	115,276.64		239,360.36		32.51
NET OF REVENUES & EXPENDITURES		(40,180.25)	(7,972.00)	(5,510.52)	178,280.18		(186,252.18)		2,236.33
BEG. FUND BALANCE		199,722.58	159,541.33		159,541.33				
FUND BALANCE ADJUSTMENTS		(1.00)							
END FUND BALANCE		159,541.33	151,569.33		337,821.51				