



**BERKLEY
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**
Wednesday, September 13, 2017
8:30 AM – 9:30 AM
Berkley Public Safety Building, 2nd Floor Conference Room

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of August 9, 2017
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Wayne Wudyka Board Nomination
 - B. Façade Grant Applications
 - a. Sum Girls Boutique
 - b. Decypher
 - C. Coolidge Crosswalk(s)
 - D. Holiday Lighting Contract
- VII. Committee Reports - Included in Board Packet
- VIII. Staff & Community Reports:
 - A. Executive Director – Vivian Carmody
 - 1. Design Guidelines Public Input Session
 - 2. 2018 National Main Street Conference
 - 3. C&G Tab Section
 - 4. Simplified Logo
 - B. City Council – Steve Baker
 - C. Planning Commission – Joe Tangari
 - D. Chamber of Commerce – RoseAnn Nicolai?
- IX. Board of Directors Comments
- X. Public Comments
- XI. Adjournment

I. **CALL TO ORDER:** The meeting was called to order at 8:32 AM with Chair Rob Onesko presiding.

II. **ROLL CALL:**

Present: Bridget Dean
Donna Dirkse
Petro Drakopoulos
Lawrence Gallagher
Ross Gavin
Andy Gilbert
Alanda Knox
Mitchell Moses
Rob Onesko
Matteo Passalacqua
Dottie Popp

Absent: Matthew Baumgarten – *excused*

Also present: Vivian Carmody, Berkley DDA Director
RoseAnn Nicolai, Chamber of Commerce Liaison
Joe Tangari, Planning Commission Liaison

Prior to moving to the agenda items, Chair Onesko gave a brief overview of the protocol for conducting meetings for the new Board members.

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

IV. **APPROVAL OF MINUTES:**

A. Regular Meeting of August 9, 2017: On motion by Gavin and second by Gallagher, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

For review, Gavin explained that the original two DDA funds had been combined into one at the beginning of fiscal year 2017/18. He reported that the beginning fund balance was @152,000, with revenues of \$42,016 and expenditures of @\$20,490. It is a goal of the DDA to spend down the fund balance. Recent expenditures include contractual services, façade improvement grants, and DDA sponsored murals.

Gallagher moved to receive and approve the Treasurer's report as submitted, Moses seconded, and the motion was unanimously approved by the Board.

VI. DISCUSSION/ACTION ITEMS:

A. Wayne Wudyka Board Nomination

A vote on Wudyka's nomination was tabled at the August Board meeting so that he could attend the September meeting and have a dialog with Board members, but he informed Carmody that he was unable to attend.

Knox moved to table discussion and a vote on Wudyka's nomination until he could be present at the October meeting, and Moses seconded

The motion was unanimously approved by the Board

B. Façade Grant Applications

1. Sum Girls Boutique

The DDA Design committee recommended a full matching grant of \$2,000.00 for the improvements to Sum Girls (12 Mile Road) façade.

Dean moved to approve Sum Girls' grant application in the amount of \$2,000.00, Drakopoulos seconded, and the motion was unanimously approved by the Board.

2. Decypher (Coolidge)

The DDA Design committee recommended a matching grant of \$1,000.00 for Decypher's façade renovations.

Dirkse moved to approve Decypher's grant application in the amount of \$1,000.00, and Passalacqua seconded.

The Board discussed the amount of the match, and for the benefit of new Board members, Carmody read the criteria applied to review of a grant application and the amount to award. The Board also discussed awarding the full match of \$2,000.00.

The motion to approve the grant to Decypher in the amount of \$1,000.00 was unanimously approved by the Board.

C. Coolidge Crosswalk(s)

The Hubbell, Roth & Clark proposal to provide professional engineering services for the construction of crosswalks at Dorothea and Coolidge and Earlmont and Coolidge, as well as drawings of the project and cost estimates, were distributed in the packet Carmody e-mailed to Board members.

Carmody noted that the Coolidge Action Task Force had been meeting to discuss ways to improve Coolidge traffic for some time, such as lowering the speed limit and making the road safer and more pedestrian friendly. In May, HRC sent three recommendations for a crosswalk at Dorothea and Coolidge, ranging in price from @\$63,000 to @\$200,000. At that point the DDA hired its own traffic consultant, Cheryl Gregory, to add another perspective to crosswalk options. With her assistance, the cost was brought more in line with what the DDA could reasonably spend for the project. Because of the lower estimates, it was possible to add a second crosswalk to the project at Coolidge and Earlmont. With their revised proposal, HRC was estimating a total project cost for the two crosswalks of \$72,992.00.

There is @\$69,000 in the current budget that could be reallocated to cover the crosswalk construction costs, from Streetscape, Sidewalks, unused Façade Grant money that rolled over from 2016/17, and Placemaking (originally intended for the 12 Mile pocket park freed up when agreement could not be reached with the property owner). Additionally, the \$23,000.00 budgeted for holiday

lighting could be reduced to @\$19,000.00 because of changes made to this year's design and configuration. Carmody suggested the project cost be capped not to exceed \$73,000.00, and if bids exceed that, then only one crosswalk would be constructed.

Drakopoulos moved to allocate funds for the Coolidge crosswalks not to exceed \$73,000.00, Dean seconded, and the motion was unanimously approved by the Board.

Dean moved to re-allocate funds for the crosswalk construction from budgeted line items as outlined by Carmody, Drakopoulos seconded, and the motion was unanimously approved by the Board.

D. Holiday Lighting Contract

Knox moved to discuss the quotation for holiday lighting for \$19,290.00 and Dean seconded.

Dean requested that if the Robina part of the district is considered to be part of 12 Mile, then the holiday lighting should be reflective of that.

In order to move to more seasonal rather than typical holiday-type decorations, Carmody was submitting a proposal from the lighting contractor that would change to mostly lit snowflakes throughout the downtown, with some lighted wreaths and lit Christmas trees in select locations (no garlands or poinsettias). Decorations were to be installed in mid-November and left up through February. Carmody sent a sponsorship proposal to PNC Bank for holiday lights for the amount of @\$15,000.00, but they had not acted on it yet.

The motion was unanimously approved by the Board.

VII. Committee Reports – Committee reports from Business Development, Design, Marketing & Promotions, and Organization were included in the Board Packet, and Onesko urged Board members to read them outside the meeting.

VIII. Staff & Community Reports:

A. Executive Director – Vivian Carmody

1. Design Guidelines Public Input Session is scheduled for September 27 at the High School Collaborative Center from 7:00 to 8:30 PM. Carmody emphasized the need to get residential and business owner input.

2. 2018 National Main Street Conferences

Carmody encouraged Board members to attend the National Main Street Conference in Kansas City in March 2018, important as Berkley moves to join the Main Street program.

3. C&G Tab Section

Carmody reported that a 4-page stand-alone cooperative advertising section was running in C&G newspaper's September 13 edition. The paper reaches @85,000 homes. The tab section cost is @\$6,800.00 with 20 businesses each paying \$200.00 for their ad.

4. Simplified Logo

Carmody was proposing to simplify the DDA logo by eliminating the skyline graphic and using instead just the stylized font of the previous logo.

Drakopoulos moved to approve the simplified logo, Dirkse seconded, and the motion was unanimously approved by the Board.

B. City Council – Steve Baker – Absent to attend the MML meeting. Onesko read his e-mail report to the Board.

C. Planning Commission – Joe Tangari (present earlier but had to leave). Carmody reported that the Planning Commission had approved the site plan for the additional parking lot on the LaSalette site but tabled a vote on the remainder of the development plan.

D. Chamber of Commerce: RoseAnn Nicolai

Nicolai reported that the next Chamber Chat would be held at the Masonic Lodge and the State of the City luncheon was scheduled for Oct. 27 at Farina's. The Chamber is exploring having members offer "shop local" Berkley gift certificates, with details to be finalized.

IX. Board of Directors Comments: None.

X. Public Comments: None.

XI. Adjournment:

The meeting was adjourned at 9:52 AM on motion by Gilbert and second by Drakopoulos.