



**BERKLEY  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING**  
Wednesday, July 5, 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 June 14, 2017
- V. Treasurer's Report
- VI. Discussion/Action Items
  - A. Review and Approve Spalding DeDecker Letter of Agreement
  - B. Review and Approve Mural Applications
  - C. Review and Approve Façade Grant Application from Reforming Foundations
  - D. Review and Approve Winter and Company proposal for Design Guidelines
- VII. Committee Reports:
  - A. Promotions – Alanda
  - B. Design – Kathy
  - C. Business Development - Matt
  - D. Organization - Ross
- VIII. Staff & Community Reports:
  - A. Executive Director
  - B. City Council
  - C. Planning Commission
  - D. Chamber of Commerce
- IX. Board of Directors Comments
- X. Public Comments
- XI. Adjournment



**MEETING MINUTES**  
**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING OF THE BOARD OF TRUSTEES**  
**Wednesday, July 5, 2017**  
**8:30 AM**  
**Berkley City Hall Council Chambers**

- I. **CALL TO ORDER:** The meeting was called to order at 8:35 AM with Vice Chair Bridget Dean presiding.
- II. **ROLL CALL:**  
*Present:* Matthew Baumgarten  
Bridget Dean  
Lawrence Gallagher  
Ross Gavin  
Alanda Knox  
Dottie Popp  
  
*Absent:* Kathy Abrahamian – *excused*  
Karen Koerber – *excused*  
Rob Onesko – *excused*  
Matteo Passalacqua – *excused*  
  
*Also present:* Vivian Carmody, Berkley DDA Director
- III. **APPROVAL OF AGENDA:** On motion by Gavin and second by Gallagher, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**  
**A. Regular Meeting of June 14, 2017:** On motion by Gallagher and second by Gavin, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:** Gavin reported that the two DDA funds have been combined into one, the 814 fund. The 815 fund is closed. There were no changes in revenues from the previous month. Notable June expenses were for maintenance and 12 Mile flower beds under Streetscape and Design and \$5,000 for the market analysis site visit. The fund balance is good. Carmody reported that the Art and About event will get its own separate line item coming up.  
  
Baumgarten moved to receive and approve the Treasurer’s report as submitted, Knox seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**  
**A. Review and Approve Spalding DeDecker Letter of Agreement:** Carmody reported that Gregory submitted a Letter of Agreement for Professional Engineering Services as requested at the June Board meeting wherein she will be paid \$150/hour for her services, up to a maximum of \$3,750.00 or 25 hours, and will need prior written approval from Carmody or a DDA representative to do any work for the DDA. Carmody recommended that the Letter of Agreement be approved.  
  
Knox moved to approve the Spalding DeDecker Letter of Agreement and its terms, Gavin seconded, and the motion was unanimously approved by the Board.

**B. Review and Approve Mural Applications:** Seven mural applications and graphics were presented in the Board packet. Carmody commented that the mural guidelines were working, noting that one muralist's design was not approved by the Public Art Committee, and that business owner then found another muralist that the Committee approved.

Gallagher moved to approve the seven mural applications, Popp seconded, and the motion was unanimously approved by the Board.

**C. Review and Approve Façade Grant Application from Reforming Foundations:** The application for a matching façade grant was included in the packet. The maximum amount of any grant is \$2,000.00. Reforming Foundations included a detailed list of the work done and costs, for a total of \$4,190.00. The Design Committee had approved the proposed changes and was recommending that the application be approved for the maximum amount of \$2,000.00.

Knox moved to approve the application for the maximum \$2,000.00 match, Baumgarten seconded. The motion was unanimously approved by the Board.

**D. Review and Approve Winter and Company proposal for Design Guidelines:** An RFP for Design Guidelines was sent out in April, and three companies responded. Principals were interviewed by Baumgarten, Gavin, and the Planning Commission, who unanimously recommended Winter and Company, whose proposal quoted a cost of @\$71,000 to create the guidelines; \$50,000 was budgeted by the Board. Carmody noted that there is currently \$23,000 in the budget for banner pole replacement, which could be transferred to the line item for Design Guidelines.

Gavin moved to approve the proposal by Winter and Company to create the Design Guidelines, and Baumgarten seconded.

Knox noted that she likes to have the banner that advertises special events hanging over 12 Mile Road and would not like to see that abandoned because the poles need to be replaced, but that there may be other options than paying \$23,000 for the replacement poles. Dean added that the Design Guidelines are a foundational priority for the DDA and that other priorities follow it.

The motion was unanimously approved by the Board.

## **VII. Committee Reports:**

**A. Promotions:** Knox reported that June's Art and About is generating a lot of excitement for businesses, customers, and the artists/musicians as well. It's a great community event unique to Berkley. Upcoming events also include Meet the Artist (mural artists) on 7/11 and Ladies Night Out on 7/20.

**B. Design:** Carmody reported that a Berkley High School student will be painting a mural alongside the professional muralists at Chet's Rent-All. At their next meeting, the Design Committee will split into two groups, one walking 12 Mile and one walking Coolidge to note what's done well and what's out of ordinance.

**C. Business Development:** Baumgarten reported that the Committee is working with Mike Berne, the DDA's Market Analysis Consultant, on setting up focus groups and individual interviews with City Council Members, property owners, and business owners.

**D. Organization:** Gallagher reported that the committee looked over the revised Board terms, which are all staggered now, and also reviewed the names and credentials of potential candidates to fill the openings on the Board. The committee will have informal lunch interviews with the selected candidates and bring recommendations to the next whole Board meeting.

They are also investigating pursuing 501C3 status that would allow the DDA to do fundraising and help in getting grant monies.

**VIII. Staff and Community Reports**

**A. Executive Director**

1. **E.D. Activities:** Carmody is continuing to meet business people in the City.

**B. City Council:** Absent – no report.

**C. Planning Commission:** No liaison has been appointed yet.

**D. Chamber of Commerce:** No report.

**IX. Board of Directors Comments:** Gavin noted the *Edible WOW* advertisement that recently came out in the magazine was very impressive. Baumgarten was also impressed with the number and variety of Berkley businesses that took part.

**X. Public Comments:** None.

**XI. Adjournment:**

The meeting was adjourned at 9:26 AM on motion by Baumgarten and second by Knox.