

BERKLEY DDA

Retro Feel. Metro Appeal.

BERKLEY
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, October 11, 2017
8:30 AM – 9:30 AM
Public Safety Building, 2nd Floor

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of September 13, 2017
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. DDA "Green Policy" Discussion
 - B. DDA New Board Member Handbook Discussion
 - C. Wayfinding Signage Concepts Review
 - D. Wayne Wudyka Board Interview/Nomination
- VII. Committee Reports - Included in Board Packet
- VIII. Staff & Community Reports:
 - A. Executive Director – Vivian Carmody
 1. Local Hop Community Calendar
 2. Ron Campbell, MSOC architect, Spike Lawrence and Mineral Cosmetics
 - 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 8:34 AM with Chair Rob Onesko presiding.
- II. **ROLL CALL:**
 - Present:* Matthew Baumgarten
Bridget Dean
Petro Drakopoulos
Lawrence Gallagher
Ross Gavin
Andy Gilbert
Alanda Knox
Mitchell Moses
Rob Onesko
Matteo Passalacqua
Dottie Popp
 - Absent:* Donna Dirkse – *excused*
 - Also present:* Steve Baker, City Council Liaison
Vivian Carmody, Berkley DDA Director
Doug Deeds, Beautification Advisory Committee
Wayne Wudyka, Board Nominee
- III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Gavin, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
 - A. **Regular Meeting of September 13, 2017:** On motion by Gallagher and second by Dean, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**

Gavin reported year to date revenues of \$196,042.98, a beginning fund balance of @\$152,500 with revenues of @\$196,000 and expected revenues from return of personal property taxes probably in November of @\$31,000. Expenses during the period were for finance, public art, placemaking, façade grants, and wayfinding of @\$30,500.

Dean moved to receive and accept the Treasurer’s report as submitted, Gallagher seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**
 - A. **DDA “Green Policy” Discussion**

Carmody reported thinking about ways the DDA could be more sustainable, or “green,” in terms of buying locally, having events that support local business, and using Berkley’s small businesses as much as possible. There’s such a wide variety of specialty stores in the district that the DDA should

patronize. Board members were enthusiastic and support the idea, and Carmody said the Organization Committee could begin working on a “green policy” to follow in that regard.

B. DDA New Board Member Handbook Discussion

Onesko referred Board members to the draft of the New Board Member Handbook that was included in the meeting packet. The handbook is intended to be comprehensive, listing the DDA goals, Board member responsibilities, job descriptions for each officer, how to work with Main Street, and explaining the authority behind DDAs. Gavin (committee chair) noted that the handbook is a helpful framework not only for new Board members but also for those who’ve served for a while. Also covered in the handbook are meeting rules (guided by Robert’s Rules of Order), committee structure, and pursuing 501c3 status for a non-profit Berkley Downtown Partners organization to be established as soon as possible. This organization would work with the DDA and allow for fundraising and obtaining grant money.

Carmody is planning to make the application for 501c3 status and submit it by January 2018. The DDA Board would be the overriding, controlling organization of the partnership, with separate Boards of Directors but both sharing a Secretary and a Treasurer. Carmody also explained how the TIF works for new Board members and noted that future status of DDAs at the state level in Michigan is uncertain as cities lose money and DDA districts shrink. Outside of Michigan and Georgia, almost all Main Street communities are 501c3 organizations.

C. Wayfinding Signage Concepts Review

Included in the Board packet were four concept designs for signage created by Corbin Design. Concept 1B was the Wayfinding Committee’s favorite. The signs will be printed on both front and back and have a mid-century, art nouveau feel that complements Berkley’s downtown architecture. Board members liked the clean look of the designs. Gilbert suggested that any public parking sign include “Free Public Parking” or “Complementary Public Parking.”

D. Wayne Wudyka Board Interview/Nomination

Onesko introduced Wudyka to the Board and asked him to talk about his background and answer Board questions. Wudyka has operated Huntington Cleaners at Coolidge and 11 Mile for 25 years. About 12 years ago The Huntington Company built their headquarters in Berkley on Coolidge. He has served as President of the Chamber of Commerce and is a former DDA Board member. He owns @10 business parcels in the district and has a significant interest in the health of the business community. The proposed development of the LaSalette location heightened his interest, and he then talked to Baumgarten and Carmody about joining the Board.

Board members asked about addressing the appearance of independence as an owner of so much business property in the district. He said that focusing on what’s best for the community makes everything take care of itself. Passalacqua noted the importance of having land ownership representation on the Board, and Carmody added that it’s critical for the DDA to work with property owners, to connect and engage with them. Baumgarten asked him about his vision for the corridor, and Wudyka noted his property stretches an additional block and a half on one side of his building Coolidge and a block on the other side, as well as other locations in town. He sees tremendous potential for the district as property values rise, attracting a variety of businesses. Onesko said he saw nothing but positives to having Wudyka join the Board. Board members felt the DDA becomes stronger with different points of view.

Drakopoulos moved to recommend to City Council that Wayne Wudyka be appointed to the DDA Board, Popp seconded, and the motion was unanimously approved by the Board.

- VII. Committee Reports** – Committee reports from Business Development, Design, and Marketing & Promotions Committees were included in the Board Packet, and Onesko urged Board members to read them outside the meeting. The Organization Committee did not meet in September due to Winter & Company being in town.

Baumgarten complemented Carmody for the Design Guidelines Public Input Session, which had a great mix of people. She reported that an additional 55 or more people responded to the online questionnaire on the Web site. Once input from the meeting and online respondents is reviewed and analyzed, Winter & Company will be presenting the results to the Board in November.

VIII. Staff & Community Reports:

A. Executive Director – Vivian Carmody

1. Local Hop Community Calendar – This idea came from the Strategic Planning Sessions and was suggested by Library Director Church. If a Berkley merchant signed up with Local Hop to promote an event, it would automatically feed into the DDA Community Calendar on the DDA web site. Carmody is trying to follow up on it to see if it would be beneficial.

2. Ron Campbell, MSOC architect, Spike Lawrence and Mineral Cosmetics

Carmody noted that some Main Street resources were available to DDA District businesses and as a result, Ron Campbell, Main Street Oakland County Architect, was meeting November 8 with the owners of Spike Lawrence and Mineral Cosmetics to assist them in their proposed façade renovations. He is going to draw up some design options for them in advance of their applications for a façade grant.

B. City Council – Baker reported hearing a lot of compliments around town for the DDA's recent work and reported that Council was to meet Monday, 10/16, with the December Holiday Lights parade on the agenda. At their last meeting, they welcomed the new Public Safety Director, Matt Koehn. Baker reported that the previous evening's Planning Commission meeting had initial discussion of potential next steps for the LaSalette property PUD, as the previous proposal was withdrawn. Baker is hopeful about the potential for ground floor retail in the new plans.

C. Planning Commission – Absent. Baumgarten and Carmody had attended the most recent meeting where tentative new plans for the LaSalette PUD were discussed. Under the proposed plan, the old school building will be removed, the new building replacing it will have more of an "I" shape, and the development will be moved closer to Coolidge. The developers' next step is to go back through a pre-application conference. This will be the new architecture standard for Coolidge. Carmody noted that from the responses to the Design Guidelines workshop, the architecture of development and building materials used are extremely important. They should not be generic and should reflect the culture of Berkley.

D. Chamber of Commerce: RoseAnn Nicolai – Absent. Carmody read her e-mail about the Explore Berkley gift certificates program that over 30 local businesses will be offering. She noted the State of the City breakfast meeting on October 27 at 8:00 AM where DDA Chair Onesko will be speaking. Tickets are \$22.00 per person and can be purchased online on the Chamber's web site.

- IX. Board of Directors Comments:** Popp asked that next year the watering season for the hanging baskets and 12 Mile planters be extended past September 1. Carmody said she's talked to Frank about it.

- X. Public Comments:** Doug Deeds reported on his group's beautification efforts cleaning up City Hall and the Library. For next year, he is planning to plant flowers in the Coolidge median just north of 12 Mile and install some urns with flowers in front of businesses on the west end of 12 Mile. He is asking for DDA support for his efforts next year. Dean said he should fill out a Funds Request Form as soon as possible so that can be considered when next year's budget is put together. Baumgarten reported that Deeds has been honored by Keep Michigan Beautiful and the Beautification Committee of Southeast Michigan. He will receive the Keep Michigan Beautiful Michigan Merit Award in Lansing on the 20th of the month.
- XI. Adjournment:**
The meeting was adjourned at 9:52 AM on motion by Gavin and second by Dean.