

# BERKLEY DDA

## Retro Feel. Metro Appeal.

BERKLEY  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING

Wednesday, November 8, 2017

8:30 AM – 9:30 AM

Note change of venue: Council Chambers/City Hall

### AGENDA

- I. Call to Order
- II. Introduce new Student Board Members
- III. Roll Call
- IV. Approval of Agenda
- V. Approval of Minutes:
  - A. Regular meeting of October 11, 2017
- VI. Treasurer's Report
- VII. Discussion/Action Items
  - A. 501(c)3 Names
  - B. Downtown Map Design
  - C. Design Guidelines Input Session Summary – Next Steps
  - D. Committee Chair Scholarships for National Main Street Conference
- VIII. Committee Reports - Included in Board Packet
- IX. Staff & Community Reports:
  - A. Executive Director – Vivian Carmody
    1. MerriMonth Activities
    2. Committee Chair Meeting
  - B. City Council – Steve Baker
  - C. Planning Commission – Joe Tangari
  - D. Chamber of Commerce – RoseAnn Nicolai
- X. Board of Directors Comments
- XI. Public Comments
- XII. Adjournment

- I. **CALL TO ORDER:** The meeting was called to order at 8:32 AM with Chair Rob Onesko presiding.
- II. **INTRODUCE NEW STUDENT BOARD MEMBERS**

Onesko welcomed the two new student, non-voting, Board Members, Eli Hurwitz and Maggie Gabel, both sophomores at Berkley High School. Hurwitz said he has done a lot of community service in Detroit and is interested in development of local areas like Berkley. Gabel has a sister who attends Wayne State and she's seen how they've done a lot to get people involved in local activities. Carmody said she's sent them Board information so they're up to date on their roles and responsibilities.
- III. **ROLL CALL:**

*Present:* Matthew Baumgarten  
Bridget Dean  
Petro Drakopoulos  
Maggie Gabel  
Lawrence Gallagher  
Andy Gilbert  
Eli Hurwitz  
Alanda Knox  
Mitchell Moses  
Rob Onesko  
Dottie Popp  
Wayne Wudyka

*Absent:* Donna Dirkse – *excused*  
Ross Gavin – *excused*  
Matteo Passalacqua – *excused*

*Also present:* Steve Baker, City Council Liaison  
Vivian Carmody, Berkley DDA Director
- IV. **APPROVAL OF AGENDA:** On motion by Dean and second by Baumgarten, the agenda was unanimously approved by the Board.
- V. **APPROVAL OF MINUTES:**

**A. Regular Meeting of October 11, 2017:** On motion by Gallagher and second by Dean, the minutes were unanimously approved by the Board.
- VI. **TREASURER'S REPORT:**

In Gavin's absence, Carmody reported that she's created an Excel worksheet to track expenses in detail, including those unbudgeted, on a monthly basis. She asked if the Board would find it useful to receive that report, and Board members said they would appreciate it. She also noted that while the DDA has spent a lot on advertising, it is also taking money in from cooperatively sponsored ads. Baumgarten also noted that the audit is finished.

**VII. DISCUSSION/ACTION ITEMS:**

**A. 501(c)3 Names**

Gallagher reported that the Organization Committee is moving forward on establishing the 501(c)3 sister arm of the DDA. Following a survey and committee debate about what to call the new organization, 80 percent of the Organization Committee members voted to adopt the name "Downtown Berkley Partnership," and 20 percent voted for "Support Downtown Berkley." (A name is needed to file the 501(c)3 application and obtain an EIN.)

Dean moved to adopt the name Downtown Berkley Partnership for the 501(c)3 organization, Baumgarten seconded, and the motion was unanimously approved by the Board.

**B. Design Guidelines Input Session Summary – Next Steps**

Carmody included the summary in the packet mailed to the Board and asked Board members to review it. The outline for the Design Guidelines has been approved. Next, Winter & Co. will craft the first draft guidelines, circulate them for review by the Design Guidelines Subcommittee, and then present them at a second public meeting in January for more feedback. May or June 2018 is the target for presenting them to City Counsel and the Planning Commission, and then final approval will be made by Council. Implementation will involve ordinance changes and possibly Master Plan updates.

**C. Committee Chair Scholarships for National Main Street Conference**

The 2018 National Main Street Conference will be held in Kansas City March 22 through March 29. Carmody emphasized the importance of having DDA members attend and suggested the Board consider offering a scholarship for committee chairs to encourage attendance. Wudyka noted it's a great idea to network and see what other Main Street communities around the country are doing and get ideas from them. He also suggested someone from City Council attend because the City's consensus is important to achieving DDA goals. Drakopoulos suggested anyone who attend should make a presentation to the Board about what they gleaned. Carmody thinks that 6-8 scholarships might be offered and noted that Main Street Oakland County might also offer 1 or 2 scholarships.

Wudyka moved to put together a game plan for sending Board and committee members, offering scholarships, and finalizing details including budget, Knox seconded, and the motion was unanimously approved by the Board.

**D. Pending TIF Legislation and update of DDA Plan**

Carmody had included information sent to her by Gavin about the Michigan legislature's consideration of legislation to amend the law governing DDAs. Baumgarten noted that this issue comes up every couple of years, without much support, as cities try to claw back some of the TIF money supporting DDAs. The proposed legislation changes deal mostly with transparency issues around finances and reporting requirements. Baumgarten should be able to get more information from his contacts at the Michigan Municipal League.

Carmody noted that the 2016 DDA Development Plan is not really relevant or aligned any more with the direction that the DDA is going and the early 2017 Strategic Plan and should be rewritten. Wudyka, Moses, and Onesko volunteered to help re-craft the plan. Baumgarten noted that even though the plan covers a 25-year period from 2016, it should really have a shorter term focus in order to be relevant (and transparent).

**VIII. Committee Reports** – Reports from the Business Development, Design, Marketing and Promotions, and Organization Committees were included in the Board Packet. Carmody reported that the chairs of the separate committees had their first joint meeting, and she expects they will do that on a quarterly basis.

**IX. Staff & Community Reports:**

**A. Executive Director** – Vivian Carmody

**1. MerriMonth Activities** – The MerriMonth subcommittee of Marketing and Promotions put together the schedule of activities and plans for MerriMonth, which will kick off with a Holiday Open House on November 11, and a juried storefront decorating contest with @25-28 businesses participating.

**2. Downtown Map**

Carmody included samples of the draft downtown shopping and dining guide map for those establishments in the district. Chamber of Commerce members are designated on the map. Sherry Lawton, co-owner of Peninsulas on 12 Mile, is designing the map. After final proofing, it will be printed, distributed, and posted on the DDA web site. Making it mobile friendly would be difficult because of its size, but Carmody said she would investigate doing that down the line.

**B. City Council** – Baker thanked everyone for their support in the Tuesday election. He was one of three Council members elected/re-elected. The next and final meeting of the current Council is November 20, and then the new Council will be sworn in. He expects their focus to continue to be on sewers and infrastructure and will ask to be reappointed as the Council liaison to the DDA.

**C. Planning Commission** – Absent. Baumgarten reported on the LaSalette development revised plans that were advanced at the last meeting, a pre-application conference. The developer's revised plan met the Commission's benefit criteria, and they gave the developers approval to apply for a planned unit development. Façade and setback details haven't been finalized. There will be a public hearing on the plan December 12, after which the Commission could send their recommendation on to City Council. The Commission also approved the site plan for Frank's Liquor (on 11 Mile) and reviewed the 12 Mile Marathon's plans for an accessory structure on the gas station property. Carmody noted that the Commission was influenced by the DDA's design guidelines input session summary in terms of the quality of materials being considered (50% EIFS), which Baumgarten described as "too bland," and that the Commission felt comfortable asking for higher quality exterior materials.

**D. Chamber of Commerce: RoseAnn Nicolai** – Absent. Onesko read her e-mail report:

We are promoting the Explore Berkley Gift Certificates program for the holidays.

We are encouraging all businesses that have Fairy Doors to decorate them for the holiday and we will have people vote with a chance to win a prize.

Our holiday party which is for members only is December 6 at O'Mara's from 5:30 pm to 8 pm.

November 17<sup>th</sup> is our joint Chamber Chat with Berkley School District at Avery Administrative offices that presents to Realtors to let them know about the schools and the business community in Berkley and Huntington Woods

**X. Board of Directors Comments:**

Onesko reported receiving an e-mail from Sarah Ross, President of the Berkley PTA, about their Caring and Sharing program run by the Berkley PTSA Council that provides meals to @150 families with children in the school district. Volunteers to help prepare the packages December 8 and 9 should contact her. He would e-mail contact information for the program.

**XI. Public Comments: None.**

**XII. Adjournment:**

The meeting was adjourned at 9:26 AM on motion by Drakopoulos and second by Knox. The motion was approved unanimously by the Board.