

BERKLEY DDA

Retro Feel. Metro Appeal.

BERKLEY
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, November 29, 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 November 8, 2017
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Coolidge Crosswalks – additional funding
 - B. MHG Jewelry Façade Grant
 - C. Country Oven Façade Grant
 - D. *Main Street Now* Conference Scholarships
- VII. Committee Reports – Not applicable this meeting
- VIII. Staff & Community Reports:
 - A. Executive Director – Vivian Carmody
 1. Mike Berne Market Analysis Report – Thursday & Friday
 2. Map
 3. Meeting dates for 2018
 - 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 8:28 AM with Chair Rob Onesko presiding.
- II. **ROLL CALL:**
Present: Matthew Baumgarten
Bridget Dean
Donna Dirkse
Petro Drakopoulos
Maggie Gabel
Ross Gavin
Andy Gilbert
Eli Hurwitz
Mitchell Moses
Rob Onesko
Matteo Passalacqua
Dottie Popp

Absent: Lawrence Gallagher – *excused*
Alanda Knox
Wayne Wudyka – *excused*

Also present: Steve Baker, City Council Liaison
Vivian Carmody, Berkley DDA Director
Colleen Hill-Stramsak, HRC
- III. **APPROVAL OF AGENDA:** On motion by Gavin and second by Gilbert, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Regular Meeting of November 8, 2017: On motion by Drakopoulos and second by Gavin, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**
Gavin reported the year-to-date balance of Revenues is \$208,183.12. The personal property tax reimbursement was received for @\$26,000, less than the @\$29,000 that was expected, and the Finance Director is checking into the discrepancy. Year-to-date expenditures from Dept. 175 (Administration) @\$20,750; from Dept. 824 (special events/lights) @\$8,100; from Dept. 829 (Streetscape and Design) @\$33,130, including @\$15,130 for Design Guidelines. Total year-to-date expenditures are just under \$93,000, and the current fund balance is @\$280,000.

Drakopoulos moved to accept and approve the Treasurer’s Report, Dean seconded, and the motion was unanimously approved by the Board.

VI. DISCUSSION/ACTION ITEMS:

A. Coolidge Crosswalks – Additional Funding:

Carmody noted that the Board had previously approved funding not to exceed \$73,000 for construction of two crosswalks for Coolidge, one at Dorothea and one at Earlmont. Bids were received from three contractors, J. Ranck Electric, Rauhorn Electric, and Dan's Excavating, with the base bid from Dan's coming in at \$69,593.56 (completion by the end of December), alternate bid of \$69,286.32 (completion by April 2018), and alternate bid of \$41,470.20 for a single crosswalk (at Dorothea).

Hill-Stramsak (HRC) has worked with Dan's Excavating a lot and is confident in their construction skills. In addition to the construction costs, engineering costs were expected to be @\$13,000. Carmody preferred to go forward with construction of both crosswalks if the Board would approve the additional cost (@\$11,000 above the initial approved allocation to be pulled out of the fund balance). Hill-Stramsak said if the concrete work is done right away, it would take five days on-site then a couple of weeks before they erect the remainder (posts, etc.). Bad weather conditions are the only thing that could cause change orders/delays.

Gilbert moved to increase the budget for crosswalk construction by \$11,000 and transfer that amount from the fund balance, Drakopoulos seconded, and the motion was unanimously approved by the Board.

Drakopoulos moved to award the crosswalk construction contract to Dan's Excavating for their base bid of \$69,593.56, Gilbert seconded, and the motion was unanimously approved by the Board.

The City has agreed to pay the inspection fee from RCOC.

B. MHG Jewelry Façade Grant:

Carmody included the MHG Jewelry application in the packet e-mailed to the Board. Passalacqua reported on the Design Committee review of the application, which he noted met all the criteria established by the guidelines for making a full maximum award of \$2,000.00.

Dean moved to approve awarding a \$2,000 matching grant to MHG Jewelry for their façade improvements, Drakopoulos seconded, and the motion was unanimously approved by the Board.

C. Country Oven Façade Grant:

Carmody included the Country Oven application in the packet e-mailed to the Board. Passalacqua reported on the Design Committee review of the application, which met 70% of the guideline criteria or for an award of \$1,400.00.

Drakopoulos moved to approve awarding a \$1,400 grant to Country Oven for their façade (signage) improvements, Dean seconded, and the motion was unanimously approved by the Board.

D. Main Street Now Conference Scholarships:

Carmody included information detailing the approximate costs of attending the *Main Street Now* conference in Kansas City March 26-28 and suggested funding seven scholarships for \$700 each. Included in the Board packet was an application to attend with the individual costs detailed. If attendees are given a scholarship, they will be expected to make a presentation to the Board about what they learned and how it can be applied to betterment of the District and the Main Street program.

Applicants should indicate their interest in attending before the January early registration deadline.

Drakopoulos moved to authorize up to seven scholarships for the anticipated full attendance cost of \$1,200 per scholarship, Passalacqua seconded, and the motion was unanimously approved by the Board.

VII. Committee Reports – Not applicable this meeting.

VIII. Staff & Community Reports:

A. Executive Director – Vivian Carmody

Carmody reminded Board members of the two sessions to review the Market Analysis draft presentation by Mike Byrne, one Thursday evening, 11/29, and the other Friday morning, 11/30. She polled the Board to find out which session each wanted to attend.

The detailed map of downtown shopping and dining businesses was almost complete. Carmody said they were anticipating printing an initial run of 5,000 maps that would be distributed to the businesses, mailed to new residents by the Chamber, and available on the Web site and at City Hall.

Everyone agreed to keep the meeting date (second Wednesday), meeting time (8:30 AM), and location the same for 2018.

B. City Council – Baker reported that the new Council had been sworn in at the previous meeting. Berkley has 30 days to fill the vacancy created on the Council by the election of Dan Terbrack as mayor and is accepting applications until noon on November 29. The applications will be reviewed and whittled down to four or five people who will make their presentations to Council at the next meeting, and then Council will vote for the new Council person at the meeting after that.

He congratulated the DDA Board and Carmody for the progress made over the last year.

C. Planning Commission – Absent – no report. Baumgarten reported that the most recent meeting had been cancelled and that the PUD on Coolidge will be reviewed on December 12, at which time the Commission could approve the plan and send it on to City Council.

D. Chamber of Commerce: Absent – no report.

IX. Board of Directors Comments: Onesko thanked Board members for their work in 2017. He reported that the Fifth Third Bank building on Coolidge had a buyer, a developer who will be looking for a tenant. He plans to meet with the buyer soon. Baumgarten knows him well from his time in Lathrup Village and thinks highly of him.

X. Public Comments: None.

XI. Adjournment:

The meeting was adjourned at 9:31 AM on motion by Passalacqua and second by Dean. The motion was approved unanimously by the Board.

- 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 17th 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.