

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of November 14, 2018
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. Chemistry Salon Façade Grant Application
 - B. MSOC Technical Visit Support
 - C. E.D. Contract
- VII. Standing Committee Updates
 - A. Business Development Committee – Bryan Schnicker
 - B. Design Committee – Matteo Passalacqua
 - C. Marketing & Promotions – Jennifer Finney
 - D. Organization – Larry Gallagher
- VIII. Staff & Community Updates:
 - A. Executive Director
 - 1. MOGO Update
 - 2. Coolidge Update
 - 3. Downtown Design Overlay District / Design Review Board Update
 - 4. Downtown Strategic Plan & Parking Study Update
 - 5. Public Art Update
 - B. City Council – Steve Baker
 - C. Planning Commission – Matt Trotto
 - D. Chamber of Commerce – TBD
- IX. Board of Directors' Comments
- X. Public Comments
- XI. Adjournment

- I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Jennifer Finney
Maggie Gable
Lawrence Gallagher
Andy Gilbert
Eli Hurwitz
Alanda Knox
Mitchell Moses
Matteo Passalacqua
Razur Rahman
Wayne Wudyka

Absent: Bryan Schnicker – *excused*

Also present: Vivian Carmody, Berkley DDA Director
Tim Nathan, Resident
Matt Trotto, Planning Commission Liaison
Wendi Zabranski, Resident
- III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Moses, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Regular meeting of October 10, 2018: On motion by Dirkse and second by Knox, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Moses reported that revenues and expenses for the last month were within range and that the @\$17,000 in additional revenue for the DDA hasn't been posted yet.

Drakopoulos moved to receive and file the Treasurer's Report, Knox seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**
A. Folio Offices Façade Grant Application
The owners of the Folio office building at 2838 and 2850 Coolidge applied for a façade matching grant asking for the maximum grant of \$5,000.00, as their expenses will be in excess of \$20,000.00. After they submitted their application showing a structural steel awning, they submitted another option with a canvas awning instead of metal that would save them @\$2,000. The Board discussed approving the grant for less than \$5,000 if canvas were used for the awning as opposed to

approving the maximum if steel was chosen. The metal option is more attractive, is more durable, has a longer life, and was the preferred choice by Board members, several of whom expressed the idea that the purpose of the grant is to encourage the use of higher quality materials for renovations.

Knox moved to approve Folio's application for a matching grant in the amount of \$5,000.00 if a metal awning is installed and to approve a lower amount, \$2,500.00, if canvas is chosen instead. Drakopoulos seconded the motion, and it was unanimously approved by the Board.

VII. Standing Committee Updates

Business Development Committee: Bryan Schnicker

In Schnicker's absence, Carmody reported that the First Impressions teams have been formed from the Design and Business Development committees and will be visiting Clawson with team members focusing on different areas of their expertise. All areas of Clawson's downtown will be critiqued. Their critiques are due at the next Design Committee meeting and then their findings/impressions will be reported to the Clawson DDA. The Clawson DDA will do a similar visit and report to Berkley on their findings/impressions.

Marketing and Promotions: Jennifer Finney

Finney reported that the radio advertising will run for another two weeks, once in November for Small Business Saturday and again on 12/7. The DDA ran a holiday promotion section in C&G Newspapers, and the committee is now focusing on MerriMonth activities and recruiting businesses to take part in events. They had a visit from Rainbow Girls, who will babysit for attendees' children at the Berkley Masonic Temple from 4:30 to 9:30 at the 12/7 Shopping Night. The cost is \$20 per child with proceeds to the Stephen Sillers Tunnel to Towers Foundation and Berkley Rainbow Assembly. The committee is also looking for a sponsor or sponsors for the party bus for Art and About, Ladies Night Out, and MerriMonth, at a cost of \$2,500-\$3,000 for all the events. Passalacqua suggested the DDA attach a magnetic sign to the bus/limo that advertises the DDA's promotion of the events.

Design Committee: Matteo Passalacqua

Passalacqua reported earlier on the First Impressions Clawson visit.

Organization Committee: Larry Gallagher

Gallagher reported the committee met 10/25 and is finalizing plans for the video that should be released in January or February. The Director's (Carmody) contract is coming up for renewal at the end of the year, and they are discussing the terms of the renewal. The City Manager and DDA Treasurer will review the proposed contract, so that it can be brought to the Board at the December meeting for their action.

Carmody reported on the Main Street Now conference to be held March 25-27, 2019 in Seattle. Oakland County is offering two free registrations and a travel allowance of \$500.00 to every select level community. She urged Board members to indicate their interest as soon as possible. Discounted reservations for members of city government are also being offered.

VIII. Staff & Community Updates:

A. Executive Director

1. DDA Video

Carmody reported that each committee chair will be sent talking points to address in their one-minute portions of the video soon to go into production. She asked them to practice what they will say to be ready for filming by the videographer after the December Board meeting.

2. MOGO Update

Carmody said there's nothing new to report.

3. Coolidge Update

Another public input session on the plan will be held 11/28; a resolution of support for the project will be reviewed by City Council at their 12/17 meeting.

4. Downtown Design Guidelines / Design Review Board Update

A slightly revised ordinance will be sent to the Planning Commission for review the week of Nov. 19.

5. Downtown Strategic Plan & Parking Study Update

Approximately 55 people attended the public input session held at the Collaborative Center on Nov. 13, and an open session was being held at the former Right Moves shop on 12 Mile on Nov. 14 from 11:00 to 2:00.

6. Public Art Update

A 3-D rendering will be sent to Trotto to work on lighting the art.

B. City Council – Steve Baker: Absent.

In Baker's absence, Baumgartner reported the next Council meeting is November 19, with an all-day work session on 11/16 to work on goals for 2019. When asked about the schedule for beginning infrastructure improvements he said engineering will be put out to bid soon but actual construction won't start until after July 1, 2019. Seven half-mile sections of road/sewers are being targeted. The City will be revisiting ways to change the community center plan to make it more acceptable to the community.

Passalacqua noted that with the passage of Proposal 1 legalizing recreational marijuana, the City and DDA need to work together in establishing a position on cannabis-related businesses in Berkley.

C. Planning Commission – Matt Trotto

Trotto reported the Commission is working on issues with participation plans, exterior appliances, and the overlay district.

D. Chamber of Commerce: Absent – no report.

IX. Board of Directors Comments: None.

X. Public Comments:

Zabranski noted that there would have been a larger "no" vote on the community center bond if the opposition had been more organized and active.

Nathan asked about the date of the public input session on the Coolidge lane reduction.

XI. Adjournment:

The meeting was adjourned at 9:25 AM on motion by Passalacqua and second by Drakopoulos.

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	YTD BALANCE 12/31/2018 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/18 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDTG USED
Fund 814 - DDA							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,735.00	39,735.00	34,918.30	0.00	4,816.70	87.88
814-001-401-001	PROPERTY TAX CAPTURE - DDA	193,756.00	193,756.00	188,497.86	0.00	5,258.14	97.29
814-001-401-850	PPT - CURRENT YR DEL	0.00	0.00	(3,661.19)	0.00	3,661.19	100.00
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.00	26,750.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	2,029.00	2,029.00	26,335.80	0.00	414.20	98.45
814-001-664-000	INVESTMENT EARNINGS	0.00	0.00	1,229.53	0.00	799.47	60.60
814-001-670-000	REIMBURSEMENTS	0.00	0.00	6,000.00	0.00	(6,000.00)	100.00
814-001-674-005	MERCHANDISE REVENUE	0.00	1,500.00	390.00	0.00	1,110.00	26.00
814-001-675-000	CONTRIBUTIONS	20,650.00	0.00	0.00	0.00	0.00	0.00
814-001-675-004	T-SHIRT SALES	1,500.00	0.00	1,055.00	0.00	(1,055.00)	100.00
814-001-675-005	CORPORATE DONATIONS	5,000.00	5,000.00	2,500.00	0.00	2,500.00	50.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	20,650.00	1,970.00	1,970.00	18,680.00	9.54
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	2,500.00	9,990.00	0.00	(7,490.00)	399.60
Net - Dept 001 - REVENUES		291,920.00	291,920.00	269,225.30	1,970.00	22,694.70	
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	850.00	850.00	604.00	0.00	246.00	71.06
814-175-814-001	WEBSITE	300.00	300.00	0.00	0.00	300.00	0.00
814-175-817-008	BOARD STRATEGIC PLANNING	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	48,000.00	20,000.00	0.00	28,000.00	41.67
814-175-940-000	EQUIPMENT RENTAL	6,000.00	0.00	0.00	0.00	0.00	0.00
814-175-946-001	OFFICE SPACE RENTAL	0.00	6,000.00	0.00	0.00	6,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	1,950.00	1,950.00	13.50	0.00	1,936.50	0.69
Net - Dept 175 - DDA ADMINISTRATION		(58,600.00)	(58,600.00)	(20,617.50)	0.00	(37,982.50)	
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Net - Dept 265 - CITY HALL		(2,500.00)	(2,500.00)	0.00	0.00	(2,500.00)	
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SERVICES - LABOR	6,000.00	6,000.00	4,000.00	2,000.00	2,000.00	66.67
814-822-803-000	MEMBERSHIPS AND DUES	600.00	600.00	492.00	0.00	108.00	82.00
814-822-807-000	AUDIT SERVICES	1,500.00	1,500.00	1,246.97	0.00	253.03	83.13
814-822-818-000	SERVICES	2,400.00	0.00	150.00	0.00	(150.00)	100.00
814-822-818-205	SECRETARIAL SERVICES	0.00	2,400.00	450.00	0.00	1,950.00	18.75
814-822-853-000	TELEPHONE	540.00	540.00	0.00	0.00	540.00	0.00
Net - Dept 822 - DDA OPERATIONS		(11,040.00)	(11,040.00)	(6,338.97)	(2,000.00)	(4,701.03)	
Dept 824 - SPECIAL EVENTS							
814-824-715-000	FICA	12.00	12.00	0.00	0.00	12.00	0.00
814-824-716-000	HDLO	102.00	102.00	1.68	0.00	100.32	1.65
814-824-722-000	SICK LEAVE	8.00	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	5,000.00	5,000.00	590.00	0.00	4,410.00	11.80
814-824-817-010	LADIES NIGHT OUT	3,000.00	3,000.00	2,493.90	0.00	506.10	83.13
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,200.00	2,400.00	1,200.00	0.00	1,200.00	50.00
814-824-817-012	ART BASH	500.00	500.00	0.00	0.00	500.00	0.00
814-824-817-013	STREET ART FEST	500.00	500.00	500.00	0.00	0.00	100.00
814-824-817-014	OAKLAND COUNTY IRISH FEST	500.00	500.00	500.00	0.00	0.00	100.00

User: lfielder

PERIOD ENDING 12/31/2018

% Fiscal Year Completed: 50.41

GL NUMBER	DESCRIPTION	2018-19		YTD BALANCE 12/31/2018 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/18 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDDT USED
		ORIGINAL BUDGET	AMENDED BUDGET				
Fund 814 - DDA							
814-824-817-015	HOLIDAY LIGHTS	22,000.00	22,000.00	0.00	0.00	22,000.00	0.00
814-824-817-016	ART & ABOUT	5,000.00	5,000.00	2,154.32	0.00	2,845.68	43.09
Net - Dept 824 - SPECIAL EVENTS		(37,822.00)	(39,022.00)	(7,439.90)	0.00	(31,582.10)	
Dept 826 - MARKETING AND ADVERTISING							
814-826-758-000	PROGRAM SUPPLIES	0.00	0.00	244.97	0.00	(244.97)	100.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	0.00	3,500.00	0.00	0.00	3,500.00	0.00
814-826-901-000	ADVERTISING/MARKETING	35,000.00	35,000.00	25,865.99	0.00	9,134.01	73.90
814-826-901-001	GENERAL MARKETING	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
Net - Dept 826 - MARKETING AND ADVERTISING		(37,000.00)	(40,500.00)	(26,110.96)	0.00	(14,389.04)	
Dept 827 - MARKET DEVELOPMENT							
814-827-758-000	PROGRAM SUPPLIES	3,500.00	0.00	0.00	0.00	0.00	0.00
Net - Dept 827 - MARKET DEVELOPMENT		(3,500.00)	0.00	0.00	0.00	0.00	
Dept 829 - STREETSCAPE & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	3,500.00	3,500.00	0.00	0.00	3,500.00	0.00
814-829-818-200	FLOWER BASKET PROGRAM	27,735.00	27,735.00	0.00	0.00	27,735.00	0.00
814-829-818-201	PUBLIC ART/PLACEMAKING	7,500.00	7,500.00	6,205.76	0.00	1,294.24	82.74
814-829-818-203	MARKET ANALYSIS	60,000.00	0.00	0.00	0.00	0.00	0.00
814-829-818-206	DOWNTOWN PLAN	0.00	60,000.00	22,270.79	0.00	37,729.21	37.12
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	25,000.00	25,000.00	2,837.50	0.00	22,162.50	11.35
814-829-974-301	BERKLEY HIGH GARDEN CLUB	0.00	300.00	0.00	0.00	300.00	0.00
Net - Dept 829 - STREETSCAPE & DESIGN		(123,735.00)	(124,035.00)	(31,314.05)	0.00	(92,720.95)	
Dept 830 - BUSINESS DEVELOPMENT							
814-830-814-002	BUSINESS DATABASE CRM	299.00	299.00	224.85	0.00	74.15	75.20
814-830-818-204	BUSINESS RECRUITMENT	5,000.00	5,000.00	2,500.00	0.00	2,500.00	50.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
814-830-960-110	QUARTERLY MERCHANT MEETINGS	400.00	400.00	275.40	0.00	124.60	68.85
Net - Dept 830 - BUSINESS DEVELOPMENT		(8,699.00)	(8,699.00)	(3,000.25)	0.00	(5,698.75)	
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETSCAPE IMPROVEMENTS	77,500.00	0.00	123.07	0.00	(123.07)	100.00
814-940-974-003	SIDEWALK REPAIR	300.00	0.00	300.00	0.00	(300.00)	100.00
814-940-974-005	WAYFINDING	30,000.00	30,000.00	0.00	0.00	30,000.00	0.00
814-940-974-300	COMPLETE STREETS	0.00	77,500.00	9,911.10	0.00	67,588.90	12.79
Net - Dept 940 - PUBLIC IMPROVEMENT		(107,800.00)	(107,500.00)	(10,334.17)	0.00	(97,165.83)	
Fund 814 - DDA:							
TOTAL REVENUES		291,920.00	291,920.00	269,225.30	1,970.00	22,694.70	92.23
TOTAL EXPENDITURES		390,696.00	391,896.00	105,155.80	2,000.00	286,740.20	26.83

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Fund 814 - DDA							
NET OF REVENUES & EXPENDITURES		(98,776.00)	(99,976.00)	164,069.50	(30.00)	(264,045.50)	164.11
BEG. FUND BALANCE		280,784.64	280,784.64	280,784.64			
NET OF REVENUES/EXPENDITURES - 2017-18				(81,062.06)		(81,062.06)	
END FUND BALANCE		182,008.64	180,808.64	363,792.08			