

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of March 13, 2019
- V. Treasurer's Report
- VI. Discussion/Action Items
 - A. FY 2020/21 forecast budget
- VII. Student Board Member Updates and Presentations – possible demo
- VIII. Standing Committee Updates
 - A. Business Development Committee – No Report
 - B. Design Committee – No Report
 - C. Marketing & Promotions – Jennifer Finney
 - a. Main Street Now 2019 update
 - D. Organization – Larry Gallagher
- IX. Staff & Community Updates:
 - A. Executive Director
 1. Coolidge Complete Streets Update
 2. MOGO Station Sites
 3. Public Art project
 - B. City Council – Steve Baker
 - C. Planning Commission – Matt Trotto
 - D. Chamber of Commerce – TBD
- 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 Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten
Petro Drakopoulos
Jennifer Finney
Maggie Gable
Lawrence Gallagher
Andy Gilbert
Eli Hurwitz
Mitchell Moses
Matteo Passalacqua
Wayne Wudyka

Absent: Donna Dirkse – *excused*
Alanda Knox – *excused*
Razur Rahman – *excused*
Bryan Schnicker – *excused*

Also present: Steve Baker, City Council Liaison
Adam Carbeck, Chamber of Commerce Liaison
Vivian Carmody, Berkley DDA Director
Charles Tyrrell, Resident
Jason Cauley, 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 February 13, 2019: On motion by Gallagher and second by Agbay, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that most of the expenses are in for this year and that the fund balance is where it was expected to be at this point in the year.

Agbay moved to approve the Treasurer's Report, Wudyka seconded, and the motion was unanimously approved by the Board.

VI. **DISCUSSION/ACTION ITEMS:**

A. Coolidge Bid Restriping Bid Contract

Carmody reported that the \$8,000.00 bid and contract for construction engineering from Spalding DeDecker had been approved at the prior month's meeting. Spalding DeDecker recommended that a 5% contingency (@ \$3,600) should be added to the construction cost (\$71,858.73) to bring the

total cost up to (not to exceed) \$75,500.00. Baumgarten noted that the city has an ongoing contract to maintain the lane lines as they fade over time.

Agbay moved to approve the construction bid of P.K. Contracting in an amount not to exceed \$75,500.00, Gallagher seconded, and the motion was unanimously approved by the Board.

B. DDA FY 2019/20 Budget

Moses outlined highlights of the proposed budget, a copy of which had been sent to the Board prior to the meeting. The goal, as in prior years, is to spend the fund balance down to @21% or @ \$72,000 at the end of the fiscal year. Income from the tax capture increases every year with rising property values.

Most continuing line items are budgeted approximately the same as they have been in prior years. Moses noted the Director's compensation is increased to \$59,000.00 and office rent for the Director is projected at \$6,000.00. A new expense for the Downtown Berkley Partners Non-Profit (the 501c3) will cover the IRS application fee and opening an account to set aside funds.

A line item for Wayfinding (signage in the district) is budgeted at \$115,000 in fiscal year 2019/20. Carmody and Passalacqua noted discussion about taking @\$25,000 for Robina/12 Mile enhancements and about \$10,000 for a parking lot improvement grant program (aesthetic, not paving) from that Wayfinding line item. Carmody noted the Wayfinding could be stretched out into three phases rather than two to cover those two design projects, leaving @\$80,000 for Wayfinding.

Moses asked to see details of sign placement and costs, and Carmody said she would send the Board Corbin's cost breakdown and recommended 2-phase schedule. Gilbert asked if the Wayfinding (signage) that the City is funding (signs not in the DDA district) was planned to be spread out over more than one year, and Baumgarten noted that decision hasn't been finalized.

Board members discussed the impact of completing the Wayfinding project versus diverting some of the money budgeted (@\$35,000) to Robina/12 Mile and parking lot improvements. Opinion was split. Carmody noted that the draft budget reflected "buckets" that could be amended during the year as priorities and circumstances change. She was hesitant about having the fund balance drop too low and would find out if there's a benchmark figure for DDA fund balances at a meeting of the Michigan Downtown Association in Lansing the next day.

Drakopoulos moved to approve the 2019/20 budget as submitted, Agbay seconded, and the motion was approved by the Board with Passalacqua abstaining.

C. MSOC Market Positioning Workshop

Carmody presented a description of the Market Positioning Workshop offered by the National Main Center will take place sometime in the summer. The workshop is free and will take the form of a pre-visit to the community, an on-site visit, and follow up evaluation/report. Carmody said it would be a good follow up to the Downtown Master Plan and formulating a market position statement. Berkley's Business Development Committee would be active in the process.

Agbay moved to support Berkley's DDA taking part in the workshop, Drakopoulos seconded, and the motion was unanimously approved by the Board.

VII. Student Board Member Updates and Presentations

Hurwitz reported that Berkley High had their Senior Bear Awards (their version of the Grammys), their musical "Disaster" will be performed March 22 through 24, and they have a blood drive coming up. Hurwitz and Gable are fine tuning their video submission for the upcoming MSOC Awards. Their Story Maps presentation could be ready for the April Board meeting.

VIII. Standing Committee Updates

Business Development Committee: Bryan Schnicker

In Schnicker's absence, Carmody reported the committee had been working on the budget for the new fiscal year and with Oakland County on retail recruitment. They're also working with the Chamber to better coordinate events for business owners (meet and greets).

Design Committee: Matteo Passalacqua

Passalacqua reported their committee had been working on design ideas for Robina/12 Mile, the downtown plan, their overall vision, and aesthetics.

Marketing and Promotions: Jennifer Finney

Finney reported the committee has been getting ready for the first Ladies Night Out (3/28), Art and About, marketing plans, and coop advertising opportunities. They will need a new committee chair for Art and About.

Organization Committee: Larry Gallagher

Gallagher reported their committee had been focusing on the budget, tweaking the video, the 501c3 application, and evaluating possible replacements for the three seats on the Board that will need to be filled this year when terms expire.

IX. Staff & Community Updates:

A. Executive Director

1. Downtown Berkley Master Plan Public Input Session #2 – Online Survey

Carmody reported the second session was held February 28 and the online survey is still open for comments.

2. Multi-community Planning Process Public Input Session - March 14 (Berkley

Carmody asked for Board representation at the session to be held March 14 at Public Safety from 6:00 to 8:00 PM.

3. MOGO Station Sites

Carmody reported that locations at the library and Robina and 12 Mile had been tentatively identified, but that she was still working with MoGo, DPW and Public Safety to finalize. Installation could take place around June 1.

4. Design Overlay District Update

Carmody reported that the Planning Commission approved the overlay and that it would be submitted to Council for approval in April.

5. Public Art Project

Carmody reported that after initially stalling, the project is moving along. The goal is to have the majority of the cost funded with a matching grant from Patronicity and MEDC.

B. City Council – Steve Baker

Baker reported that the City and DIA are working on the Inside Out public art installations. The Road Commission is working on plans for 12 Mile resurfacing in 2020. Public sentiment for allowing recreational marijuana businesses in Berkley is running about 60% in favor. The Michigan Municipal League noted that the city was lauded in a third-party webinar for its handling of the issue.

C. Planning Commission – Matt Trotto

In Trotto's absence, Baumgarten reported the Commission is working on the Master Plan update. Folio's revised façade plan was approved.

D. Chamber of Commerce – Adam Carbeck

Carbeck reported that Hometown Art would kick off March 14 with student art being displayed at around a dozen businesses in the city. The next Chamber Chat is March 15 at Vibe Credit Union. The State of Your Business is scheduled for March 27 at Berkley High School. Art Bash is scheduled for June 8, and Berkley Street Art Fest July 13. The Chamber is planning to survey all its members about their experience and ways to improve the Chamber.

X. Board of Directors Comments:

Gilbert announced his store would host one of the Hometown Art displays. The students put together a clever artwork using broken and damaged eyewear.

XI. Public Comments:

Charles Tyrrell asked what the charitable purpose of the 501c3 was, and how the 501c3 could be defined as charitable. Carmody responded that it would be a partner organization for the DDA. The non-profit would focus on beautification and preservation related activities in the DDA District. The IRS recognizes that as a charitable purpose.

XII. Adjournment:

The meeting was adjourned at 9:59 AM on motion by Drakopoulos and second by Baumgarten.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 03/31/2019
 % Fiscal Year Completed: 75.07

GL NUMBER	DESCRIPTION	END BALANCE	2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		06/30/2018 NORM (ABNORM)	AMENDED BUDGET	03/31/2019 NORM (ABNORM)	MONTH 03/31/19 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	39,733.07	39,735.00	35,363.97	0.00	4,371.03	89.00
814-001-401-001	PROPERTY TAX CAPTURE - DDA	203,008.50	210,756.00	203,015.81	5,256.81	7,740.19	96.33
814-001-401-850	PPT - CURRENT YR DEL	(939.96)	0.00	(3,661.19)	0.00	3,661.19	100.00
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.67	0.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	0.00	26,750.00	26,335.80	0.00	414.20	98.45
814-001-664-000	INVESTMENT EARNINGS	2,844.96	2,029.00	2,465.95	0.00	(436.95)	121.54
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	120.00	0.00	0.00	0.00	0.00	0.00
814-001-675-004	T-SHIRT SALES	0.00	0.00	1,055.00	0.00	(1,055.00)	100.00
814-001-675-005	CORPORATE DONATIONS	0.00	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	16,550.00	190.00	4,100.00	80.15
814-001-675-814	EVENT SPONSORSHIPS	8,035.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		279,552.24	308,920.00	290,015.34	5,446.81	18,904.66	93.88
TOTAL REVENUES		279,552.24	308,920.00	290,015.34	5,446.81	18,904.66	93.88
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-728-000	OFFICE SUPPLIES	704.00	850.00	267.39	72.84	582.61	31.46
814-175-814-001	WEBSITE	291.85	300.00	0.00	0.00	300.00	0.00
814-175-817-008	BOARD STRATEGIC PLANNING	0.00	1,500.00	2,500.00	0.00	(1,000.00)	166.67
814-175-818-000	CONTRACTUAL SERVICES	48,000.00	48,000.00	38,469.75	4,750.00	9,530.25	80.15
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	10,171.17	1,950.00	1,119.44	1,030.94	830.56	57.41
Total Dept 175 - DDA ADMINISTRATION		59,167.02	58,600.00	42,356.58	5,853.78	16,243.42	72.28
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	0.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	6,000.00	6,000.00	4,000.00	0.00	2,000.00	66.67
814-822-803-000	MEMBERSHIPS AND DUES	320.83	600.00	492.00	0.00	108.00	82.00
814-822-807-000	AUDIT SERVICES	1,684.95	1,500.00	1,442.97	0.00	57.03	96.20
814-822-818-000	SERVICES	1,950.00	0.00	0.00	0.00	0.00	0.00
814-822-818-205	SECRETARIAL SERVICES	0.00	2,400.00	1,350.00	150.00	1,050.00	56.25
814-822-825-000	CITY ATTORNEY	36.00	0.00	0.00	0.00	0.00	0.00
814-822-853-000	TELEPHONE	0.00	540.00	784.00	45.00	(244.00)	145.19
814-822-864-000	MEETINGS & CONFERENCES	50.00	0.00	0.00	0.00	0.00	0.00
Total Dept 822 - DDA OPERATIONS		10,041.78	11,040.00	8,068.97	195.00	2,971.03	73.09
Dept 824 - SPECIAL EVENTS							
814-824-709-000	OVERTIME	0.00	500.00	274.64	0.00	225.36	54.93
814-824-715-000	FICA	0.00	12.00	21.00	0.00	(9.00)	175.00
814-824-716-000	DENTAL-VISION/LIFE-DISABILITY/HCS	0.34	102.00	2.99	0.00	99.01	2.93

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Fund 814 - DDA							
Expenditures							
814-824-722-000	SICK LEAVE	0.00	8.00	0.00	0.00	8.00	0.00
814-824-817-009	MERRIMONTH	3,611.35	5,000.00	3,706.11	513.44	1,293.89	74.12
814-824-817-010	LADIES NIGHT OUT	3,048.75	3,000.00	2,700.90	100.00	299.10	90.03
814-824-817-011	DOWNTOWN SUMMER CONCERTS	0.00	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	509.48	0.00	(9.48)	101.90
814-824-817-014	OAKLAND COUNTY IRISH FEST	17.07	500.00	518.22	0.00	(18.22)	103.64
814-824-817-015	HOLIDAY LIGHTS	23,025.10	21,500.00	19,035.00	0.00	2,465.00	88.53
814-824-817-016	ART & ABOUT	2,949.25	5,000.00	2,154.32	0.00	2,845.68	43.09
Total Dept 824 - SPECIAL EVENTS		33,651.86	39,022.00	30,122.66	613.44	8,899.34	77.19
Dept 826 - MARKETING AND ADVERTISING							
814-826-758-000	PROGRAM SUPPLIES	1,117.16	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	20,653.75	35,000.00	33,675.99	500.00	1,324.01	96.22
814-826-901-001	MAP UPDATE & REPRINT	5,175.00	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		26,945.91	40,500.00	33,920.96	500.00	6,579.04	83.76
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	0.00	3,500.00	2,386.00	542.50	1,114.00	68.17
814-829-818-200	FLOWER BASKET PROGRAM	23,732.31	27,735.00	0.00	0.00	27,735.00	0.00
814-829-818-201	PUBLIC ART/PLACEMAKING	5,357.78	7,500.00	6,205.76	0.00	1,294.24	82.74
814-829-818-202	DESIGN GUIDELINES	77,661.71	0.00	0.00	0.00	0.00	0.00
814-829-818-206	DOWNTOWN PLAN	0.00	75,000.00	51,877.42	6,954.18	23,122.58	69.17
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	8,543.50	25,000.00	14,337.50	7,000.00	10,662.50	57.35
814-829-974-301	BERKLEY HIGH GARDEN CLUB	0.00	300.00	0.00	0.00	300.00	0.00
Total Dept 829 - STREETScape & DESIGN		115,295.30	139,035.00	74,806.68	14,496.68	64,228.32	53.80
Dept 830 - BUSINESS DEVELOPMENT							
814-830-814-002	BUSINESS DATABASE CRM	249.50	299.00	274.85	0.00	24.15	91.92
814-830-818-203	MARKET ANALYSIS	19,517.50	0.00	0.00	0.00	0.00	0.00
814-830-818-204	BUSINESS RECRUITMENT	2,500.00	5,000.00	2,500.00	0.00	2,500.00	50.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	2,997.50	3,000.00	599.09	424.09	2,400.91	19.97
814-830-960-110	QUARTERLY MERCHANT MEETINGS	0.00	400.00	275.40	0.00	124.60	68.85
Total Dept 830 - BUSINESS DEVELOPMENT		25,264.50	8,699.00	3,649.34	424.09	5,049.66	41.95
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	77,082.35	2,000.00	123.07	0.00	1,876.93	6.15
814-940-974-003	SIDEWALK REPAIR	0.00	0.00	300.00	0.00	(300.00)	100.00
814-940-974-005	WAYFINDING	13,165.58	0.00	0.00	0.00	0.00	0.00
814-940-974-300	COMPLETE STREETS	0.00	107,500.00	20,521.10	60.00	86,978.90	19.09
Total Dept 940 - PUBLIC IMPROVEMENT		90,247.93	109,500.00	20,944.17	60.00	88,555.83	19.13
TOTAL EXPENDITURES		360,614.30	408,896.00	213,869.36	22,142.99	195,026.64	52.30

04/05/2019 08:51 AM
 User: mpollock
 DB: City Of Berkley

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Fund 814 - DDA									
Fund 814 - DDA:									
	TOTAL REVENUES	279,552.24	308,920.00	290,015.34		5,446.81	18,904.66	93.88	
	TOTAL EXPENDITURES	360,614.30	408,896.00	213,869.36		22,142.99	195,026.64	52.30	
	NET OF REVENUES & EXPENDITURES	(81,062.06)	(99,976.00)	76,145.98		(16,696.18)	(176,121.98)	76.16	
	BEG. FUND BALANCE	280,784.64	199,722.58	199,722.58					
	END FUND BALANCE	199,722.58	99,746.58	275,868.56					

BERKLEY DDA

Retro Feel. Metro Appeal.

Berkley DDA Memo

To: DDA Board of Directors

From: Vivian Carmody

Date: April 09, 2019

Subject: DDA unexpected increased tax capture _ revenues and how to spend it

I met with the City of Berkley Finance Director, Mark Pollock, this morning to discuss the DDA's FY 2019/20 budget in advance of its presentation to City Council. I was pleasantly surprised to find out about a projected increase to the DDA's tax capture – Dept. 814-001-401-001. The increase is estimated to be \$26,500 for FY 1920/21.

This increase is a TIF capture amount based on the increased (captured) taxable value of the DDA properties from the new millage levied by the City for Capital Improvements (mostly roads). The millage will levy 2 mills for 10 years, from 2019 through 2028. The money raised by the City, which will be approximately \$1,142,783 during the first year, will be used to acquire and construct capital improvements for the city, including roads, streets, water, sewer and other capital improvement projects.

With this increase in revenue, we have a chance to revisit some potential projects that have been discussed in the past as well as one maybe one or two that are newer to the project bucket. I believe we should spend these funds on projects that improve and enhance the visual and interactive spaces in Downtown Berkley rather than target them towards events, marketing or advertising.

I think that we spend a bit of time at tomorrow's Board meeting to discuss the following options and give the DDA Finance Committee some direction as they get back to work on finalizing an amended budget for approval.

Potential projects include:

1. Putting the funds towards our Wayfinding project. We still won't have enough funds to complete the project in FY 2019/20 since the balance is about \$93,000, which we currently have budgeted in F& 2020/21.
2. Take the funds and put them towards beautification efforts. These might include:
 - a. Creating a dedicated fund for surface parking lot enhancements – this is a recommendation our consultants who are working on the Downtown Master Plan.
 - b. Enhancing the SE plaza area at the corner of Robina and 12 Mile. We will know by mid-April if we are moving up the ladder for the *Play Everywhere* grant to create a kids/adult play space. Other options can be a general

clean-up of the area with some demo work, repair, and plantings to make it more user friendly and visually appealing.

- c. Targeting the funds to work with the Berkley School District to enhance the High School parking lot along Coolidge by creating a small public area and artistic parking lot screen. This is another priority area that has been identified in the Downtown Master Plan process. I believe, based on conversations with School District staff that this could be a fabulous joint short-term project that would yield significant visible results.
- d. A combination of the above. Perhaps \$6,000 into a grant program for parking lot enhancements and \$20,000 towards a beautification project such as that in partnership with the school district.

After our discussion tomorrow, ideas and thoughts can go back to the DDA's finance committee for fine-tuning.

We will review and approve the final FY 2019/20 amended budget and FY 2020/21 forecasted budget at our May 8th meeting.