

### AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
  - A. Regular meeting of June 12, 2019
- V. Treasurer's Report
- VI. Discussion/Action Items
  - A. MoGo Agreements
    - a. MOU
    - b. Operating Agreement
  - B. Façade Grant Application
    - a. Pure Cure
  - C. Mural Applications
    - a. Folio Offices (2)
    - b. Neighbor's Shoppe
    - c. The Wedding Shoppe
  - D. Strategic Plan Update (July 13)
    - a. Master Plan Matrix
    - b. Strategic Plan Matrix
  - E. Executive Director's resignation and next E.D. hiring process
  - F. Retail Marijuana sub-committee discussion
- VII. Student Board Member Updates (on summer hiatus)
- VIII. Standing Committee Updates
  - A. Business Development Committee – Vivian Carmody
  - B. Design Committee – Vivian Carmody
  - C. Marketing & Promotions – Jennifer Finney
  - D. Organization – Larry Gallagher
- IX. Staff & Community Updates:
  - A. Executive Director
  - B. City Council – Steve Baker
  - C. Planning Commission – Matt Trotto
  - D. Chamber of Commerce – TBD
- X. Board of Directors' Comments
- XI. Public Comments – Please leave questions on sign in sheet; they will be answered in five business days.
- XII. Adjournment

- I. **CALL TO ORDER:** The meeting was called to order at 8:33 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**  
*Present:* Andrew Agbay  
Matthew Baumgarten  
Donna Dirkse  
Petro Drakopoulos  
Jennifer Finney  
Lawrence Gallagher  
Andy Gilbert  
Mitchell Moses  
Razur Rahman  
  
*Absent:* Maggie Gable – *excused*  
Eli Hurwitz – *excused*  
Matteo Passalacqua – *excused*  
Bryan Schnicker – *excused*  
Wayne Wudyka – *excused*  
  
*Also present:* Vivian Carmody, Berkley DDA Director  
Scott Francis, Berkley Board of Education (new Board member prospect)  
Chris Gross, Berkley Common (new Board member prospect)  
Kefentse Mandisa, Chamber of Commerce Liaison
- 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 May 8, 2019:** On motion by Agbay and second by Gallagher, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**  
Moses reported that one month before the end of the fiscal year, the fund balance was still @\$150,000 more than projected in the original budget, but @\$75,000 for the road diet work had not been paid out as they hadn't yet received the invoice.  
  
Gallagher moved to approve the Treasurer's Report, Baumgarten seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**  
**A. New Board Member prospect applications**  
Carmody lauded Gallagher's time and dedication at his last meeting serving on the Board (20+ years); he would be continuing on the Organization Committee.

**1. Scott Francis, Berkley Public Schools replacing Larry Gallagher**

Francis is Director of Curriculum and Technology for the Berkley School District and is also a district resident. He continues the district's long representation on the DDA Board.

**2. Chris Gross, 12 Mile business owner (Berkley Common) replacing Alanda Knox**

Gross is a self-employed CPA and part owner of the Berkley Common restaurant in the DDA district.

**3. Amanda Ramirez, at large and Design Committee member replacing Bryan Schnicker**

Ramirez has been a member of the Marketing and Promotions Committee and was a Berkley representative at the 2018 Main Street conference. She's employed at Ford Motors as an Engineering Planning Analyst.

Drakopoulos moved to approve the three prospective candidates for seats on the Board, Agbay seconded, and the motion was unanimously approved by the Board. Baumgarten noted that Council was scheduled to review the appointments and approve them at their July 1 meeting.

**B. Rowe Professional Services as needed Traffic Engineering Services Proposal**

Carmody reported that Cheryl Gregory, who had been providing these services to the DDA with her former employer, had moved on to Rowe Engineering and that this was merely an extension of the prior contract with her. The proposal calls for as-needed services not to exceed \$3,750.00 per year.

Agbay moved to approve the contract with Rowe/Gregory and Gallagher seconded. The motion was unanimously approved by the Board.

**C. G.M. Elliot, P.C. as needed DDA Attorney Services Proposal**

Carmody reported that Elliot, as well as being an attorney, is also an urban planner and very familiar with laws governing DDAs. Both Main Street Oakland County and the Michigan Downtown Association recommended as best practice to have as-needed attorney services. He has worked with Clawson and comes highly recommended. He submitted a proposal to charge \$75.00 per hour for his attorney services. Elliot's fee would be capped at \$2,000.00 per year. Carmody noted that adding Elliot to the team to work alongside Staran when necessary was similar to the way Gregory works with the City's engineer, HRC.

Moses moved to approve Elliot's proposal for as needed attorney services, and Agbay seconded. Baumgarten expressed concern about a possible conflict arising if, on behalf of the DDA, Elliot rendered an opinion that the city, through its attorney, Staran, disagreed with. Other Board members were comfortable with the arrangement and the reasonable fee.

Agbay, Dirkse, Drakopoulos, Finney, Gallagher, Gilbert, Moses, and Rahman voted in favor of the motion; Baumgarten voted against. The motion was approved.

**D. Executive Director Annual Review Process**

Carmody reported that to conform to best practices recommended by MSOC, she had submitted suggestions for a more robust Executive Director annual review, including a 3-4 months process. The Organization Committee would put together an Evaluation Committee in June; at the July Board meeting, those committee members would be recommended to the full Board for their input; the Evaluation Committee would develop the evaluation document in July and August; the evaluation would be completed in August and September; and the results would be presented to the Board at the September meeting. Baumgarten asked if the Evaluation Committee would meet with Board members one-on-one, which he would recommend, and Carmody said that could be added to the process. Moses recommended that the full Board be involved, with discussion in closed session. Baumgarten added that a district wide survey of businesses would also be useful. Both the School

Board and Council do such reviews and copies of the templates they use will be helpful in formulating the DDA's review guidelines.

**E. David Zinn, BSAF Mural Application**

The Berkley Street Art Fest (Chamber of Commerce) submitted an application to have David Zinn create two permanent murals at the Berkley Library and Balanced Health & Wellness. Zinn has taken part in the Chamber's Art Fest for two years doing sidewalk chalk art presentations for visitors.

Baumgarten moved to approve the application, Agbay seconded, and the motion was unanimously approved by the Board.

**F. Final FY 2019/20 DDA Budget**

Carmody reported that the only change to the budget the Board approved in April is the additional TIF revenue that they didn't know about then.

Moses moved to approve the 2019/20 budget as presented, Gallagher seconded, and the motion was unanimously approved by the Board.

**G. Board Member Sign-up for future City Council Meetings**

1. Carmody listed the City Council meeting dates through the end of the year and asked each Board member to pick a date they expect to be able to attend. The dates and members volunteering to attend are: 6/17; 7/1 – Agbay, Gilbert, Francis, and Gross; 8/12 – Finney; 9/16 – Dirkse; 10/7 – Gross; 10/21 – Moses and Francis; 11/18 – Moses; 12/2; 12/16 – Drakopoulos. Some Board members needed to check their schedules before committing.

**VII. Student Board Member Updates – Absent – No report**

**VIII. Standing Committee Updates**

**A. Business Development Committee: Mitchell Moses**

Moses was unable to attend the meeting. Carmody reported meeting with representative from Issues Media Group to fine tune their business-to-business outreach for possible investors, developers, or entrepreneurs interested in Berkley. MSOC is partnering with the DDA on cost.

**B. Design Committee: Matteo Passalacqua**

Carmody reported the committee is tweaking the façade grant criteria to include a matching grant of up to \$5,000.00 for esthetic parking lot improvements (beautification and enhancements). MSOC's Ron Campbell provides free design services.

**C. Marketing and Promotions: Jennifer Finney**

Finney reported the committee is working on their action plan for Ladies Night Out, rebranding the next one as Couples Night Out and recruiting more restaurants. The committee would like to collaborate more with the Chamber enlisting volunteers on Facebook for all city events. They also briefly discussed the next Art and About.

**D. Organization Committee: Larry Gallagher**

Gallagher reported the committee discussed the DDA budget, conducted interviews of prospective Board members, updated some of the by-laws, which are being reviewed by the DDA attorney, and worked on the 501c3 application and tweaking the video.

**IX. Staff & Community Updates:**

**A. Executive Director**

**1. Draft Master Plan Update and Strategic Plan Meeting – July 13**

Carmody reported that Lakota would have a 2-hour strategic planning session, Saturday, July 13, 8:00-10:00 AM, inviting City Council to join them for the first hour to review the draft Master

Plan. The meeting will be held in the Public Safety Conference Room. The second hour the Board will review the recommendations from National Main Street and incorporate that with the draft Master Plan to update the Strategic Plan. In the afternoon a public input session at the Art Fest on Coolidge will utilize an interactive “paint-by-numbers” format for visitors. Lakota will also have a tent displaying more boards showing the plan.

**B. City Council – Steve Baker – Absent**

In Baker’s absence, Baumgarten reported that the DDA was honored for their Main Street Oakland County certification at the last meeting. Twenty-fifth anniversary Dream Cruise preparations are ongoing, including T-shirts and other kinds of promotional items. Parks & Recreation will be installing a small merry-go-round type ride at Jaycee Park.

**C. Planning Commission – Matt Trotto: Absent – no report.**

**D. Chamber of Commerce – Kefense Mandisa**

Mandisa reported that Art Bash weekend was very successful with good crowds and great weather. The next big event is the Art Fest on Coolidge July 13 with 17 artists signed up. The Chamber is looking for more volunteers. The Pub Crawl is scheduled for August 24. Explore Berkley gift certificates are being offered. A grand opening will be held at Folio on Coolidge June 18 and another at Annabelle’s June 20.

**X. Board of Directors Comments:**

Moses said that in his experience the Coolidge road diet is working beautifully. Drakopoulos and Gilbert commented on the ease of access for emergency vehicles with the dedicated left-turn lane.

**XI. Public Comments: None**

**XII. Adjournment:**

The meeting was adjourned at 9:47 AM on motion by Agbay and second by Drakopoulos.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 06/30/2019  
 % Fiscal Year Completed: 100.00

GL NUMBER	DESCRIPTION	END BALANCE	2018-19		YTD BALANCE	ACTIVITY FOR	AVAILABLE		% BDGT USED
		06/30/2018 NORM (ABNORM)	ORIGINAL BUDGET	2018-19 AMENDED BUDGET	06/30/2019 NORM (ABNORM)	MONTH 06/30/19 INCR (DECR)	BALANCE NORM (ABNORM)		
Fund 814 - DDA									
Revenues									
Dept 001 - REVENUES									
814-001-401-000	PROPERTY TAXES	39,733.07	39,735.00	39,735.00	39,380.85	0.00	354.15	99.11	
814-001-401-001	PROPERTY TAX CAPTURE - DDA	203,008.50	193,756.00	210,756.00	220,088.65	0.00	(9,332.65)	104.43	
814-001-401-850	PPT - CURRENT YR DEL	(939.96)	0.00	0.00	(3,661.19)	0.00	3,661.19	100.00	
814-001-549-010	STATE REIMBURSEMENTS - PPT	26,750.67	26,750.00	0.00	0.00	0.00	0.00	0.00	
814-001-573-000	LOCAL COMMUNITY STABILIZATION	0.00	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	2,029.00	3,270.34	0.00	(1,241.34)	161.18	
814-001-670-000	REIMBURSEMENTS	0.00	0.00	0.00	6,000.00	0.00	(6,000.00)	100.00	
814-001-674-005	MERCHANDISE REVENUE	0.00	0.00	1,500.00	390.00	0.00	1,110.00	26.00	
814-001-675-000	CONTRIBUTIONS	120.00	20,650.00	0.00	0.00	0.00	0.00	0.00	
814-001-675-004	T-SHIRT SALES	0.00	1,500.00	0.00	1,055.00	0.00	(1,055.00)	100.00	
814-001-675-005	CORPORATE DONATIONS	0.00	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	0.00	20,650.00	16,550.00	0.00	4,100.00	80.15	
814-001-675-814	EVENT SPONSORSHIPS	8,035.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00	
Total Dept 001 - REVENUES		279,552.24	291,920.00	308,920.00	311,909.45	0.00	(2,989.45)	100.97	
TOTAL REVENUES		279,552.24	291,920.00	308,920.00	311,909.45	0.00	(2,989.45)	100.97	
Expenditures									
Dept 175 - DDA ADMINISTRATION									
814-175-728-000	OFFICE SUPPLIES	704.00	850.00	850.00	267.39	0.00	582.61	31.46	
814-175-814-001	WEBSITE	291.85	300.00	300.00	468.34	0.00	(168.34)	156.11	
814-175-817-008	BOARD STRATEGIC PLANNING	0.00	1,500.00	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	48,000.00	53,187.50	4,750.00	(5,187.50)	110.81	
814-175-940-000	EQUIPMENT RENTAL	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00	
814-175-946-001	OFFICE SPACE RENTAL	0.00	0.00	6,000.00	1,193.55	0.00	4,806.45	19.89	
814-175-960-000	PROFESSIONAL DEVELOPMENT	10,171.17	1,950.00	1,950.00	1,164.73	0.00	785.27	59.73	
Total Dept 175 - DDA ADMINISTRATION		59,167.02	58,600.00	58,600.00	58,781.51	4,750.00	(181.51)	100.31	
Dept 265 - CITY HALL									
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX E	0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00	
Total Dept 265 - CITY HALL		0.00	2,500.00	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	6,000.00	8,000.00	2,000.00	(2,000.00)	133.33	
814-822-803-000	MEMBERSHIPS AND DUES	320.83	600.00	600.00	492.00	0.00	108.00	82.00	
814-822-807-000	AUDIT SERVICES	1,684.95	1,500.00	1,500.00	1,442.97	0.00	57.03	96.20	
814-822-818-000	SERVICES	1,950.00	2,400.00	0.00	0.00	0.00	0.00	0.00	
814-822-818-205	SECRETARIAL SERVICES	0.00	0.00	2,400.00	1,800.00	150.00	600.00	75.00	
814-822-825-000	CITY ATTORNEY	36.00	0.00	0.00	0.00	0.00	0.00	0.00	
814-822-853-000	TELEPHONE	0.00	540.00	540.00	919.00	45.00	(379.00)	170.19	
814-822-864-000	MEETINGS & CONFERENCES	50.00	0.00	0.00	0.00	0.00	0.00	0.00	
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON	0.00	0.00	0.00	137.11	0.00	(137.11)	100.00	
Total Dept 822 - DDA OPERATIONS		10,041.78	11,040.00	11,040.00	12,791.08	2,195.00	(1,751.08)	115.86	
Dept 824 - SPECIAL EVENTS									
814-824-706-000	DPW WORKERS	0.00	0.00	0.00	879.00	272.20	(879.00)	100.00	

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		06/30/2018	ORIGINAL BUDGET	2018-19 AMENDED BUDGET	06/30/2019	MONTH 06/30/19 INCR (DECR)	NORM BALANCE	(ABNORM)	
		NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)		
Fund 814 - DDA									
Expenditures									
814-824-709-000	OVERTIME	0.00	0.00	500.00	274.64	0.00	225.36		54.93
814-824-715-000	FICA	0.00	12.00	12.00	88.10	20.66	(76.10)		734.17
814-824-716-000	HEALTH/DENT/VIS/LIFE-LTD/RHCS	0.34	102.00	102.00	7.34	4.35	94.66		7.20
814-824-718-000	RETIREMENT-DB MERS	0.00	0.00	0.00	354.68	109.83	(354.68)		100.00
814-824-722-000	SICK LEAVE	0.00	8.00	8.00	0.00	0.00	8.00		0.00
814-824-817-009	MERRIMONTH	3,611.35	5,000.00	5,000.00	3,972.36	0.00	1,027.64		79.45
814-824-817-010	LADIES NIGHT OUT	3,048.75	3,000.00	3,000.00	3,389.40	0.00	(389.40)		112.98
814-824-817-011	DOWNTOWN SUMMER CONCERTS	0.00	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	500.00	500.00	500.00	0.00		100.00
814-824-817-013	STREET ART FEST	500.00	500.00	500.00	509.48	0.00	(9.48)		101.90
814-824-817-014	OAKLAND COUNTY IRISH FEST	17.07	500.00	500.00	518.22	0.00	(18.22)		103.64
814-824-817-015	HOLIDAY LIGHTS	23,025.10	22,000.00	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	5,000.00	2,154.32	0.00	2,845.68		43.09
Total Dept 824 - SPECIAL EVENTS		33,651.86	37,822.00	39,022.00	32,882.54	907.04	6,139.46		84.27
Dept 826 - MARKETING AND ADVERTISING									
814-826-758-000	PROGRAM SUPPLIES	1,117.16	0.00	0.00	244.97	0.00	(244.97)		100.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITU	0.00	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	35,000.00	35,415.99	740.00	(415.99)		101.19
814-826-901-001	MAP UPDATE & REPRINT	5,175.00	2,000.00	2,000.00	0.00	0.00	2,000.00		0.00
Total Dept 826 - MARKETING AND ADVERTISING		26,945.91	37,000.00	40,500.00	35,660.96	740.00	4,839.04		88.05
Dept 827 - MARKET DEVELOPMENT									
814-827-758-000	PROGRAM SUPPLIES	0.00	3,500.00	0.00	0.00	0.00	0.00		0.00
Total Dept 827 - MARKET DEVELOPMENT		0.00	3,500.00	0.00	0.00	0.00	0.00		0.00
Dept 829 - STREETScape & DESIGN									
814-829-818-000	CONTRACTUAL SERVICES	0.00	3,500.00	3,500.00	2,696.00	77.50	804.00		77.03
814-829-818-200	FLOWER BASKET PROGRAM	23,732.31	27,735.00	27,735.00	12,966.30	12,926.30	14,768.70		46.75
814-829-818-201	PUBLIC ART/PLACEMAKING	5,357.78	7,500.00	7,500.00	6,930.76	725.00	569.24		92.41
814-829-818-202	DESIGN GUIDELINES	77,661.71	0.00	0.00	0.00	0.00	0.00		0.00
814-829-818-203	MARKET ANALYSIS	0.00	60,000.00	0.00	0.00	0.00	0.00		0.00
814-829-818-206	DOWNTOWN PLAN	0.00	0.00	75,000.00	73,994.88	2,602.62	1,005.12		98.66
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	8,543.50	25,000.00	25,000.00	16,837.50	0.00	8,162.50		67.35
814-829-974-301	BERKLEY HIGH GARDEN CLUB	0.00	0.00	300.00	0.00	0.00	300.00		0.00
Total Dept 829 - STREETScape & DESIGN		115,295.30	123,735.00	139,035.00	113,425.44	16,331.42	25,609.56		81.58
Dept 830 - BUSINESS DEVELOPMENT									
814-830-814-002	BUSINESS DATABASE CRM	249.50	299.00	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		0.00
814-830-818-204	BUSINESS RECRUITMENT	2,500.00	5,000.00	5,000.00	5,800.00	0.00	(800.00)		116.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	2,997.50	3,000.00	3,000.00	599.09	0.00	2,400.91		19.97
814-830-960-110	QUARTERLY MERCHANT MEETINGS	0.00	400.00	400.00	275.40	0.00	124.60		68.85
Total Dept 830 - BUSINESS DEVELOPMENT		25,264.50	8,699.00	8,699.00	6,949.34	0.00	1,749.66		79.89
Dept 940 - PUBLIC IMPROVEMENT									

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		06/30/2018		ORIGINAL	2018-19	06/30/2019	MONTH 06/30/19	BALANCE			
		NORM (ABNORM)		BUDGET	AMENDED BUDGET	NORM (ABNORM)		INCR (DECR)	NORM (ABNORM)		
Fund 814 - DDA											
Expenditures											
814-940-974-002	STREETSCAPE IMPROVEMENTS	77,082.35		77,500.00	2,000.00	123.07		0.00		1,876.93	6.15
814-940-974-003	SIDEWALK REPAIR	0.00		300.00	0.00	300.00		0.00		(300.00)	100.00
814-940-974-005	WAYFINDING	13,165.58		30,000.00	0.00	407.50		0.00		(407.50)	100.00
814-940-974-300	COMPLETE STREETS	0.00		0.00	107,500.00	30,543.85		6,400.00		76,956.15	28.41
Total Dept 940 - PUBLIC IMPROVEMENT		90,247.93		107,800.00	109,500.00	31,374.42		6,400.00		78,125.58	28.65
TOTAL EXPENDITURES		360,614.30		390,696.00	408,896.00	291,865.29		31,323.46		117,030.71	71.38
Fund 814 - DDA:											
TOTAL REVENUES		279,552.24		291,920.00	308,920.00	311,909.45		0.00		(2,989.45)	100.97
TOTAL EXPENDITURES		360,614.30		390,696.00	408,896.00	291,865.29		31,323.46		117,030.71	71.38
NET OF REVENUES & EXPENDITURES		(81,062.06)		(98,776.00)	(99,976.00)	20,044.16		(31,323.46)		(120,020.16)	20.05
BEG. FUND BALANCE		280,784.64		199,722.58	199,722.58	199,722.58					
END FUND BALANCE		199,722.58		100,946.58	99,746.58	219,766.74					