

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, February 14, 2024 8:15 AM
Berkley Public Safety - 2nd Floor Conference Room**

MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.



AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting Minutes of December 13, 2023
 - B. Informational Meeting Minutes of December 13, 2023
 - C. Informational Meeting Minutes of December 28, 2023
- V. **Treasurer's Report**
- VI. **Action Items**
 - A. Adoption of Downtown Berkley 2024 Promotional Events Strategy
 - B. Façade Enhancement Grant Application for America's Stamp Stop
 - C. Considering Budget Amendments for Current 2023-2024 Fiscal Year
 - D. New Spending Priorities, Investments in Growth for Upcoming 2024-2025 Fiscal Year
- VII. **Discussion Items**
 - A. Welcome Signage Corrected Near Alco Glass on Greenfield
 - B. Crosswalk Signal Activation Pole Struck, Slated for Repairs
 - C. Downtown Holiday Lights Removal, Power Challenges
 - D. Ongoing Landscaping Needs and Opportunities in our Downtown
- VIII. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Shawn Young and Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Art & Design (Next Meeting, Tentatively: **February 15**, 9:00 am, Virtual)
 - B. Business Development (Next Meeting: Brandon Adolph with U.S. Small Business Administration)
 - C. Downtown Events (Next Meeting, on Pride: **February 21**, 7 pm, City Hall)
 - D. Marketing Strategies (Next Meeting, on Social District: **February 14**, 11:30 am, City Hall)
 - E. Organization – Hiring Ad Hoc (Recently Met on **January 29**)
 - F. West Twelve Mile (Next Meeting Date and Time to be Determined)
- XI. **Executive Director Updates**
 - A. Main Street America Annual Accreditation Process, Evaluations, Approval
 - B. Main Street Oakland County Main Street Summit March 19
 - C. Executive Director on Vacation March 19-26
 - D. National Main Street Conference May 6-8 in Birmingham, Alabama
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, December 13, 2023, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. CALL TO ORDER: The meeting was called to order at 8:16 AM with Executive Director Michael McGuinness presiding.

II. ROLL CALL:

A. Attendance Taken and Quorum Determined

Present: Matthew Baumgarten
Donna Dirkse
Desiree Dutcher
Katie Forte
Chris Gross
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Talia Wittenberg
Brian Zifkin

Absent: Tim Barnes – *excused*
Justin Findling – *excused*
Scott Francis – *excused*
Andy Gilbert – *excused*

Also present: Steve Baker, City Council Liaison
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Ric Chalmers, Berkley DPW

III. APPROVAL OF AGENDA:

On motion by Dirkse and second by Poirier, the agenda was unanimously approved by the Board.

IV. APPROVAL OF MINUTES

Regular Meeting of November 8, 2023

On motion by Gross and second by Forte, the minutes of the regular meeting of November 8, 2023 were unanimously approved by the Board.

V. TREASURER'S REPORT:

A. Financial Report for October, 2023

Gross reported revenues for October, 2023 were @\$245,000, expenses @\$19,000 (mostly skeletons, events, flower baskets, regular salaries), and total revenues to date of @\$381,000, expenditures @\$84,000, leaving a net for the year of @\$296,000. The yearly audit had not been completed, and the City is bringing in a new Finance Director, so there are still some questions to be answered.

Poirier moved to receive and approve the Financial Reports for October 2023, Dirkse seconded, and the motion was unanimously approved by the Board.

VI. ACTION ITEMS:

There were no scheduled action items for this meeting.

VII. DISCUSSION ITEMS

A. Holiday Shopping Season Promotional Initiatives Underway

(Holiday Lights, Elf on a Store Shelf, Parade, Gazebo, Shopping Nights, Trolley, Santa)

McGuinness reported that working with the holiday lighting contractor, and at the request of Board members, color was added to this year's display, and snowflake light panels were put up around the gazebo at City Hall. Inspection revealed some lights not working, and DTE has been advised. The light poles in the district are not of consistent size (height) and style.

Some downtown businesses are installing (hiding) an elf on a shelf or a mensch on a bench. The Holiday Lights Parade enjoyed good weather and participation. The DDA increased its support from \$500 to \$1,000. Three Merry and Bright Shopping Nights are scheduled for Thursdays before Christmas. The Jolly Trolley ran 10:00 to 5:00 the previous Saturday and was crowded, with Elf McGuinness riding along all day.

Santa at the Library was visited by 309 children. It was suggested that in the future it would be good to track the number of trolley riders (easy to do with a clicker). It was also suggested to GPS track the trolley to know where it is at any given time. Santa at the Library could be changed to Saturday instead of Sunday to coincide with the Jolly Trolley rides. The Artsy Umbrella also had a Santa.

B. Status of Recent Grant Decisions, Latest Request for 2965 W. 12 Mile Facade

McGuinness reported that the building owner of Reware Vintage on 12 Mile will be applying for a facade grant to facilitate changes to their second story windows so that they match the lower ground floor ones. Rachel Pinch's facade renovations are progressing. The 12 Mile America's Stamp Stop is applying for a facade grant for their 2nd floor addition and may also apply for a mural grant in the future.

C. Downtown Landscaping Needs and Opportunities

The Downtown landscaping needs and opportunities were reviewed, including that the empty tree wells will get replacement trees in spring next year. Passalacqua suggested that the landscaping contract, which will be coming up for renewal soon, be negotiated to cover multiple years. Passalacqua suggested both north and south Robina needs landscaping attention, starting with low hanging fruit to make the spaces uniform. Forte suggested a subcommittee of Board volunteers concentrate on landscaping strategies and improvements. Chalmers noted the DPW works well with the contractor.

VIII. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported their 11/30 joint work session with the Planning Commission involved zoning ordinance revisions, and public hearings will be scheduled soon. Council's last meeting included the 2nd reading of the proposed pet store ordinance; upcoming issues are repairing the community center roof and service fees for trash collection.

B. Community Development – Kristen Kapelanski

Kapelanski reported they have scheduled public engagement sessions about zoning ordinance revisions at the high school Collaborative Center on January 8, 17, 24, and 31. They have been meeting with the parking committee regarding the implementation and some of their recommendations. Parklet ordinance details will have their second reading at City Council.

C. Planning Commission – Lisa Kempner

Absent, Kapelanski reported the Commission did not meet. The agreement for the Coolidge proposed PUD is being reviewed by attorneys for the developer and the City.

D. Public Works – Ric Chalmers

Nothing additional to report.

E. Chamber of Commerce – Tim Murad

Murad reported planning is underway for 2024, including Chamber Chats. They will be bringing back evening blenders. The holiday party at Republica was well attended. They have several new Board members bringing a lot of energy to the Chamber. The Chamber donated a painting to the city that now resides at City Hall.

IX. Closed Session

A. Move to Go into Closed Session to discuss Executive Director Annual Performance Review
At 9:02 AM, Zifkin moved to go into closed session, Passalacqua seconded, and the motion was approved unanimously by the Board.

Baumgarten moved to adjourn the closed session and reopen the regular meeting at 9:21 AM.

B. Provide Update on Concluded Annual Performance Review, as Needed

Passalacqua summarized next steps, after noting the review had been discussed and would be forwarded to Board members. He advised McGuinness that Board members were grateful for everything he had done and supported his work 100%. Passalacqua said he had been the most effective director in his memory.

Next, the Hiring Committee will meet with McGuinness to go over specific points in the review that they felt would make his job more structured and efficient, and then come back to the Board with their recommendations. McGuinness thanked him and the Board for the review and the opportunity to assess where they are and where they can go as well as the opportunity to work for this dynamic organization.

X. STUDENT BOARD MEMBER UPDATES

Wittenberg reported students are completing final assignments. McGuinness noted spring food trucks and weekly BOOKley food trucks in October are the target and will be coordinated further with the School District.

XI. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

Passalacqua reported that, effectively, there is no official subcommittee any more.

McGuinness noted that volunteer engagement is an essential component of Main Street, so that's something that needs attention.

B. Business Development Committee

No report.

C. Downtown Events Committee

No additional report.

D. Marketing Strategies Committee – Ashley Poirier

No additional report.

E. Organization Committee – Scott Francis

No report.

F. West 12-Mile Committee – Brian Zifkin

Zifkin reported bears are still in place, and he's been investigating lanterns.

XII. EXECUTIVE DIRECTOR UPDATES

A. McGuinness reported that all the RAP 2.0 placemaking applications were denied, and the next step would be for communities to apply individually to Oakland County for 40%/60% match grants using American Rescue Plan (ARPA) funds. Applications are due March 2024, and the Berkley DDA will try to identify an affordable project or improvements they could do with those 60% funds. There is \$5 million total available in grant funding.

B. Main Street Annual Re-Accreditation will take place in January.

C. Larry Gallagher retired from the School District the week prior, and McGuinness sent a tribute on behalf the DDA, where Gallagher served for many years.

XIII. BOARD OF DIRECTORS' COMMENTS:

Zifkin asked if the crosswalk work was completed, and McGuinness noted everything is done but the striping. Dutcher noted that cars are actually stopping for pedestrians when signaled.

Gross reported that Bombshell is looking for an off-site storage space of @800 feet and don't need refrigeration.

Forte reported the city's Beautification Committee is holding "Lighting Up Berkley" on December 21 encouraging residents to light up the neighborhoods with luminaries, and she suggested downtown businesses join in.

Poirier reported she would be unavailable during January as her family welcomes a new baby.

XIV. PUBLIC COMMENTS: The opportunity for public comment was offered, and no requests to comment were made at the meeting. Anyone with comments or questions is asked to e-mail them to the DDA to be answered within five business days.

XV. Adjournment:

The regular meeting was adjourned at 9:42 AM on motion by Passalacqua and second by Forte.

XVI. Informational Meeting to Follow

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
(DDA)
PUBLIC INFORMATIONAL MEETING
MEETING MINUTES**

**Wednesday, December 13, 2023, 10:00 AM
Berkley Public Safety, 2nd Floor, Conference Room
2395 Twelve Mile Rd., Berkley Michigan 48072**



MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.

- I. **CALL TO ORDER:** The meeting was called to order at 10:00 AM with Executive Director Mike McGuinness presiding.
- II. **WELCOME AND INTRODUCTIONS**
McGuinness welcomed those in attendance.
- III. **GOALS AND DIRECTION OF AUTHORITY**
 - A. McGuinness noted the DDA's vision to improve the downtown in ways that attract more businesses and visitors and to be attuned to their needs and concerns. He envisions that if the gazebo were gussied up a bit, with some trees, it would feel more magical. He would like more spaces in Berkley to feel magical, to dial up the magic and charm.
- IV. **PROJECTS TO BE UNDERTAKEN IN THE COMING YEAR**
Make the downtown a welcoming, magical place and continue streetscape improvements, especially in the Robina North and South areas as well as south Coolidge and west 12 Mile.
- V. **PUBLIC COMMENTS:** The opportunity for public comment was offered.
- VI. **FEEDBACK AND QUESTIONS**
 - A. Would like to see more engagement with community members and non-business people, and have younger people more involved.
 - B. More unification between all the entities, something connecting the groups and initiatives together, like the Tree Board and Beautification. Everybody's working in silos. Nobody knows what's going, and nobody knows until it's happening.
 - C. Where does that flow from? You've gotta have leadership. I think the leadership can be the DDA.
 - D. Are DDA members also on those City Boards? Not presently, in any coordinated fashion..
 - E. There's the Junior Womens'. McGuinness works with them and tries to open those lines of communication.
 - F. Marketing has a full picture of what is all going on. The City now has a communications director.
 - G. It's like there needs to be a coordinated marketing committee. There's all these little entities working on building the Berkley brand, but they're all disjointed. Maybe taking the marketing people from all the different places and have them meet, like monthly, so they're all on the same page. That's where a brand manager comes in.

H. Make the community feel like they're being heard. When they see something good, they latch onto it.

I. Having that structure (events) is extremely beneficial to businesses.

VII. CLOSING COMMENT

McGuinness thanked everyone for attending the meeting and noted their input was helpful moving forward.

VIII. ADJOURNMENT:

The meeting was adjourned at 10:31 AM

**BERKLEY DOWNTOWN
DEVELOPMENT AUTHORITY (DDA)
PUBLIC INFORMATIONAL MEETING
MEETING MINUTES**

**Wednesday, December 28, 2023, 4:30 PM
Berkley City Hall, Council Chambers
3338 Coolidge, Berkley Michigan 48072**



MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.

- I. CALL TO ORDER:** The meeting was called to order at 4:30 PM with DDA Executive Director Mike McGuinness facilitating.
- II. WELCOME AND INTRODUCTIONS**
McGuinness welcomed those in attendance.
- III. GOALS AND DIRECTION OF AUTHORITY**
McGuinness noted the DDA's vision to improve the downtown in ways that attract more businesses and visitors and to be attuned to their needs and concerns.
- IV. PROJECTS TO BE UNDERTAKEN IN THE COMING YEAR**
McGuinness presented on 2023 targeted projects.
- V. PUBLIC COMMENTS:** The opportunity for public comment was offered.
- VI. FEEDBACK AND QUESTIONS**
Further Feedback and Questions were taken.
- VII. CLOSING COMMENT**
McGuinness thanked everyone for attending the meeting and noted their input was helpful moving forward.
- VIII. ADJOURNMENT:**
The meeting was adjourned at 5:00 PM.

TREASURER'S REPORT

**DECEMBER 2023, JANUARY 2024
BALANCE SHEETS, REVENUE AND
EXPENDITURE REPORTS FOR DDA**



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO ACCEPT THE TREASURER'S REPORT
(FOLLOWING THE TREASURER'S DELIVERY OF REPORT)**

BACKGROUND:

The City of Berkley Finance Department has provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the months of both January 2024 and December 2023.

These past two months' reports have been received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness. They are included with the meeting materials for the Board of Directors and the public at large for further review.

All questions are welcomed and encouraged.

- **Mike McGuinness, Executive Director. February 6, 2024.**

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-001-000	CASH IN BANK	393,577.88
248-000-004-000	CASH - IMPREST PAYROLL	(6,828.84)
248-000-005-000	PETTY CASH	300.00
248-000-026-000	DELINQUENT PPT RECEIVABLE	10,337.66
Total Assets		397,386.70
*** Liabilities ***		
248-000-202-001	ACCOUNTS PAYABLE - MANUAL	8,244.53
248-000-241-000	FICA TAXES	194.84
248-000-257-000	ACCRUED PAYROLL	5,010.82
248-000-259-000	ACCRUED HEALTH CARE	877.49
248-000-285-000	UNEARNED REVENUE	10,375.47
Total Liabilities		24,703.15
*** Fund Balance ***		
248-000-390-000	FUND BALANCE	289,857.89
Total Fund Balance		289,857.89
Beginning Fund Balance		289,857.89
Net of Revenues VS Expenditures		82,825.66
Fund Balance Adjustments		0.00
Ending Fund Balance		372,683.55
Total Liabilities And Fund Balance		397,386.70

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 01/31/2024
 % Fiscal Year Completed: 58.74

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2023 NORM (ABNORM)	2023-24 AMENDED BUDGET	YTD BALANCE 01/31/2024 NORM (ABNORM)	ACTIVITY FOR MONTH 01/31/24 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BGDG USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 001 - REVENUES							
248-001-402-000	PROPERTY TAXES	37,591.34	37,000.00	33,209.07	156.89	3,790.93	89.75
248-001-402-001	PROPERTY TAX CAPTURE - DDA	356,773.23	361,000.00	352,442.40	5,982.90	8,557.60	97.63
248-001-539-010	STATE GRANTS	0.00	10,000.00	7,500.00	0.00	2,500.00	75.00
248-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	0.00	14,000.00	0.00	0.00	14,000.00	0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	10,397.04	11,000.00	4,645.05	0.00	6,354.95	42.23
248-001-670-000	REIMBURSEMENTS	500.00	0.00	0.00	0.00	0.00	0.00
248-001-674-005	MERCHANDISE REVENUE	6,280.07	5,000.00	40.00	0.00	4,960.00	0.80
248-001-675-005	CORPORATE DONATIONS	572.52	5,000.00	0.00	0.00	5,000.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	12,763.50	20,000.00	7,389.50	0.00	12,610.50	36.95
Total Dept 001 - REVENUES		424,877.70	463,000.00	405,226.02	6,139.79	57,773.98	87.52
TOTAL REVENUES		424,877.70	463,000.00	405,226.02	6,139.79	57,773.98	87.52
Expenditures							
Dept 252 - ACTIVE EMPLOYEE BENEFITS							
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,385.99	3,461.00	2,324.03	319.66	1,136.97	67.15
248-252-716-500	HEALTH CARE COSTS - BC/BS	10,883.57	25,682.00	0.00	0.00	25,682.00	0.00
248-252-718-000	RETIREMENT-DB MERS	25,681.20	26,000.00	12,854.40	0.00	13,145.60	49.44
Total Dept 252 - ACTIVE EMPLOYEE BENEFITS		39,950.76	55,143.00	15,178.43	319.66	39,964.57	27.53
Dept 265 - CITY HALL							
248-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	0.00	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 265 - CITY HALL		0.00	2,000.00	0.00	0.00	2,000.00	0.00
Dept 722 - DDA OPERATIONS							
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	20,000.00	5,000.00	0.00	15,000.00	25.00
248-722-730-000	POSTAGE-PRINTING-MAILING	520.00	300.00	0.00	0.00	300.00	0.00
248-722-758-000	PROGRAM SUPPLIES	0.00	0.00	0.49	0.00	(0.49)	100.00
248-722-803-000	MEMBERSHIPS AND DUES	725.00	1,100.00	350.00	0.00	750.00	31.82
248-722-807-000	AUDIT SERVICES	900.00	1,800.00	0.00	0.00	1,800.00	0.00
248-722-818-205	SECRETARIAL SERVICES	1,650.00	2,000.00	900.00	150.00	1,100.00	45.00
248-722-824-000	LEGAL SERVICES	0.00	2,500.00	0.00	0.00	2,500.00	0.00
248-722-853-000	TELEPHONE	444.05	600.00	282.91	40.46	317.09	47.15
248-722-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	0.00	100.00	0.00	0.00	100.00	0.00
248-722-866-000	SUBSCRIPTION SERVICES	169.00	300.00	0.00	0.00	300.00	0.00
248-722-904-000	PRINTING	0.00	300.00	0.00	0.00	300.00	0.00
Total Dept 722 - DDA OPERATIONS		24,408.05	29,000.00	6,533.40	190.46	22,466.60	22.53
Dept 724 - SPECIAL EVENTS							
248-724-706-000	DPW WORKERS	0.00	0.00	1,194.19	0.00	(1,194.19)	100.00
248-724-709-000	OVERTIME	26.01	0.00	107.71	0.00	(107.71)	100.00
248-724-715-000	FICA	1.97	0.00	98.80	0.00	(98.80)	100.00
248-724-758-001	BOOKLEY SKELETONS	0.00	20,000.00	15,781.00	0.00	4,219.00	78.91
248-724-817-004	DDA - EVENTS	62,387.79	45,000.00	25,055.72	3,120.38	19,944.28	55.68
248-724-817-005	DDA - MEDIA	0.00	0.00	2,532.15	0.00	(2,532.15)	100.00
248-724-817-015	HOLIDAY LIGHTS	37,615.15	50,000.00	36,057.00	0.00	13,943.00	72.11

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
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GL NUMBER	DESCRIPTION	END BALANCE 06/30/2023 NORM (ABNORM)	2023-24 AMENDED BUDGET	YTD BALANCE 01/31/2024 NORM (ABNORM)	ACTIVITY FOR MONTH 01/31/24 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BGDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
248-724-901-000	ADVERTISING	136.25	0.00	0.00	0.00	0.00	0.00
248-724-940-000	EQUIPMENT RENTAL	0.00	0.00	1,600.94	0.00	(1,600.94)	100.00
Total Dept 724 - SPECIAL EVENTS		100,167.17	115,000.00	82,427.51	3,120.38	32,572.49	71.68
Dept 726 - MARKETING AND ADVERTISING							
248-726-814-000	WEBSITE	400.34	500.00	19.99	0.00	480.01	4.00
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	205.02	3,000.00	326.48	0.00	2,673.52	10.88
248-726-818-000	CONTRACTUAL SERVICES	13,484.91	48,000.00	16,800.00	4,200.00	31,200.00	35.00
248-726-901-000	ADVERTISING/MARKETING	36,482.07	17,800.00	15,634.72	0.00	2,165.28	87.84
248-726-901-001	MAP UPDATE & REPRINT	0.00	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 726 - MARKETING AND ADVERTISING		50,572.34	70,800.00	32,781.19	4,200.00	38,018.81	46.30
Dept 729 - STREETScape & DESIGN							
248-729-818-200	FLOWER BASKET PROGRAM	48,189.19	78,000.00	7,752.51	0.00	70,247.49	9.94
248-729-818-201	PUBLIC ART/PLACEMAKING	35,820.05	40,000.00	13,011.94	0.00	26,988.06	32.53
248-729-818-207	PEST CONTROL	650.00	500.00	240.00	40.00	260.00	48.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	6,307.19	15,000.00	20,000.00	10,000.00	(5,000.00)	133.33
Total Dept 729 - STREETScape & DESIGN		90,966.43	133,500.00	41,004.45	10,040.00	92,495.55	30.71
Dept 740 - DDA ADMINISTRATION							
248-740-704-000	FULL TIME EMPLOYEES	79,710.05	79,567.00	43,548.04	6,120.48	36,018.96	54.73
248-740-715-000	FICA	6,036.82	6,600.00	5,736.23	463.54	863.77	86.91
248-740-725-000	WORKERS COMPENSATION	0.00	0.00	336.00	0.00	(336.00)	100.00
248-740-728-000	OFFICE SUPPLIES	41.80	500.00	241.32	16.40	258.68	48.26
248-740-817-008	BOARD TRAININGS	0.00	2,000.00	0.00	0.00	2,000.00	0.00
248-740-818-000	CONTRACTUAL	150.00	0.00	0.00	0.00	0.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	2,470.29	3,000.00	1,144.77	585.00	1,855.23	38.16
Total Dept 740 - DDA ADMINISTRATION		88,408.96	91,667.00	51,006.36	7,185.42	40,660.64	55.64
Dept 902 - PUBLIC IMPROVEMENT							
248-902-821-001	ENGINEERING - ROBINA PROJECT	0.00	0.00	3,801.78	3,801.78	(3,801.78)	100.00
248-902-972-200	STREETScape IMPROVEMENTS	40,492.10	160,000.00	89,667.24	0.00	70,332.76	56.04
248-902-972-700	BERKLEY PLAZA PROJECT	14,915.00	0.00	0.00	0.00	0.00	0.00
Total Dept 902 - PUBLIC IMPROVEMENT		55,407.10	160,000.00	93,469.02	3,801.78	66,530.98	58.42
TOTAL EXPENDITURES		449,880.81	657,110.00	322,400.36	28,857.70	334,709.64	49.06
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		424,877.70	463,000.00	405,226.02	6,139.79	57,773.98	87.52
TOTAL EXPENDITURES		449,880.81	657,110.00	322,400.36	28,857.70	334,709.64	49.06
NET OF REVENUES & EXPENDITURES		(25,003.11)	(194,110.00)	82,825.66	(22,717.91)	(276,935.66)	42.67
BEG. FUND BALANCE		314,861.13	289,857.89	289,857.89			
FUND BALANCE ADJUSTMENTS		(0.13)					

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 01/31/2024
 % Fiscal Year Completed: 58.74

GL NUMBER	DESCRIPTION	END BALANCE		YTD BALANCE		ACTIVITY FOR MONTH 01/31/24 INCR (DECR)	AVAILABLE BALANCE		% BDT USED
		06/30/2023 NORM (ABNORM)	2023-24 AMENDED BUDGET	01/31/2024 NORM (ABNORM)			NORM (ABNORM)		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
END FUND BALANCE		289,857.89	95,747.89	372,683.55					

Period Ending 12/31/2023

DEPT/ACCOUNT	DESCRIPTION	FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY		Total
ASSETS				
000-001-000	CASH IN BANK	529,588		529,588
000-001-002	CASH - DDA BANNER CASH			
000-004-000	CASH - IMPREST PAYROLL	(28,241)		(28,241)
000-005-000	PETTY CASH	300		300
000-026-000	DELINQUENT PPT RECEIVABLE	10,338		10,338
000-040-000	ACCOUNTS RECEIVABLE			
000-040-001	ACCOUNTS RECEIVABLE - MANUAL			
000-123-000	PREPAID EXPENSES	336		336
000-123-007	PREPAID SUNLIFE INSURANCE			
000-180-000	INVESTMENTS			
TOTAL ASSETS		<u>512,321</u>		<u>512,321</u>
LIABILITIES				
000-202-000	ACCOUNTS PAYABLE	106,035		106,035
000-202-001	ACCOUNTS PAYABLE - MANUAL	8,245		8,245
000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB			
000-241-000	FICA TAXES	195		195
000-257-000	ACCRUED PAYROLL	5,011		5,011
000-259-000	ACCRUED HEALTH CARE	877		877
000-284-000	LIABILITY CONTROL			
000-285-000	UNEARNED REVENUE	10,375		10,375
TOTAL LIABILITIES		<u>130,738</u>		<u>130,738</u>
FUND BALANCES				
000-373-000	RESERVE FOR PREPAIDS			
000-389-000	RESERVE FOR BANNERS			
000-390-000	FUND BALANCE	289,858		289,858
TOTAL FUND EQUITY		<u>289,858</u>		<u>289,858</u>
Beginning Fund Balance		289,858		
Net of Revenues Vs Expenditures		91,725		
Ending Fund Balance		381,583		
Total Liabilities And Fund Balance		512,321		

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 12/31/2023

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 12/31/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 001 - REVENUES						
248-001-402-000	PROPERTY TAXES	37,000.00	33,052.18	137.46	3,947.82	89.33
248-001-402-001	PROPERTY TAX CAPTURE - DDA	361,000.00	346,459.50	1,440.81	14,540.50	95.97
248-001-539-010	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00
248-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	11,000.00	2,119.03	0.00	8,880.97	19.26
248-001-674-005	MERCHANDISE REVENUE	5,000.00	40.00	0.00	4,960.00	0.80
248-001-675-005	CORPORATE DONATIONS	5,000.00	0.00	0.00	5,000.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	20,000.00	3,260.00	0.00	16,740.00	16.30
Total Dept 001 - REVENUES		463,000.00	384,930.71	1,578.27	78,069.29	83.14
TOTAL REVENUES		463,000.00	384,930.71	1,578.27	78,069.29	83.14
Expenditures						
Dept 252 - ACTIVE EMPLOYEE BENEFITS						
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,461.00	2,004.37	244.82	1,456.63	57.91
248-252-716-500	HEALTH CARE COSTS - BC/BS	25,682.00	0.00	0.00	25,682.00	0.00
248-252-718-000	RETIREMENT-DB MERS	26,000.00	12,854.40	2,142.40	13,145.60	49.44
Total Dept 252 - ACTIVE EMPLOYEE BENEFITS		55,143.00	14,858.77	2,387.22	40,284.23	26.95
Dept 265 - CITY HALL						
248-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 265 - CITY HALL		2,000.00	0.00	0.00	2,000.00	0.00
Dept 722 - DDA OPERATIONS						
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	5,000.00	0.00	15,000.00	25.00
248-722-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
248-722-758-000	PROGRAM SUPPLIES	0.00	0.49	0.00	(0.49)	100.00
248-722-803-000	MEMBERSHIPS AND DUES	1,100.00	350.00	350.00	750.00	31.82
248-722-807-000	AUDIT SERVICES	1,800.00	0.00	0.00	1,800.00	0.00
248-722-818-205	SECRETARIAL SERVICES	2,000.00	750.00	0.00	1,250.00	37.50
248-722-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
248-722-853-000	TELEPHONE	600.00	242.45	40.45	357.55	40.41
248-722-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
248-722-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
248-722-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Total Dept 722 - DDA OPERATIONS		29,000.00	6,342.94	390.45	22,657.06	21.87
Dept 724 - SPECIAL EVENTS						
248-724-706-000	DPW WORKERS	0.00	1,194.19	0.00	(1,194.19)	100.00
248-724-709-000	OVERTIME	0.00	107.71	0.00	(107.71)	100.00
248-724-715-000	FICA	0.00	98.80	0.00	(98.80)	100.00
248-724-758-001	BOOKLEY SKELETONS	20,000.00	15,781.00	825.00	4,219.00	78.91
248-724-817-004	DDA - EVENTS	45,000.00	21,935.34	9,497.32	23,064.66	48.75
248-724-817-005	DDA - MEDIA	0.00	2,532.15	0.00	(2,532.15)	100.00
248-724-817-015	HOLIDAY LIGHTS	50,000.00	36,057.00	36,057.00	13,943.00	72.11
248-724-940-000	EQUIPMENT RENTAL	0.00	1,600.94	0.00	(1,600.94)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 12/31/2023

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 12/31/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Total Dept 724 - SPECIAL EVENTS		115,000.00	79,307.13	46,379.32	35,692.87	68.96
Dept 726 - MARKETING AND ADVERTISING						
248-726-814-000	WEBSITE	500.00	19.99	0.00	480.01	4.00
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	326.48	326.48	2,673.52	10.88
248-726-818-000	CONTRACTUAL SERVICES	48,000.00	12,600.00	4,200.00	35,400.00	26.25
248-726-901-000	ADVERTISING/MARKETING	17,800.00	15,634.72	3,314.79	2,165.28	87.84
248-726-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 726 - MARKETING AND ADVERTISING		70,800.00	28,581.19	7,841.27	42,218.81	40.37
Dept 729 - STREETScape & DESIGN						
248-729-818-200	FLOWER BASKET PROGRAM	78,000.00	7,752.51	0.00	70,247.49	9.94
248-729-818-201	PUBLIC ART/PLACEMAKING	40,000.00	13,011.94	387.48	26,988.06	32.53
248-729-818-207	PEST CONTROL	500.00	200.00	40.00	300.00	40.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	15,000.00	10,000.00	10,000.00	5,000.00	66.67
Total Dept 729 - STREETScape & DESIGN		133,500.00	30,964.45	10,427.48	102,535.55	23.19
Dept 740 - DDA ADMINISTRATION						
248-740-704-000	FULL TIME EMPLOYEES	79,567.00	37,427.56	6,120.48	42,139.44	47.04
248-740-715-000	FICA	6,600.00	5,272.69	463.53	1,327.31	79.89
248-740-728-000	OFFICE SUPPLIES	500.00	224.92	0.00	275.08	44.98
248-740-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	559.77	36.00	2,440.23	18.66
Total Dept 740 - DDA ADMINISTRATION		91,667.00	43,484.94	6,620.01	48,182.06	47.44
Dept 902 - PUBLIC IMPROVEMENT						
248-902-972-200	STREETScape IMPROVEMENTS	160,000.00	89,667.24	79,165.81	70,332.76	56.04
Total Dept 902 - PUBLIC IMPROVEMENT		160,000.00	89,667.24	79,165.81	70,332.76	56.04
TOTAL EXPENDITURES		657,110.00	293,206.66	153,211.56	363,903.34	44.62
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		463,000.00	384,930.71	1,578.27	78,069.29	83.14
TOTAL EXPENDITURES		657,110.00	293,206.66	153,211.56	363,903.34	44.62
NET OF REVENUES & EXPENDITURES		(194,110.00)	91,724.05	(151,633.29)	(285,834.05)	47.25

ACTION ITEM

ADOPTION OF DOWNTOWN BERKLEY 2024 PROMOTIONAL EVENTS STRATEGY



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE DOWNTOWN BERKLEY 2024 PROMOTIONAL EVENTS STRATEGY AS OUTLINED

BACKGROUND:

As with the beginning of last year, I am providing for you the drafted roster of promotional events for Downtown Berkley this year. With the return of the new Downtown Berkley Farmers Market series, as well as the refinements to the BOO!KLEY season, it at first glance may give the appearance of a dramatically larger roster of events – but it is more a function of the explicit listing of events that arose during the year in 2023. For example, the BOO!KLEY skeleton process was streamlined very effectively last year and, in addition to keeping that streamlined process, we already have the dates for the decorating drop-offs. And the Farmers Market series is known in advance, with dates and monthly themes identified; at this time last year, it hadn't yet been conceived.

DOCUMENTS PROVIDED:

Draft Roster of 2024 Downtown Berkley Events (In Packet)

Past Initial Roster of 2023 Downtown Events, for Reference (In Packet)

- **Mike McGuinness, Executive Director. February 8, 2024.**

DOWNTOWN BERKLEY 2024 EVENTS ROSTER!



retro feel. metro appeal.

Leprechauns Scavenger Hunt
Leprechaun Ladies Night Out
Food Truck Fridays at ArtSpace
Leia's Night Out
Memorial Day Ceremony
Farmers Markets: Sunshine & Singing
Berkley Art Bash*
Berkley Pride Block Party
Farmers Markets: Dog Days of Summer
Berkley Street Art Fest*
Farmers Markets: Back to School Fun
Ladies Night Out: Luau Edition
CruiseFest*
Irish Fest*

BOO!KLEY 2024

Skeleton Decorating Sign-Up
Skeletons Pick-Up & Drop-Off
Downtown Skeletons Go Up!
DIY Skeleton Decorating Party
Farmers Markets: BOO!KLEY Edition
Frightful Food Truck Fridays at ArtSpace
Zombie Crawl
Witches Night Out
Ghost Chase
BOO!KLEY 5K Run
Trick or Treat Stroll
Monster Mash Block Party

MerriMonth 2024

Small Business Saturday
Merry & Bright Shopping Nights
Holiday Lights Parade*
Santa Claus at the Gazebo*
Jolly Trolley Family Shopping Fun
Santa Claus at the Library

VISIT DOWNTOWNBERKLEY.COM FOR DETAILS!

To find out more about these events, visit www.DowntownBerkley.com. More events may join the roster as the year progresses, of course, and we'd love your help bringing them to life! We are grateful to the community members whose volunteer support makes these fun activities possible. Listed events with asterisks are amazing, happening in our downtown, and supported by our DDA -- but are organized by other organizations or volunteers. Call Executive Director Mike McGuinness at (248) 658-3353 or email him at director@downtownberkley.com

DOWNTOWN BERKLEY 2023 EVENTS ROSTER!



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Leprechauns Scavenger Hunt	March
Leprechauns Day Out	March 16-19
Downtown Block Party	March 18
Ladies Night Out	May 4
Berkley Art Bash*	June 10
Berkley Pride Block Party	June 25
Street Art Fest*	July 15
Ladies Night Out	August 3
CruiseFest*	August 18
Irish Fest*	September 9

BOO!KLEY 2023

Skeleton Decorating Sign-Up	August
Downtown Skeletons Go Up!	Mid-September
Restaurant Weekend*	October 6-7
Witches Night Out	October 12
Ghost Chase	October 20
Trick or Treat Stroll	October 28
Monster Mash Block Party	October 28

MerriMonth 2023

Small Business Saturday	November 25
Merry & Bright Shopping Night	November 30
Rockin' Robina Block Party	December 2
Holiday Lights Parade*	December 2
Santa Claus at Gazebo*	December 2
Merry & Bright Shopping Night	December 7
Santa Claus at Library*	December 10
Merry & Bright Shopping Night	December 14
Merry & Bright Shopping Night	December 21

To find out more about these events, visit www.DowntownBerkley.com. More events may join the roster as the year progresses, of course, and we'd love your help bringing them to life! We are grateful to the community members whose volunteer support makes these fun activities possible. Listed events with asterisks are amazing, happening in our downtown, and supported by our DDA -- but are organized by other organizations or volunteers. Call Executive Director Mike McGuinness at (248) 658-3353 or email him at director@downtownberkley.com



ACTION ITEM

**FAÇADE ENHANCEMENT GRANT
APPLICATION FROM AMERICA'S STAMP
SHOP AT 3860 TWELVE MILE ROAD**



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE DDA FAÇADE ENHANCEMENT
MATCHING GRANT REQUEST FROM AMERICA'S STAMP
SHOP AT 3860 TWELVE MILE ROAD FOR \$3,900**

BACKGROUND:

A longtime Downtown Berkley business located in the Gateway West District of our Downtown on Twelve Mile, America's Stamp Shop has been embarking on an ambitious expansion and façade modernization. Though they did not request funding prior to their initial phase of work, they have requested matching support for the next phase of façade improvements for the portion of the building exterior closest to Twelve Mile. I've met with the proprietor, toured the site, and reviewed the application and submitted materials.

DOCUMENTS PROVIDED:

Background Narrative for Façade Upgrades (In Packet)

Current Façade Photograph and Post-Upgrades Photograph (In Packet)

Work Proposal with Cost from Trinity Star LLC (In Packet)

Architectural Blueprints for Full Project (On-Hand for Meeting)

Completed Façade Enhancement Grant Application (Held at Office)

- Mike McGuinness, Executive Director. February 8, 2024.



NOTES FOR FACADE GRANT PROGRAM

On this date: 7-18-2023, permit #PB23-0234 was issued for 2nd floor residence above business.

Scope of initial project: Renovate the warehouse portion of the building at 3860 12 Mile Road, Berkley and provide a residential space. The plan specifically omits any work being done to the street facade of the retail store.

Grant Objective: The facade of the retail store is close to 12 Mile Road and currently has a dated and worn wood and asphalt mansard awning. Replacing the existing shingle mansard with the same metal roofing material used on the warehouse portion will give the entire building a cohesive and refined appearance.

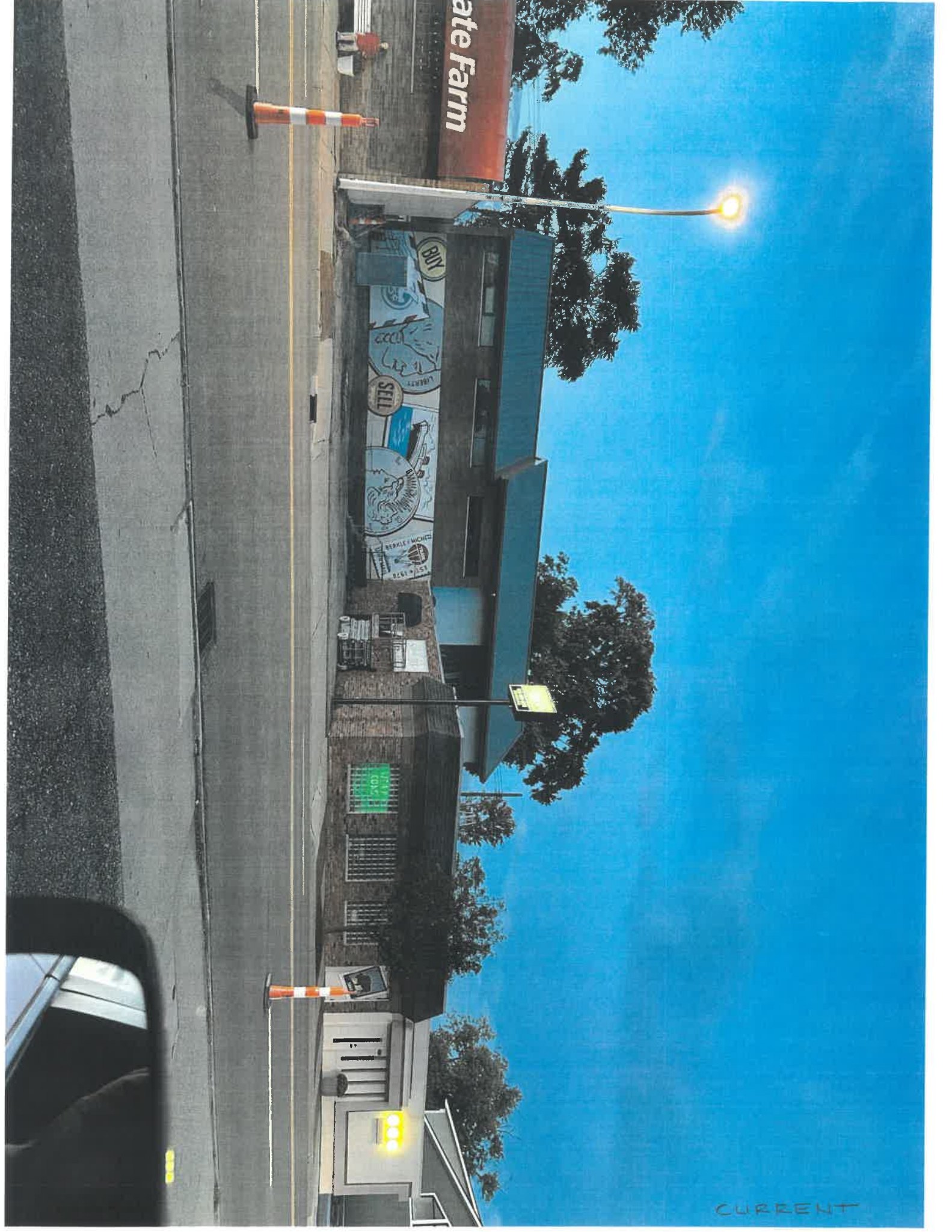
Also, the original plan for the area above the warhouse mural doesn't include lighting. We propose the addition of lighting to enhance our night scene and as an increased security measure.

See attached blueprint.

Submitted by:


Todd Schaefer
America's Stamp Stop, Owner/Operator

Submission Date:



ate Farm

BUY

SELL

BERRIE WICHES
REAL ESTATE

CURRENT



PROPOSED

TS

TRINITY STAR LLC

1000 N. Green Valley Parkway, Ste 440 #407, Henderson, NV 89074 8052809809

PROPOSAL ██████████ **FOR SERVICES : BID**

To: American Stamp Shop

Date: January 8, 2024

Remove and replace front mansard facade on the store front adjacent to 12 mile frontage:

- Remove existing shingles and underlayment
- Install thermal ice and water shield
- Install commercial grade standing seam, metal roof to match existing.
- Install all required flashings to waterproof all other areas connected
- Dispose of all rubbish

TOTAL PRICE. \$7,800.00

ACTION ITEM

BUDGET AMENDMENTS FOR CURRENT 2023-2024 FISCAL YEAR EXPENDITURES



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE 2023-2024 FISCAL YEAR BUDGET
AMENDMENTS AS PRESENTED**

BACKGROUND:

As discussed in previous Board meetings, we have been monitoring any General Ledger Accounts in our adopted 2023-2034 Fiscal Year Budget for anticipated or actual expenditures in excess of the budgeted totals. There are currently five GL Accounts that we are certain we have or will exceed the maximum budgeted totals. It comes out to a current cumulative total of \$20,636.70 in changes. Those changes are itemized in the provided document.

We will want to work with the City of Berkley Finance Department and, ultimately, the Berkley City Council for consideration and adoption of our requested Budget Amendments, should you vote to approve them.

DOCUMENTS PROVIDED:

Listing of General Ledger Accounts for Expenditure Increase (In Packet)
**Monthly Financial Reports, with the Identified General Ledger Accounts
as Exceeding Budgeted Amounts (In Packet, with Treasurer's Report)**

- **Mike McGuinness, Executive Director. February 8, 2024.**

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BUDGET EXPENDITURE AMENDMENTS SOUGHT
CURRENT 2023-2024 FISCAL YEAR**



February 14, 2024 DDA Board Meeting Consideration

SPECIAL EVENTS

INCREASE BY \$1,194.19 - GL 248-724-706-000
(DPW WORKERS)

INCREASE BY \$107.71 - GL 248-724-709-000
(OVERTIME)

INCREASE BY \$ 98.80 - GL 248-724-715-000
(FICA)

STREETSCAPE & DESIGN

INCREASE BY \$18,900 - GL 248-729-972-100
(FACADE GRANT INCENTIVE PROGRAM)

DDA ADMINISTRATION

INCREASE BY \$336.00 – GL 248-740-715-000
(WORKERS COMPENSATION)

These budget amendments subtotal to reflect a net increase of \$20,636.70 in Downtown Development Authority expenditures for this fiscal year.

If a favorable vote is received from the Berkley Downtown Development Authority Board of Directors to proceed with these budget amendments for the 2023-2024 Fiscal Year, then they will be provided to the City of Berkley finance staff for advancement to the Berkley City Council for budget amendment consideration.

ACTION ITEM

NEW SPENDING PRIORITIES AND INVESTMENTS IN GROWTH FOR OUR DOWNTOWN NEXT FISCAL YEAR



retro feel. metro appeal.

RECOMMENDATION:

REVIEW PROPOSED SPENDING PRIORITIES FOR 2024-2025 FISCAL YEAR, PROVIDE FEEDBACK FOR REFINEMENT

BACKGROUND:

Due to the unique opportunity of matching funds for public spaces being made available by Oakland County, which Downtown Berkley is one of 13 eligible downtowns, our upcoming Fiscal Year is the prime time to invest in our downtown's public spaces and placemaking. These bold spending changes for the Gateway West Creative District, an established Dorothea public space at Coolidge, a refreshed Robina on the north and south side of Twelve Mile, and a reimagined public space surrounding the Berkley Historical Museum would capitalize on the county's one-time matching funds. Other potential budget moves invest in Marketing and Promotions for our new Social District, our emerging Farmers Market series, greater business communications, and more.

DOCUMENTS PROVIDED:

Listing of Possible Notable Changes for Upcoming Budget (In Packet)
Monthly Financial Reports, with the Identified General Ledger Accounts as Exceeding Budgeted Amounts (In Packet, with Treasurer's Report)

- **Mike McGuinness, Executive Director. February 9, 2024.**

BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY SPENDING PRIORITIES AND INVESTMENTS IN GROWTH FOR UPCOMING 2024-2025 FISCAL YEAR

February 14, 2024 DDA Board Meeting Consideration



BUDGET DYNAMICS TO CONSIDER

- Substantial Allocated Funds Not Fully Used in 2023-2024
- Remaining Funds in Flower Basket Program for this Current Fiscal Year to be used this Current Fiscal Year for Procurement of West Twelve Mile Large Planters, so that Expense Doesn't Have to Rollover to Next Fiscal Year
- Stability Year-Over-Year in Annual Revenues Outside of Grant Funding
- Oakland County Matching Grant Funding Unique Opportunity (\$94,000 Target)

SUBSTANTIAL CHANGES FROM CURRENT FISCAL YEAR ADOPTED BUDGET FOR US TO CONSIDER WHEN FORMULATING NEXT FISCAL YEAR BUDGET

REVENUES

GRANTS: INCREASE BY \$100,000
(IN ORDER TO ACCOUNT FOR EXPANDED COUNTY RESOURCES)

DDA OPERATIONS

POSTAGE – PRINTING – MAILING: INCREASE BY \$3,600
(IN ORDER TO MAIL ALL DOWNTOWN BUSINESSES MONTHLY NEWSLETTERS)

SPECIAL EVENTS

BOOKLEY SKELETONS: DECREASE BY \$15,000
(IN ORDER TO ACCOUNT FOR PREVIOUS ACQUISITIONS ALREADY MADE)

MARKETING AND ADVERTISING

POLE BANNERS: ESTABLISH, ADD \$8,000
(IN ORDER FOR TRIANGLE PROMOTIONAL BANNERS TO BE ACQUIRED)

FARMERS MARKETS: ESTABLISH, ADD \$15,000
(IN ORDER TO BUILD A CONCERTED CAMPAIGNS AROUND MARKET SERIES)

SOCIAL DISTRICT: ESTABLISH, ADD \$10,000
(IN ORDER TO COVER ROLLOUT PROMOTIONS, ONGOING EXPENSES)

PAGE TWO OF TWO

STREETScape & DESIGN

LANDSCAPING: ESTABLISH, ADD \$25,000*
(IN ORDER TO UPGRADE TREES, SHRUBS, PLANTINGS IN PUBLIC SPACES)

PUBLIC ART / PLACEMAKING: INCREASE BY \$25,000*
(IN ORDER TO PUT MUSCLE BEHIND GATEWAY WEST CREATIVE DISTRICT)

PUBLIC ART / PLACEMAKING: INCREASE BY \$20,000*
(IN ORDER TO EXPAND NUMBER OF MURAL INSTALLATIONS, ESPECIALLY IN THE GATEWAY WEST CREATIVE DISTRICT ALONG TWELVE MILE)

PUBLIC ART / PLACEMAKING: INCREASE BY \$20,000*
(IN ORDER TO ESTABLISH PLACEMAKING UPGRADES TO DOROTHEA)

PUBLIC ART / PLACEMAKING: INCREASE BY \$10,000*
(IN ORDER TO INSTALL PUBLIC ART IN ROBINA PUBLIC SPACE AREA)

FAÇADE GRANT INCENTIVE PROGRAM: AIM FOR \$40,000 ANNUALLY
(IN ORDER TO FACILITATE UP TO FOUR SUBSTANTIAL PROJECT MATCHES)

PUBLIC IMPROVEMENTS

ROBINA PUBLIC SPACE: ESTABLISH, ADD \$90,000*

DOROTHEA PUBLIC SPACE: ESTABLISH, ADD \$10,000*

HISTORICAL MUSEUM PUBLIC SPACE: ESTABLISH, ADD \$20,000*

**Items with an Asterisk Identified for Eligible Oakland County Placemaking Matching Grant Submission, with the County Funding at Least 40% of the Investment*



2024

Main Street Oakland County

BREAKFAST =SUMMIT=

By Invitation Only | In Person



MARCH

19

2024

8:30 - 11:30 AM

OAKLAND COUNTY
EXECUTIVE OFFICE BUILDING
Conference Center
2100 Pontiac Lake Road
Waterford, MI 48328

RSVP BY MARCH 15 AT
[Advantageoakland.EventBrite.com](https://www.advantageoakland.EventBrite.com)

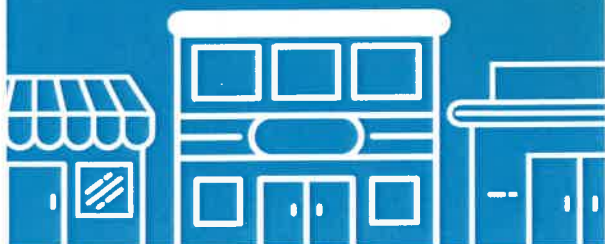
This year's summit will focus on the role of local leadership and its place in the success of any downtown development effort. Collaboration and communication are key. Your feedback continues to guide and direct the priorities and planning for one of Oakland County's most successful economic development programs for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic neighborhood corridors for success. We want to hear from you.

Questions? Contact: John Bry, Administrator, Main Street Oakland County Coordinating Program
bryj@oakgov.com | (248) 858-5444



All ways, MOVING FORWARD

- BERKLEY
- BIRMINGHAM
- AUBURN HILLS
- CLARKSTON
- CLAWSON
- FARMINGTON
- FERNDALE
- FRANKLIN
- GROVELAND
- HAZEL PARK
- HIGHLAND
- HOLLY
- HOLLY TOWNSHIP
- HURON CORRIDOR-PONTIAC
- LAKE ORION
- LATHRUP VILLAGE
- LEONARD
- LYON TOWNSHIP
- MADISON HEIGHTS
- OAK PARK
- ORTONVILLE
- OXFORD
- PONTIAC
- ROCHESTER
- ROYAL OAK
- SOUTH LYON
- WIXOM





SUMMIT 2024 Preliminary Agenda

- 8:30 AM** **Registration Check-In & Continental Breakfast**
- 9:00** **Welcome**
Oakland County Executive David Coulter
- 9:15** **Introductions and Summit Goals**
*Moderator: John Bry, Administrator,
Main Street Oakland County Coordinating Program*
- 9:25** **Share Community Successes from 2023**
—Utilizing the Four Points of Main Street
Organization | Promotion | Design | Economic Vitality
MSOC Directors and Local Leadership
- 10:00** **Outline Current Challenges and**
What is Needed to Be Successful
o For your district
o For your organization
MSOC Directors and Local Leadership
- 10:30** **Stand and Stretch...But Please Don't Leave**
- 10:40** **Determine 2024-2025 Top Goals for**
Main Street Oakland County to Address
MSOC Directors and Local Leadership
- 11:00** **Describe What Your District/Organization Needs**
from County Leadership to be Successful
MSOC Directors and Local and County Leadership
- 11:20** **Closing Thoughts**
All Attendees
- 11:30 AM** **Adjourn**

Main Street America Four-Point Approach for Economic Development *OVERVIEW*

ORGANIZATION

Community in agreement and working toward common mission, vision and goals—with the resources to do it

PROMOTION

Marketing the district's unique characteristics and assets—to attract and retain residents, businesses, and visitors

DESIGN

Developing and maintaining the physical shape of district—while preserving local character and creating a welcoming and attractive environment

ECONOMIC VITALITY

Supporting local business development, including attracting, strengthening and retaining the right mix of businesses and housing in the district—diversifying the economic base

