

- I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Rob Onesko presiding.
- II. **ROLL CALL:**
Present: Matthew Baumgarten
Bridget Dean
Maggie Gabel
Lawrence Gallagher
Andy Gilbert
Eli Hurwitz
Alanda Knox
Mitchell Moses
Rob Onesko
Matteo Passalacqua
Dottie Popp
Wayne Wudyka

Absent: Donna Dirkse
Petro Drakopoulos

Also present: Steve Baker, City Council Liaison
Vivian Carmody, Berkley DDA Director
Doug Deeds, Beautification Advisory Committee
Tim McLean, Berkley Community Development Director
RoseAnn Nicolai, Chamber of Commerce Liaison
Doug Penney, Resident
- III. **APPROVAL OF AGENDA:** Onesko noted two small changes to the agenda: That the date listed for approving the minutes of the last November meeting be changed from November 27 to November 29; and that the Complete Streets Initiative be removed from VI.C. Discussion/Action Items. On motion by Gallagher and second by Dean, the amended agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
A. Meeting of November 29, 2017: On motion by Dean and second by Passalacqua, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Carmody reported that since the Finance Director position is currently vacant as is the DDA Treasurer position, up to date figures weren't available, but she expects to have those for the February Board meeting.

VI. DISCUSSION/ACTION ITEMS:

A. DDA Credit Card

Carmody reported that as discussed in Organization Committee meetings, she currently needs to use either her own or the City's credit card for certain purchases, and in the interests of efficiency, she is asking that the Board approve obtaining a card specifically for DDA use that would not require her to use the City's credit card and get Baumgarten's signature to make purchases.

Wudyka moved to approve applying for a DDA credit card with a \$5,000.00 limit, Knox seconded, and the motion was unanimously approved by the Board.

B. P.A. Morris Contract

Carmody included a copy of the contract for services in the packet e-mailed to the Board. Moses suggested the contract include a "sunset" clause (time frame) noting the number of years until renewal, and Wudyka noted that the specifics of termination by either party are already spelled out in the contract. Moses acknowledged that it was merely important to be aware on a yearly basis of the existence and cost of the contract.

Dean moved to approve the contract for services, Knox seconded, and the motion was unanimously approved by the Board.

C. Vacant Board Position:

Carmody reported that with the appointment to City Council of Ross Gavin, DDA Board member who was also serving as the Board's Treasurer, there is currently a vacancy on the DDA Board that the Organization Committee has been discussing. Two current committee Chairs, from Business Development and Marketing and Promotions, have expressed their interest in joining the Board and will be interviewed by the Organization Committee prior to next month's Board meeting. A resident who does not currently serve on any DDA volunteer committees has also submitted an application and has been encouraged to join one of the four standing committees.

Early in 2017, when the Board decided to organize as a National Main Street model, it was determined that vacancies on the Board would ideally be filled from volunteers at the committee level. Carmody expects to present the Organization Committee's recommendation at the February DDA Board meeting. Additionally, a new Treasurer will be chosen once the Board vacancy has been filled.

D. E.D. Computer:

Carmody noted that her current computer is running out of memory and needs to be upgraded at a cost of approximately \$150.00. Moses asked what amount she could spend without Board approval, and Carmody responded that she was limited to line items in the budget, which this was not.

Moses moved to approve the expense, Dean seconded, but Baumgarten asked to amend the motion to approve the expenditure contingent upon it aligning with the Executive Director's contract (to see if she is required to personally cover that cost), Dean seconded, and the motion was unanimously approved by the Board.

VII. Committee Reports – None.

VIII. Staff & Community Reports:

A. Executive Director – Vivian Carmody

1. Downtown Guide

Carmody reported that the guide is done and 5,000 copies have been printed. She asked that the Chamber include them in the new resident welcome packet. After checking for errors and additions, the guide will be reprinted later in the year, a run of probably 10,000 next time.

2. Crosswalks

The crosswalk construction is complete. The current striping is temporary, and Carmody is planning an artistic striping that the student Board members will be working on, with the goal of having a grand kick-off the second Friday in May coinciding with the first Art and About of the season and closing of Coolidge for the event.

3. Retail Consultant

Carmody reported that the Berkley DDA is hoping to partner with Main Street Oakland County, Clawson, and the Eastern Market to bring in a retail consultant for three open sessions in mid- to late February followed by one-on-one sessions with local businesses that may buy in to the cost. The sessions are tentatively scheduled for Feb. 13-15.

4. Main Street Scholarships Update

Carmody reported that the DDA is funding seven volunteers for the conference. The original cost estimate may be a little low.

She also reported that she would send the Board a link to the first draft of the Design Guidelines and asked that they not share it at this time. It's expected that when the guidelines are finalized, ordinance reviews will follow.

B. City Council – Baker thanked Ross Gavin (not present), who was recently appointed to fill the City Council vacancy, for his service to the DDA, and he also thanked Bridget Dean, who had also interviewed for the Council seat.

Council also filled the Planning Commission vacancy. He's heard positive things from the residents about the new maps and the crosswalks. He noted the Complete Streets ordinance is coming up for consideration. Council's next meeting is January 22.

Baker also noted that a new transit initiative is under consideration to go on the ballot possibly in 2018/2019.

Wudyka asked about the status of the tax capture for the DDA if the proposed PUD at the LaSalette site is approved, and Baumgarten noted ongoing discussions with the County about how much of the development would fall in the tax capture area and what would not. More information is needed.

C. Planning Commission – In Tangari's absence, McLean reported that the Planning Commission approved the site plan for Nip and Tuck's addition to their building on 11 Mile Road and that they postponed action on the LaSalette PUD.

D. Chamber of Commerce: Nicolai reported that the January Chamber Chat would be held at the Berkley Library 1/19. The Chamber is also sponsoring a Scavenger Hunt with ten businesses participating Jan. 20-Jan. 28. In partnership with the school district, they are sponsoring Hometown Art Feb. 22-March 3 with art displayed at different locations, and have started planning for the June 2018 Art Bash.

IX. Board of Directors Comments: Onesko expressed appreciation for the Board's work in 2017 and is looking forward to even more progress in 2018.

- X. Public Comments:** Penelope Morris asked if anything could be done to manage the icy build up where the sidewalk meets the street at the corners in the downtown, both Coolidge and 12 Mile, as it creates a hazard for pedestrians and potential shoppers attempting to cross the street. Baumgarten noted that the DPW is shorthanded, and Wudyka suggested it could be an ordinance enforcement issue as businesses are required to keep their sidewalks clear of snow and ice.

Deeds outlined his plans to beautify business fronts with planters on the west end of 12 Mile. He plans to visit the businesses in that area to see what kind of planter configuration would work for them, if they're interested in participating.

- XI. Adjournment:**
The meeting was adjourned at 9:17 AM on motion by Dean and second by Baumgarten. The motion was approved unanimously by the Board.