

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, March 8, 2023, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. CALL TO ORDER: The meeting was called to order at 8:31 AM with Chair Andy Gilbert presiding.

II. ROLL CALL:

Present: Matthew Baumgarten
Chris Gross
Donna Dirkse
Desiree Dutcher
Justin Findling
Scott Francis
Andy Gilbert
Uli Laczkovich
Ashley Poirier
Talia Wittenberg
Brian Zifkin

Absent: Tim Barnes – *excused*
Matteo Passalacqua – *excused*
Garrett Wyatt

Also present: Steve Baker, City Council Liaison
Ric Chalmers,, DPW Liaison
Katie Forte, June and December, Board Nominee
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Joel Ulferts, Resident

III. APPROVAL OF AGENDA:

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

IV. APPROVAL OF MINUTES

A. Regular Meeting of February 8, 2023

On motion by Francis and second by Dutcher, the minutes of the regular meeting of February 8, 2023 were unanimously approved by the Board.

V. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported that the Library painting project will begin soon. At the last meeting Council had the first reading of an ordinance that first, would not allow retail sale of puppies and kittens in the city, and the second part dealt with existing businesses that provide that kind of service to their customers. That second part was tabled. If the second reading passes, the ordinance would go into effect 30 days later. March was designated as Women’s History Month and highlights “Women Who Tell Our Stories.” Baker turned the spotlight on those women of Berkley (artists, authors, political and community leaders, and such).

B. Community Development – Kristen Kapelanski

Kapelanski reported ongoing discussion about establishing “social districts” on 12 Mile that would allow patrons to purchase alcoholic beverages at licensed businesses and then move around common spaces with them. Numerous forms are required by the Liquor Control Commission, and the businesses that sell the beverages have to be approved by the MLCC and City Council. Late spring/early summer is the target date for implementation. Liability when the patron is in the social district needs to be clarified.

Another issue for Community Development is setting up “parklets” in public parking spaces, small community gathering spots. These would be temporary set-ups, and ground rules need to be established. The parklet structures cost @\$10,000-20,000 with that expense covered by the entity setting up there. Questions remain on responsibility for keeping the area clean and maintained and design issues. Details on developing the ordinance to govern parklets are being worked out.

There will be a public hearing on the proposed outdoor seating ordinance in March with a final version of the ordinance sent from the Planning Commission to City Council sometime in April. Businesses would only require administrative review and approval.

C. Planning Commission – Matteo Passalacqua

Absent – no report.

D. Public Works – Shawn Young and Ric Chalmers

Chalmers had nothing to report.

E. Chamber of Commerce – Tim Murad

Murad reported the Hometown Art initiative is winding up. They are still looking for an events coordinator but have temporary help.

VI. TREASURER’S REPORT:

A. Financial Report for February 2023

Gross reported that after reviewing the January and February financials, there is @\$385,000 available to spend, and an ending fund balance of @\$434,000. The largest expenditures in that time period were the Berkley Plaza project and Holiday Lights.

Dutcher moved to receive and accept the Treasurer’s Report for January and February 2023, Baumgarten seconded, and the motion was approved unanimously by the Board.

VII. ACTION ITEMS:

A. Recommendation of Katie Forte for Appointment to Board of Directors

Gilbert introduced Katie Forte, owner of June and December on Coolidge, who was recommended for appointment to the vacant Coolidge seat by the Organization Committee. She has volunteered at and supported DDA events for several years since opening the business, which does wholesale and retail sales of the products they create.

Poirier moved to appoint Katie Forte to fill the Coolidge vacancy on the Board and make a formal recommendation to City Council that she be appointed, Gross seconded, and the motion was unanimously approved by the Board. The DDA’s recommendation will be forwarded to City Council, which makes the formal appointment.

B. Proposed DDA Budget for Fiscal Year 2023-2024 (third reading)

McGuinness reported the Board would be sending their final proposed 2023/24 budget, approved today, on to City Council to be incorporated into the City’s overall budget for fiscal year 2023/24. A copy had been included in the Board packet emailed prior to the meeting along with changes proposed by Board members in the interim. Those changes include: Increasing the Consultant line

item from \$0 to \$6,000.00; under Events, increasing the line item by \$20,000.00, from \$25,000.00 to \$45,000.00 (to allow more funds for trolleys and BOO!kley); also under Events, increasing the Holiday Lights contribution from \$40,000.00 to \$50,000.00; and increasing Streetscape Improvements from \$60,000.00 to \$160,000.00 (Robina North enhancements). Included with the budget breakdown is an analysis of the DDA's revenue sources for the current fiscal year. McGuinness noted the budget as originally presented is conservative and assumes "stagnant growth" in revenues, although he actually expects revenues to be more "robust."

He asked the Board to consider individually the proposed changes presented by Board members as the budget discussions have progressed.

Dutcher moved to approve the 2023/24 DDA Budget as currently presented, Baumgarten seconded, and the motion was approved unanimously by the Board.

Increasing the Consultant line item from \$0 to \$6,000.00: as needed on a case by case basis (such as additional, short-term social media work or promotional event assistance). There was no support for this budget addition.

Under Events, increasing the line item by \$20,000.00, from \$25,000.00 to \$45,000.00 (to allow more funds for trolleys, October block party, and BOO!kley).

Poirier moved to approve increasing the Events line item \$20,000.00, from \$25,000.00 to \$45,000.00, Dirkse seconded, and the motion was approved unanimously by the Board.

Under Events, increasing the Holiday Lights contribution from \$40,000.00 to \$50,000.00 (for expanded installation throughout downtown plus energy costs).

Dutcher moved to approve increasing the DDA Holiday Lights contribution from \$40,000.00 to \$50,000.00, Laczkovich seconded, and the motion was approved unanimously by the Board.

Increasing the Streetscape Improvements line item from \$60,000.00 to \$160,000.00 (for future Robina North enhancements). An HRC opinion regarding probable costs for crosswalk activation/construction was also given to the Board. Costs would be shared with the City. The current requested increase is directed toward Coolidge crosswalk costs. Funds remain in the 2021/22 budget for crosswalk activation.

Poirier moved to approve increasing the Streetscape Improvements line item from \$60,000.00 to \$160,000.00, Francis seconded, and the motion was approved unanimously by the Board.

Zifkin noted that even though private investment in the DDA area on the west end of 12 Mile has increased substantially in the time he has been a DDA Board member, the amount of the DDA investment in that area has not kept pace. He believes that DDA district should be homogenous, reflecting the district's investment throughout the downtown, especially in terms of beautification. He proposed increasing the line item for flower baskets/planters from the current \$28,000.00 to \$78,000.00. He believes holiday lights should also be extended in the area.

Increasing the Streetscape line item covering flower baskets/flower planters program from \$28,000.00 to \$78,000.00.

Zifkin moved to approve increasing the line item covering flower baskets/flower planters from \$28,000.00 to \$78,000.00, Gilbert seconded, and the motion was approved unanimously by the Board.

Dutcher moved to approve the 2023/24 DDA Budget as presented and amended, Baumgarten seconded, and the motion was approved by the Board with Poirier abstaining.

C. Downtown Berkley Mural Program Application Updates

McGuinness noted consulting with Oakland County, neighboring communities with mural programs, and legal professionals, and changes to the mural program application were presented to the Board. A proposed change would state in the application that in the event of removal or change to the mural before five years have elapsed, the DDA has the right to require repayment from the property owner of all or part of the funds the DDA originally awarded for the mural.

Dutcher moved to approve the Downtown Berkley Mural Program Application Updates, and Baumgarten seconded.

Zifkin strongly suggested that the applicant have “skin in the game” and that the DDA should not be funding the full costs of any mural’s installation, and Poirier agreed.

Zifkin moved to add language to the application that it is a matching program with the DDA funding up to 50% of the mural cost, and Gilbert seconded.

McGuinness noted that subjectivity couldn’t be removed from the Board’s decision process. Laczkovich proposed that final approval of the application updates be postponed and that the Board investigate how other municipalities with mural programs administer theirs. There could be backlash/legal action from applicants who don’t fully understand the “subjectivity” of the Board’s mural award decisions.

Baumgarten moved to postpone a vote on the mural application updates for one month, Laczkovich seconded, and the motion was approved unanimously by the Board.

- D. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates**
- E. MHG Jewelry Studio Mural Program Application**
- F. Alice’s Perfect Fit Alterations Mural Program Application**
- G. Chazzano Coffee Roasters Mural Program Application**
- H. Nawab Indian Cuisine Façade Grant Application**

Baumgarten moved to postpone a vote on Action Items D.-H. for one month, Zifkin seconded, and the motion was approved unanimously by the Board.

VIII. DISCUSSION ITEMS

A. Downtown Promotional Efforts for March

No report.

- 1. Downtown Leprechauns Scavenger Hunt (March 9-19)**
- 2. Leprechauns Days Out (March 16-19)**
- 3. Downtown Block Party at O’Mara’s (March 18)**

B. Parking Study Progress, Community Engagement

No report.

C. Coolidge Complete Streets Enactment, Crosswalks Enhancements

No report.

D. Robina North Design Concepts Progress

No report.

E. Main Street Oakland County Summit April 20, 2023 (9-11 AM) at Waterford Oaks

No report.

IX. STUDENT BOARD MEMBER UPDATES

No report.

X. BOARD COMMITTEE UPDATES: None.

A. Art & Design Committee – Matteo Passalacqua

B. Business Development Committee

1. **Core (LP) Fitness at 3165 Twelve Mile**

2. **La Collection by Cotton ‘N Things at 4105 Twelve Mile**

3. **Be Well LifeStyle Center at 2959 Twelve Mile**

4. **Jewels Pet Cuisine at 2790 Twelve Mile**

C. Downtown Events Committee

D. Marketing Strategies Committee – Ashley Poirier

E. Organization Committee – Scott Francis

F. West 12-Mile Committee – Brian Zifkin

EXECUTIVE DIRECTOR UPDATES

None.

XI. BOARD OF DIRECTORS’ COMMENTS: None

XII. PUBLIC COMMENTS: The opportunity for public comment was offered. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

Ulferts questioned whether the crosswalk installation included overhead lights, as he didn't see that listed in the HRC proposal. McGuinness noted that it did not. Ulferts also questioned the revenue sharing for the parking study, as he didn't see that in the DDA budget, and McGuinness noted he would have to look back in the minutes to see when that was approved. Ulferts suggested that the Capital Improvement Plan and Master Plan should be used as templates for making investments in future downtown improvements.

XIII. Adjournment:

The meeting was adjourned at 10:12 AM on motion by Zifkin and second by Baumgarten.