

I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Rob Onesko presiding.

II. **ROLL CALL:**

*Present:* Matthew Baumgarten  
Donna Dirkse  
Lawrence Gallagher  
Andy Gilbert  
Alanda Knox  
Mitchell Moses  
Rob Onesko  
Matteo Passalacqua  
Dottie Popp

*Absent:* Petro Drakopoulos – *excused*  
Maggie Gabel – *excused*  
Eli Hurwitz – *excused*  
Bryan Schnicker – *excused*  
Wayne Wudyka – *not excused*

*Also present:* Steve Baker, City Counsel Liaison  
Vivian Carmody, Berkley DDA Director  
Doug Deeds, Berkley Environmental Committee  
Doug Penney, Resident  
Amber Weston, Chamber of Commerce

III. **APPROVAL OF AGENDA:** On motion by Gallagher and second by Baumgarten, the agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES:**

**A. Meeting of March 14, 2018:** On motion by Moses and second by Popp, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

The FY 2017/18 YTD Revenue and Expenditure report was included in the Board packet. Mr. Moses presented the proposed FY 2018/19 budget and outlined changes from 2017/18.

The ending fund balance for the current fiscal year is expected to be @163,000 and the ending fund balance for 2018/19 is projected to be @\$65,000.

On motion by Gallagher and second by Moses, the 2018/19 DDA budget was unanimously approved by the Board.

**VI. DISCUSSION/ACTION ITEMS:**

**A. DDA Board Resolution of Support for MSOC Application**

A copy of the resolution in support of the DDA's Main Street Oakland County application was included in the packet e-mailed to the Board. Carmody reported that this is the last piece required to complete Berkley's application.

Knox moved to approve the resolution of support, Passalacqua seconded, and the motion was unanimously approved by the Board.

**B. Frank's Flowers & Summer Maintenance Contract**

Carmody reported that the DDA had put out an RFP for flowers and summer maintenance, and Frank's bid was the lowest. They have done the downtown maintenance for the last two years. A copy of the contract for \$26,705.00, signed by the contractor, was included in the Board packet.

Gilbert moved to approve the contract with Frank's, Gallagher seconded, and the motion was unanimously approved by the Board.

**C. Design Guidelines Amendment – Third Opportunity Site**

Carmody reported that the Design Guidelines Committee agreed to add a third opportunity site to the Design Guidelines Services Agreement with Winter & Company at an additional cost of \$5,540.00. They will develop a conceptual design for the southwest corner of the 12 Mile/Coolidge intersection.

Knox moved to approve the Design Guidelines amendment, Dirkse seconded, and the motion was unanimously approved by the Board.

**D. Vitrine Gallery & Gifts Façade Grant Application**

A copy of the grant application and graphics depicting the façade improvements was included in the packet e-mailed to the Board. The cost of the façade changes is \$5,634.00, and the Design Committee recommended that the maximum grant amount of \$2,000.00 be awarded.

Knox moved to approve Vitrine's façade grant for the maximum \$2,000.00 award, Dirkse seconded, and the motion was unanimously approved by the Board.

**E. Coolidge Highway Crosswalk Bollards**

The permanent bollards are ready to be installed and are just waiting on the contractor. The only bollards that should be around the crosswalks are those that circle the pedestrian safety zone. Baumgarten said he would get together with Schueller of the DPW, walk the area, and get a date for the removal of the extra delineators.

**VII. Committee Reports – Included in Board packet.**

**VIII. Staff & Community Reports:**

**A. Executive Director – Vivian Carmody**

**1. Traffic Study Update**

Carmody reported that the traffic analysis will be done soon and plans for the crosswalk painting are moving along. She is also working with Oak Park and Huntington Woods on the TAP grant application to address Coolidge from I-696 north.

**2. RCOC Update**

Carmody reported that she and the DDA's traffic consultant met with Road Commission representatives, and the RCOC is standing firm about no parklets on 12 Mile but have given approval to install a crosswalk at 12 Mile and Robina. Carmody said the Design Committee

would look at ways to find grant money to use the wider Robina sidewalks at that location to make a more pedestrian-friendly public space.

## **B. Main Street Scholarship Recipients Conference Update**

### **1. Steve Baker**

Baker thanked the Board for the opportunity to attend the conference. He reported that there were 1,600 attendees at the conference, and Berkley was well represented. Two themes that resonated with him were entrepreneurial support and agile planning. He found it remarkable the degree to which a lot of municipalities have programs in place to help identify those entrepreneurs starting businesses and provide them with tools to be successful. Business incubators are a way to provide access to technology otherwise unavailable to start-up businesses. A “Fab Lab” (see [fablabfoundation.org](http://fablabfoundation.org)) provides a place where entrepreneurs can go to make things using more sophisticated equipment, like 3D printers, than they have available as start-ups.

Red Wing, Minnesota used a business model challenge to fill some of their vacant downtown storefronts, and the DDA approached the property owners to offer reduced rent for a period of time. An entrepreneur with an undeveloped business idea could receive advice about business models, sources of funding, hiring staff, and other tools and techniques to get started.

He also learned about the “agile strategy” and “strategic doing” for new entrepreneurs that take the big idea and then prioritize the most important tasks, setting a 30-day at a time schedule to accomplish goals according to their importance. Carmody wondered if it would be viable to create an incubator space for new businesses somewhere in Berkley and suggested it was a project for the Business Development Committee. Baker noted more information can be found at the web site for the South East Michigan Entrepreneurs Association, [semea.info](http://semea.info).

### **2. Alanda Knox**

Knox also thanked the Board for the opportunity and reported being inspired by sessions she attended, an important takeaway being the importance of communication and transparency for DDAs and the other organizations that deal with business people in the city, like the Chamber and city government. The downtown needs to be for everybody, including the residents, as they support the downtown and especially need to be informed about what’s going on downtown. All those organizations need to come together to keep the progress going. What she experienced at the conference is the value of working together to meet the challenges. The DDA should get to know all the downtown business people, ask them what they need, and find ways to include the west end of 12 Mile and draw people’s attention to that area. Change is difficult but becoming part of the Main Street program should smooth the way.

**3. City Council** – Baker reported that Council recognized Shirley Hanson at their last meeting April 2. Hanson is a long-time community supporter involved in numerous activities who has recently moved to Royal Oak for their senior housing. He also reported that the final open house presentation about the new Community Center proposal will be held April 17 at the Community Center. The first annual Honor Guard Pig and Chicken Roast will be held Saturday, April 21, at the American Legion. Everyone on City Council as well as the City Manager attended the MML Capitol Conference in Lansing.

## **C. Planning Commission:**

Absent. Tim McLean will act as the DDA Planning Commission liaison when Joe Tangari isn’t able to attend. The LaSalette redevelopment project is on hold while the City’s planning consultant (paid for by the developer) reviews the plan.

**D. Chamber of Commerce:**

Weston reported the next Chamber Chat will be held at Borson Dental on April 20. The Art Bash currently has received 150 applications, and plans for the Street Art Fest are ongoing, with the hope Coolidge can be closed for the event.

**IX. Board of Directors Comments:** None

**X. Public Comments:**

Deeds reported he would like to install 18-20 custom-made planters on the west end of 12 Mile, some around the light poles and some right against the buildings, at a cost of @\$400. The pads on the poles need replacement by DTE, Schueller is meeting with them. Carmody asked him to submit a prototype to the Design Committee for review before the DDA can consider funding his project.

**XI. Adjournment:**

The meeting was adjourned at 9:44 AM on motion by Passalacqua and second by Knox.