

I. **CALL TO ORDER:** The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Scott Francis
Andy Gilbert
Chris Gross
Mitchell Moses
Matteo Passalacqua
Razur Rahman
Brian Zifkin

Absent: Petro Drakopoulos – *excused*
Jennifer Finney – *excused*
Maggie Gable – *excused*
Eli Hurwitz – *excused*
Wayne Wudyka – *excused*

Also present: Steve Baker, City Council Liaison
Natalie Price, Citizens Engagement Advisory Committee
Joseph Mulheron, Chamber of Commerce Liaison

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

IV. **APPROVAL OF MINUTES:**

A. **Regular meeting of October 9, 2019:** On motion by Dirkse and second by Gross, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that he hadn't received a financial statement from the City and had nothing to report. He hoped to have one for the December meeting.

Passalacqua moved to accept and approve the Treasurer's Report, Dirkse seconded, and the motion was unanimously approved by the Board.

VI. **DISCUSSION/ACTION ITEMS:**

A. **Mural Application: Green Lantern Pizza**

A copy of the mural application and graphic was e-mailed to the Board prior to the meeting. Passalacqua (Design Committee) said he liked it, especially for that area of 12 Mile, and Agbay said the mural and overall design of the whole building was amazing. The Design Committee recommended it for a full match (\$2,500.00).

Passalacqua moved to approve Green Lantern's mural design and application for a \$2,500.00 maximum match, Agbay seconded, and motion was unanimously approved by the Board.

B. Mural Graphic Approval: Tootie & Tallulah's

At the October Board meeting, the Board approved the mural application in the amount of \$7,500.00, with \$2,500 reimbursed to the DDA by MSOC, pending approval of the graphics by the Design Committee and the project starting within 30 days. As of November 13, neither the Design Committee nor full Board had approved the graphic, which was e-mailed to the Board prior to the meeting.

Agbay liked that the name "Berkley" was so prominent on the mural, and Mitchell thought its position was in a crucial welcoming position to the downtown. Gilbert suggested that welcoming aspect could be some form of requirement for murals at the entry points to the downtown.

The winter weather closing in makes painting impossible for several months, and there was discussion that the grant money might not be available by the time painting is again possible. Gilbert will touch base with Norris of MSOC to find out a deadline. Passalacqua said he would contact Tootie and Tallulah's.

Passalacqua moved to approve Tootie & Tallulah's mural graphic if funding will still be available when painting can be done and extend the DDA's portion of financial support through the fiscal year ending June 30, Dirkse seconded, and motion was unanimously approved by the Board.

C. Update on Executive Director

Gilbert reported that during negotiations with Tom Coke, the candidate chosen by the Board at the October meeting, Coke turned down the offer and said he had taken another position in Windsor, Ontario, suggesting in part because the Berkley DDA Director was a 1099 contractor position rather than employee position. The second choice of the Interview Committee, Jennifer Finney, was no longer interested in the position.

Gilbert asked Board members how they wanted to proceed. The consensus was to start the search over, keeping the process and personnel basically the same as in the original search. There was discussion of the feasibility of changing the position to employee (with City employee benefits), rather than contractor status. Baumgarten noted that in Lathrup Village the DDA Director is a Village employee with a portion of his/her salary paid by the DDA. He would do more research on constraints and what is allowed by statute. He noted that the Board could appoint an interim Director while the search for a permanent director is underway. Board members also asked if the pay might be increased or other incentives offered.

Gilbert also noted that if the DDA changes to non-profit status (the DDA Partnership) that might also impact the Director position.

Baker suggested that marketing the position could be improved, making the advertisement (posted by several organizations, including Main Street) "splashier" and more dynamic. Baumgarten noted one of his staff people could work on that. Baker also stressed it be stated up front that the position is a contract position to avoid any future uncertainty on the part of the candidate.

D. Berkley Local Pod Cast

Gilbert described a new Chamber marketing program brought to him and Finney called Berkley Local Pod Cast, a one-hour segment, taped once a month with two local businesses (30 minutes each) being interviewed by a seasoned podcaster and beer tour guide (whom they met) and talking about their business, how they started, and what they do. They believe it could be a great way to reach out to everyone in the district, support outlying businesses on the edges of the district, and also create positive chatter about Berkley. The cost is \$60 per hour, with the first episode airing January 9. The DDA could also market it on their web site.

Passalacqua moved to fund the cost for DDA businesses to participate, capping the expenditure at \$5,000.00, Dirkse seconded, and the motion was unanimously approved by the Board.

VII. Student Board Member Updates: Absent – no report.

VIII. Standing Committee Updates

A. Business Development Committee:

Moses reported the committee is moving forward on details for their community investment initiative in cooperation with the Chamber and is looking to find a facilitator.

B. Design Committee: Matteo Passalacqua

Passalacqua reported the committee had been working on the two mural applications.

C. Marketing and Promotions: Jennifer Finney

In Finney's absence, Gross reported on three events for MerriMonth: Small Business Saturday November 30, Merry and Bright Shopping Night December 6, and the Ugly Sweater Contest December 14. Gilbert said they also discussed details of the Berkley Local Podcast.

Organization Committee: Scott Francis

The committee did not meet.

IX. Staff & Community Updates:

A. City Council – Steve Baker

Baker thanked everyone involved in the election process. He reported that the old Council will meet for the final time on November 18, and then the new Council will be sworn in. They've also been discussing recreational marijuana ordinances and ethics issues. He also noted the Historical Commission's celebration of Veterans Day on 11/11.

B. Planning Commission – Matt Trotto:

In Trotto's absence, Baumgarten reported the Commission is reviewing the two phases of the LaSalette redevelopment, with Phase 1 being renovation of the existing school building. There is a public hearing on recreational marijuana ordinance(s) scheduled for November 26.

C. Citizens Engagement Advisory Committee – Natalie Price

Price reported the committee did not meet since the last DDA meeting. They will be working with City staff on the web-based volunteer engagement portal and will choose a new chairperson and liaison at their 11/13 meeting. Price was elected to City Council in the November 5 election.

D. Chamber of Commerce – Joseph Mulheron

Mulheron reported the next Chamber Chat will be held at the School District Talbot office, 9:00 AM on 11/15, aimed at showcasing the district for realtors. Chamber gift cards for the holidays are available for purchase on their Web site and different locations throughout the city.

X. Board of Directors Comments:

On the Complete Streets project, Baumgarten reported putting out an update to the community recently. Traffic counts on Coolidge are underway for the 6-month review of the lane reduction project. A left turn signal at Catalpa is under consideration as is timing of the other traffic signals. A report of the task force will be forthcoming followed by a public presentation. December 2 is the projected date for presentation to Council. Moses stressed making sure the information is well publicized.

XI. Public Comments: None.

XII. Adjournment:

The meeting was adjourned at 9:32 AM on motion by Passalacqua and second by Agbay.