

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, May 10, 2023, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



- I. **CALL TO ORDER:** The meeting was called to order at 8:30 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
Scott Francis
Chris Gross
Uli Laczkovich
Matteo Passalacqua
Garrett Wyatt

Absent: Tim Barnes – *excused*
Justin Findling
Andy Gilbert – *excused*
Ashley Poirier – *excused*
Talia Wittenberg
Brian Zifkin – *excused*

Also present: Ric Chalmers, DPW Liaison
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Meg Lelli, Resident and Business Owner

- III. **APPROVAL OF AGENDA:**

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

- IV. **APPROVAL OF MINUTES**
 - A. **Regular Meeting of April 12, 2023**

Katie Forte had noted that in Councilperson Baker’s Liaison Report, she was referred to as “Katie Price,” not “Katie Forte.” On motion by Gross and second by Dirkse, the amended minutes of the regular meeting of April 12, 2023 were unanimously approved by the Board.

- V. **LIAISON REPORTS**
 - A. **City Council – Steve Baker**

In Baker’s absence, City Manager Baumgarten reported Council had several budget sessions to deal especially with how to respond to the millage defeat the previous week. They hope to delay needed budget cuts by spreading them over two years, and find additional funding from other sources, including unspent Federal American Rescue Plan Funds. Before formally adopting the next

fiscal year's budget, they will hold a public budget hearing. The millage defeat doesn't directly impact the DDA's bottom line except in terms of the shared expenses with the City.

B. Community Development – Kristen Kapelanski

Kapelanski reported the first reading of the outdoor seating ordinance. The full rewrite of the zoning ordinance will be a 1½ year process as it needs to align with the City's Downtown Master Plan. They received a business license application for a new Indian restaurant on 12 Mile.

C. Planning Commission – Lisa Kempner

Absent – no additional report.

D. Public Works – Ric Chalmers

Chalmers reported crosswalk reactivation work has been put out to bid. American flags will be displayed, like last year, on all major roads.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber is gearing up for the June 10 Art Bash with the maximum number of booths accepted. They are still looking for sponsors and food vendors. The Street Art Fest on July 17 will have Woodward Market local Michigan food vendors. Ads will be sold to appear in the Kit Homes Tour booklet. Their Berk Perk discount cards are still selling, and Woodward Corners discounts are drawing attention. Instead of the pub crawl, the Chamber will be holding Restaurant Weekend.

VI. TREASURER'S REPORT:

A. Financial Report for March and April 2023

Gross reported incoming revenues of @\$7,000.00, @\$39,000.00 in expenditures, and a balance of @\$306,000.00. There is still @\$127,000.00 in the 2022/23 budget that can be spent. Passalacqua suggested rolling some of that into improvements for the Robina plaza area.

Dutcher moved to receive and accept the Treasurer's Report for March and April 2023, Laczkovich seconded, and the motion was unanimously approved by the Board.

VII. ACTION ITEMS:

A. Downtown Berkley Farmers Market Creation

McGuinness reported that two Berkley retailers near Robina and Twelve Mile, Janine Braun of The Artsy Umbrella, and Nada Abbate of Nada & Co., will be coordinating a weekly Farmers Market in the Twelve/South Robina area. They know many artisans who are interested in taking part. The market will run from 9:00 to 3:00 each Thursday from 6/1 to 10/26, and will include @20 artisans and produce and flower vendors. The market will initially be set up on the area sidewalks, but the City will be asked for road closure down the line. The event is DDA cost-neutral.

Gross moved to add the Berkley Farmers Market to the DDA events roster for 2023, Dutcher seconded, and the motion was unanimously approved by the Board.

B. Coordination with City Department of Public Works on Sidewalk Cleanings

McGuinness noted talks with Director Shawn Young of the DPW about the need to keep the city sidewalks from looking "junky," especially as the warmer weather brings visitors and residents to walk downtown streets more. They have proposed weekly cleanings, alternating, of the 1-mile Coolidge strip and the 1-mile Twelve Mile strip. The cost will be \$500-600 per week, which McGuinness described as affordable and doable budget-wise. Public Works staff will do the cleaning each week. This would be a Streetscape Improvement expense. Passalacqua said he would like to see the detailed bullet-pointed list of the scope, and Dutcher wondered if the frequency will vary.

Dirkse moved to approve the plan to coordinate with the City Department of Public Works on Sidewalk Cleanings, Laczkovich seconded, and the motion was unanimously approved by the Board.

C. Berkley BP Gas Station Mural Content Approval (No Cost to DDA)

McGuinness reported that all murals in the district must have, at a minimum, DDA approval of the mural design/content. Kapelanski noted that the site plan for the gas station has been extended for an additional year. The owners would like to enhance and enlarge the existing mural, painted by BHS art students, which is being funded by BHS alumni. Even though the DDA is not funding the mural itself, the Board must approve the design. The mural will eventually be painted on the entire wall. The gas station owner will be applying for a DDA façade improvement grant in the future.

Forte moved to approve Berkley BP Gas Station's mural content, Francis seconded, and the motion was unanimously approved by the Board.

D. Downtown Berkley Mural Program Application Updates

Since the last Board meeting in April, McGuinness had received input from Board members regarding revisions to the downtown Berkley mural program application, and he included questions for Board consideration in the packet sent prior to the meeting. Those questions are as follows, as well as the results of the round table polling of those present.

Should the mural program continue? Consensus, yes.

What should be the level of maximum financial support (currently \$5,000)? Should it be raised or lowered? Consensus, keep the \$5,000.00 level.

Should it be a "matching" program? (It is currently not a matching grant.) Consensus, match preferred but not required.

Should new language for financial impact if mural impacted or building sold be included? Consensus, DDA should be reimbursed a prorated amount. There was question about the definition of destroyed or altered.

Does the Board want to qualify or give special consideration to where on a building a mural can be? Consensus, special consideration can be given to the location.

Gross moved to incorporate these changes into the Berkley Mural Program draft application, Passalacqua seconded, and the motion was unanimously approved by the Board.

McGuinness will integrate these changes and any additional Board input into the current application and present that revised, redlined document to the Board for final approval in June.

E. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates

McGuinness included questions for Board consideration in the packet sent prior to the meeting. Those questions are as follows, as well as the results of the round table polling of those present.

Do you want to continue the Façade and Parking Lot Improvement Grant program? Consensus, yes.

What should be level of limitation to maximum financial support (currently \$5, 000.00)? Consensus, up to \$10,000.00.

Should it be a matching grant (currently a matching grant)? Consensus, yes, and first come, first served.

Should there be claw back (reimbursement) language for financial impact if facade is destroyed or building sold? Consensus, no.

Should signage be an option for a façade program grant? Consensus, no, unless the business name is being included in a structural improvement.

Can an applicant apply for the grant after the work is completed? (approval after the fact)? Consensus, before (application submitted).

Gross moved to incorporate these changes into the Berkley Façade and Parking Lot Improvement Program draft application, Forte seconded, and the motion was unanimously approved by the Board.

VIII. DISCUSSION ITEMS

A. Successful Ladies Night Out with Star Wars Theme

Baumgarten noted that the theme contributed to turning this event into a family affair. Laczkovich was uncertain about whether businesses could offer alcoholic drinks to visitors, and Kapelanski noted that the MLCC does not allow it without a liquor license.

B. Berkley Outdoor Social Scene (B.O.S.S.) Social District Approval Status

Kapelanski reported receiving edits to the paperwork she submitted to the MLCC, which noted changes needed before approval. The next phase involves communicating with participating establishments and getting supplies.

C. Parking Study Progress, Community Engagement

Kapelanski reported she expects draft recommendations the following week, and then she'll meet with their consultant, followed by a steering committee meeting and presentation to the DDA and City Council.

D. Coolidge Complete Streets Implementation, Including Crosswalks Enhancements

McGuinness and Chalmers reported that the RFP has been sent out to companies.

E. ArtSpace Plaza (on Coolidge Near Berkley High) Finishing Touches Update

The sculpture and student art have been received and displayed, and the grand opening/ribbon cutting is coming soon. There is also lighting at night.

F. Recent Main Street Oakland County Summit and Awards Ceremony

McGuinness attended, and although nominated for six awards, Berkley did not receive any.

G. Presenting at Michigan Downtown Association June Conference

McGuinness will be presenting at the conference and attending a workshop about working effectively with stakeholders.

H. Berkley Pride Block Party Updates

McGuinness reported the City is considering the request to close Robina for the event on June 25, and there will be more sponsorships and vendors.

IX. STUDENT BOARD MEMBER UPDATES

No report.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

No report.

B. Business Development Committee

No report.

C. Downtown Events Committee

No report.

D. Marketing Strategies Committee – Ashley Poirier

No report.

E. Organization Committee – Scott Francis

No report.

F. West 12-Mile Committee – Brian Zifkin

No report.

XI. EXECUTIVE DIRECTOR UPDATES

None.

XII. BOARD OF DIRECTORS' COMMENTS:

None.

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

XIV. Adjournment:

The meeting was adjourned at 10:13 AM on motion by Dirkse and second by Gross.