

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING**

**Wednesday, December 13, 2023 8:15 AM**

**Berkley Public Safety - 2nd Floor Conference Room**

*MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.*



**AGENDA**

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
  - A. Regular Meeting Minutes of November 8, 2023
- V. **Treasurer's Report**
- VI. **Action Items**
- VII. **Discussion Items**
  - A. Holiday Shopping Season Promotional Initiatives Underway  
(Holiday Lights, Elf on a Store Shelf, Parade, Gazebo, Shopping Nights, Trolley, Santa)
  - B. Status of Recent Façade Grant Decisions, Latest Request for 2965 W. 12 Mile Façade
  - C. Downtown Landscaping Needs and Opportunities
- VIII. **Liaison Reports**
  - A. City Council – Steve Baker
  - B. Community Development – Kristen Kapelanski
  - C. Planning Commission – Lisa Kempner
  - D. Public Works – Shawn Young and Ric Chalmers
  - E. Chamber of Commerce – Tim Murad
- IX. **Closed Session**
  - A. Move to Go Into Closed Session to Discuss Executive Director Annual Performance Review
  - B. Move to Come Out of Closed Session
  - C. Provide Update on Concluded Annual Performance Review, as Needed
- X. **Student Board Member Updates**
- XI. **Board Committee Updates**
  - A. Art & Design
  - B. Business Development
  - C. Downtown Events
  - D. Marketing Strategies
  - E. Organization
  - F. West Twelve Mile
- XII. **Executive Director Updates**
  - A. Main Street Oakland County Placemaking Funding Update
  - B. National Main Street Reaccreditation Process Update
- XIII. **Board of Directors' Comments**
- XIV. **Public Comments**
- XV. **Adjournment**
- XIV. **Informational Meeting to Follow**

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, November 8, 2023, 8:15 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



- I. **CALL TO ORDER:** The meeting was called to order at 8:19 AM with DDA Director Michael McGuinness presiding.
- II. **ROLL CALL:**
- A. Attendance Taken and Quorum Determined**
- Present:* Donna Dirkse  
Desiree Dutcher  
Justin Findling  
Katie Forte  
Scott Francis  
Chris Gross  
Uli Laczkovich  
Ashley Poirier  
Talia Wittenberg  
Brian Zifkin
- Absent:* Tim Barnes – *excused*  
Matthew Baumgarten – *excused*  
Andy Gilbert – *excused*  
Matteo Passalacqua – *excused*
- Also present:* Steve Baker, City Council Liaison  
Kathleen Karlis, Chair. Berkley Tree Board  
Lisa Kempner, Planning Commission Liaison  
Mike McGuinness, DDA Executive Director  
Tim Murad, Chamber of Commerce Liaison  
Adam Wozniak, Berkley DPW
- III. **APPROVAL OF AGENDA:**  
On motion by Francis and second by Laczkovich, the agenda was unanimously approved by the Board. McGuinness then asked for a motion to remove Section XIV., Closed Session, from the agenda as excused, absent members, wanted additional time for review, so that will take place at the next scheduled meeting in December. Poirier so moved, Dirkse seconded, and the motion was unanimously approved by the Board and the agenda successfully amended.
- IV. **APPROVAL OF MINUTES**
- A. Regular Meeting of October 11, 2023**  
On motion by Dirkse and second by Forte, the minutes of the regular meeting of October 11, 2023 were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**
- A. Financial Report for October, 2023**  
Gross reported that no report had been received from the Finance Department for this period, and therefore the report for October was delayed until the December Board meeting. As reported at a previous meeting, the discrepancy regarding payment to Frank’s, the flower basket/landscaping

contractor, was in fact due to payment being returned to the City because of a change in their billing address. There were some issues brought up about the City's financial reserves, and Gross asked if those affected the DDA in any way, and McGuinness noted they did not and the financial health of the City is strong.

**VI. ACTION ITEMS:**

There were no action items for the Board to consider.

**VII. DISCUSSION ITEMS**

**A. Coolidge Crosswalks Improvement Project Status**

McGuinness reported that City funding for its share of the project was coming from their road funding budget, specifically to be used for pedestrian infrastructure. The contractor's schedule called for cement to be poured that day for the sidewalks that had been removed with two businesses affected being closed, but due to inclement weather, pouring of cement was delayed until conditions were favorable. Fall completion is still projected.

Poirier asked about the public education campaign and if it was planned for spring. McGuinness noted that when the project is completed this fall, information will be made publicly available emphasizing safety using the crosswalks but the major campaign will be rolled out in spring when pedestrian traffic will increase.

**B. Downtown Landscaping and Tree Replacement Developments**

McGuinness has been working with DPW Director Young to plan removal and replacement of downtown trees. Two 12 Mile trees have been removed recently, requiring extensive underground work. They agree that each tree removal and replacement will cost @\$600.00.

He turned discussion over to Kathleen Karlis, Chair of the Berkley Tree Board, who outlined their approach as it relates to the city's tree canopy (also outlined on the City's web site). The city completed an evaluation of the overall city tree canopy, with a goal of achieving 40% and having a diversity of tree species. The downtown environment presents special challenges partly because of the stress of traffic pollution, road salt, and the root constriction of being planted in tree wells. Proper mulching of trees is extremely important to maintaining their health. They are working with and following the State DNR guidelines.

**C. BOOkley Season Successfully Completed**

McGuinness noted this year is the third for this month-long event, and has proven to be an overwhelming success for all involved, attracting many new volunteers and visitors from out of the city as well as Berkley residents. Boo!kley event chair Kempner noted the weather cooperated for all the planned activities. She had many new event volunteers this year. Downtown businesses were given a participation sheet with a QR code to sign up for events they wanted to participate in. They were able to streamline tasks that needed to be done for all events. She also noted that for Ghost Chase, whereas last year all the teams were from Berkley, this year only three were from Berkley and the rest came from other metro area communities.

McGuinness then engaged everyone to voice their impressions. Wonziak (DPW) mentioned the only problem he noticed was that residents from Berkley Manor had difficult access, and public safety had to assist them. Other comments were that it gets people fired up, a lot of social engagement, enjoy driving through town to see all the skeletons, the best holiday Berkley has, so much love put into decorating the skeletons, especially for the kids, so family friendly, hearing how people came from all over, it's a destination, maybe consider using ArtSpace where the food truck has been a great draw for the high school students. Everyone agreed that it had filled the downtown with a fun, positive vibe.

One Board member suggested expanding visibility at the entrances to downtown, at 11 Mile and Greenfield, and McGuinness concurred, noting that this year more businesses at the west end of 12

Mile participated in the Trick or Treat stroll. He also reported that this year they had @\$6,500 in sponsorships.

Regarding event costs, Gross noted that she's heard next year the City will be raising fees for services they provide at events such as this that the DDA holds.

**D. Holiday Shopping Season Promotional Initiatives**

McGuinness noted the Saturday after Thanksgiving is Small Business Saturday, the Holiday Lights Parade takes place the first Saturday in December, and Merry and Bright Shopping Nights on Thursdays, December 7, 14, and 21. The DDA partners with the Library for Santa at the Library and will run the Jolly Trolley on December 9. Holiday lights will be up along 12 Mile and Coolidge and select pocket locations. Some marketing ideas promoted by Poirier are Elf on a Store Shelf and Mensch on a Bench and Berkley Prime shopping (mimicking Amazon, no membership fee and instant gratification).

**VIII. LIAISON REPORTS**

**A. City Council – Steve Baker**

Baker congratulated the DDA on a great Bookley season and thanked the City Clerk's department and volunteers for their efforts on the previous day's election. At their next meeting 11/20 Council will give their best wishes to Mike Dooley and welcome new Council person Clarence Black. The Coolidge PUD, which has been approved and sent to Council by the Planning Commission, isn't ready to be on their agenda for approval. They may also consider extensions for the two cannabis businesses that haven't opened yet. The City finances are undergoing the yearly audit, and the Mayor's Academy is continuing.

**B. Community Development Planning Commission – Kristen Kapelanski (absent)**

**C. Planning Commission – Lisa Kempner**

Kempner reported that the Planning Commission had approved the plans for the Coolidge PUD with the recommendation to plant more trees in the right of way. The Zoning steering committee is working on landscaping, lighting, and signage. Currently, zoning doesn't deal at all with landscaping, but are considering discouraging tree wells. They are encouraging the PUD developer to work with the DDA on having their waste receptacles and benches be harmonious and consistent. The next Mayor's Academy will be the last in the series and give their final recommendations.

**D. Public Works – Ric Chalmers**

Wozniak reported that the DPW has begun removing leaves from the roadways.

**E. Chamber of Commerce – Tim Murad**

Murad reported the annual State of the City had been held at the Collaborative Center and that they would hold the Chamber's holiday party at Republica on December 5. The Berkley Perks card is on sale at the Woodward Corner Market and at the schools, with \$15.00 being donated to the schools if bought there.

**IX. STUDENT BOARD MEMBER UPDATES**

Findling reported that students have a corn hole tournament going, and students are enjoying decorating the hallways for the holidays, starting with Halloween. Wittenberg reported that students enjoy having the food truck at ArtSpace.

**X. BOARD COMMITTEE UPDATES:**

**A. Art & Design Committee – Matteo Passalacqua**

- B. Business Development Committee**
- C. Downtown Events Committee**
- D. Marketing Strategies Committee – Ashley Poirier**
- E. Organization Committee – Scott Francis**
- F. West 12-Mile Committee – Brian Zifkin**

Zifkin reported that some of the small bear planter bases have been installed, and none have disappeared yet.

**XI. EXECUTIVE DIRECTOR UPDATES**

- A. McGuinness attended the Michigan Municipal League Conference Oct. 18-20**
- B. McGuinness attended the Michigan Downtown Association Conference Downtown Berkley Tour**
- C. McGuinness attended the Michigan Downtown Association Annual Conference**

What had been originally planned as a walking tour was changed to a trolley tour instead because of mobility issues for some of the participants. The last part of the tour took place on foot, and some local businesses were visited. McGuinness also reported a topic of discussion about a ballot initiative in Lake Orion to eliminate their DDA that lost at the polls.

**XII. BOARD OF DIRECTORS' COMMENTS:**

Gross noted that budget amendments are needed for funding changes the Board had approved this year.

Francis reported that work on Hurley Field has begun and will take nine months.

Poirier reported that the high school advisory board she's working on needs mentors, especially in the accounting area.

**XIII. 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.

There was general discussion about changes in the billing for water/sewer/garbage services with a \$40.00 charge for trash pickup, even for those that pay outside vendors. McGuinness said he could communicate with the City about the lack of clarity for affected businesses, and some of them have suggested the DDA take on the expense of trash pickup downtown. Baker noted the importance of clear communication and urged anyone interested to attend upcoming 2024/25 City budget sessions.

**XIV. Adjournment:**

The meeting was adjourned at 9:45 AM on motion by Zifkin and second by Francis.

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	PERIOD ENDED 10/31/2022	PERIOD ENDED 10/31/2023
*** Assets ***			
248-000-001-000	CASH IN BANK	558,198.00	637,221.48
248-000-004-000	CASH - IMPREST PAYROLL	0.00	(24,826.91)
248-000-005-000	PETTY CASH	300.00	300.00
248-000-026-000	DELINQUENT PPT RECEIVABLE	5,134.69	10,349.87
248-000-123-000	PREPAID EXPENSES	0.00	336.00
Total Assets		563,632.69	623,380.44
*** Liabilities ***			
248-000-202-000	ACCOUNTS PAYABLE	0.00	9,609.17
248-000-202-001	ACCOUNTS PAYABLE - MANUAL	8,244.53	8,244.53
248-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	2,668.87	2,668.87
248-000-241-000	FICA TAXES	171.64	194.84
248-000-257-000	ACCRUED PAYROLL	2,266.47	5,010.82
248-000-259-000	ACCRUED HEALTH CARE	1,330.38	877.49
248-000-285-000	UNEARNED REVENUE	1,264.16	10,375.47
Total Liabilities		15,946.05	36,981.19
*** Fund Balance ***			
248-000-390-000	FUND BALANCE	314,861.00	314,861.00
Total Fund Balance		314,861.00	314,861.00
Beginning Fund Balance		314,861.13	314,861.00
Net of Revenues VS Expenditures - 22-23			(25,003.11)
Fund Balance Adjustments - 22-23		(0.13)	
*22-23 End FB/23-24 Beg FB		289,857.89	
Net of Revenues VS Expenditures - Current Year		232,825.64	296,541.36
Fund Balance Adjustments		(0.13)	0.00
Ending Fund Balance		547,686.64	586,399.25
Total Liabilities And Fund Balance		563,632.69	623,380.44

\* Year Not Closed

PERIOD ENDING 10/31/2023

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGD USED
		AMENDED BUDGET	10/31/2023 NORMAL (ABNORMAL)	MONTH 10/31/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 001 - REVENUES						
248-001-402-000	PROPERTY TAXES	37,000.00	32,817.56	21,286.84	4,182.44	88.70
248-001-402-001	PROPERTY TAX CAPTURE - DDA	361,000.00	344,000.31	223,132.34	16,999.69	95.29
248-001-539-010	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00
248-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	11,000.00	840.12	0.00	10,159.88	7.64
248-001-674-005	MERCHANDISE REVENUE	5,000.00	40.00	0.00	4,960.00	0.80
248-001-675-005	CORPORATE DONATIONS	5,000.00	0.00	0.00	5,000.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	20,000.00	3,260.00	260.00	16,740.00	16.30
Net - Dept 001 - REVENUES		463,000.00	380,957.99	244,679.18	82,042.01	
Dept 252 - ACTIVE EMPLOYEE BENEFITS						
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,461.00	1,439.89	319.66	2,021.11	41.60
248-252-716-500	HEALTH CARE COSTS - BC/BS	25,682.00	0.00	0.00	25,682.00	0.00
248-252-718-000	RETIREMENT-DB MERS	26,000.00	0.00	0.00	26,000.00	0.00
Net - Dept 252 - ACTIVE EMPLOYEE BENEFITS		(55,143.00)	(1,439.89)	(319.66)	(53,703.11)	
Dept 265 - CITY HALL						
248-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 722 - DDA OPERATIONS						
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	5,000.00	0.00	15,000.00	25.00
248-722-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
248-722-758-000	PROGRAM SUPPLIES	0.00	0.49	0.00	(0.49)	100.00
248-722-803-000	MEMBERSHIPS AND DUES	1,100.00	0.00	0.00	1,100.00	0.00
248-722-807-000	AUDIT SERVICES	1,800.00	0.00	0.00	1,800.00	0.00
248-722-818-205	SECRETARIAL SERVICES	2,000.00	600.00	150.00	1,400.00	30.00
248-722-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
248-722-853-000	TELEPHONE	600.00	161.55	40.45	438.45	26.93
248-722-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
248-722-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
248-722-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Net - Dept 722 - DDA OPERATIONS		(29,000.00)	(5,762.04)	(190.45)	(23,237.96)	
Dept 724 - SPECIAL EVENTS						
248-724-706-000	DPW WORKERS	0.00	1,194.19	0.00	(1,194.19)	100.00
248-724-709-000	OVERTIME	0.00	107.71	0.00	(107.71)	100.00
248-724-715-000	FICA	0.00	98.80	0.00	(98.80)	100.00
248-724-758-001	BOOKLEY SKELETONS	20,000.00	4,681.09	2,150.00	15,318.91	23.41
248-724-817-004	DDA - EVENTS	45,000.00	10,739.72	5,822.43	34,260.28	23.87
248-724-817-015	HOLIDAY LIGHTS	50,000.00	0.00	0.00	50,000.00	0.00
Net - Dept 724 - SPECIAL EVENTS		(115,000.00)	(16,821.51)	(7,972.43)	(98,178.49)	
Dept 726 - MARKETING AND ADVERTISING						
248-726-814-000	WEBSITE	500.00	19.99	0.00	480.01	4.00
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	0.00	0.00	3,000.00	0.00

PERIOD ENDING 10/31/2023

GL NUMBER	DESCRIPTION	2023-24		YTD BALANCE 10/31/2023	ACTIVITY FOR MONTH 10/31/2023	AVAILABLE BALANCE	% BDC USED
		AMENDED BUDGET	NORMAL (ABNORMAL)				
<b>Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY</b>							
248-726-818-000	CONTRACTUAL SERVICES	48,000.00	0.00	48,000.00	0.00	48,000.00	0.00
248-726-901-000	ADVERTISING/MARKETING	17,800.00	11,359.93	6,440.07	840.93	6,440.07	63.82
248-726-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	1,500.00	0.00	1,500.00	0.00
Net - Dept 726 - MARKETING AND ADVERTISING		(70,800.00)	(11,379.92)	(840.93)	(840.93)	(59,420.08)	
<b>Dept 729 - STREETSCAPE &amp; DESIGN</b>							
248-729-818-200	FLOWER BASKET PROGRAM	78,000.00	7,752.51	70,247.49	2,584.17	70,247.49	9.94
248-729-818-201	PUBLIC ART/PLACEMAKING	40,000.00	1,898.64	38,101.36	734.34	38,101.36	4.75
248-729-818-207	PEST CONTROL	500.00	160.00	340.00	40.00	340.00	32.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	15,000.00	0.00	15,000.00	0.00	15,000.00	0.00
Net - Dept 729 - STREETSCAPE & DESIGN		(133,500.00)	(9,811.15)	(3,358.51)	(3,358.51)	(123,688.85)	
<b>Dept 740 - DDA ADMINISTRATION</b>							
248-740-704-000	FULL TIME EMPLOYEES	79,567.00	25,186.60	54,380.40	6,120.48	54,380.40	31.65
248-740-715-000	FICA	6,600.00	4,345.62	2,254.38	463.53	2,254.38	65.84
248-740-728-000	OFFICE SUPPLIES	500.00	94.52	405.48	0.00	405.48	18.90
248-740-817-008	BOARD TRAININGS	2,000.00	0.00	2,000.00	0.00	2,000.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	248.77	2,751.23	0.00	2,751.23	8.29
Net - Dept 740 - DDA ADMINISTRATION		(91,667.00)	(29,875.51)	(61,791.49)	(6,584.01)	(61,791.49)	
<b>Dept 902 - PUBLIC IMPROVEMENT</b>							
248-902-972-200	STREETSCAPE IMPROVEMENTS	160,000.00	9,326.61	150,673.39	0.00	150,673.39	5.83
Net - Dept 902 - PUBLIC IMPROVEMENT		(160,000.00)	(9,326.61)	(150,673.39)	0.00	(150,673.39)	
<b>Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:</b>							
TOTAL REVENUES		463,000.00	380,957.99	82,042.01	244,679.18	82,042.01	82.28
TOTAL EXPENDITURES		657,110.00	84,416.63	572,693.37	19,265.99	572,693.37	12.85
NET OF REVENUES & EXPENDITURES		(194,110.00)	296,541.36	(490,651.36)	225,413.19	(490,651.36)	152.77