

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
(DDA)  
PUBLIC INFORMATIONAL MEETING  
MEETING MINUTES**

**Wednesday, December 13, 2023, 10:00 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room  
2395 Twelve Mile Rd., Berkley Michigan 48072**



*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.*

- I. **CALL TO ORDER:** The meeting was called to order at 10:00 AM with Executive Director Mike McGuinness presiding.
- II. **WELCOME AND INTRODUCTIONS**  
McGuinness welcomed those in attendance.
- III. **GOALS AND DIRECTION OF AUTHORITY**
  - A. McGuinness noted the DDA's vision to improve the downtown in ways that attract more businesses and visitors and to be attuned to their needs and concerns. He envisions that if the gazebo were gussied up a bit, with some trees, it would feel more magical. He would like more spaces in Berkley to feel magical, to dial up the magic and charm.
- IV. **PROJECTS TO BE UNDERTAKEN IN THE COMING YEAR**  
Make the downtown a welcoming, magical place and continue streetscape improvements, especially in the Robina North and South areas as well as south Coolidge and west 12 Mile.
- V. **PUBLIC COMMENTS:** The opportunity for public comment was offered.
- VI. **FEEDBACK AND QUESTIONS**
  - A. Would like to see more engagement with community members and non-business people, and have younger people more involved.
  - B. More unification between all the entities, something connecting the groups and initiatives together, like the Tree Board and Beautification. Everybody's working in silos. Nobody knows what's going, and nobody knows until it's happening.
  - C. Where does that flow from? You've gotta have leadership. I think the leadership can be the DDA.
  - D. Are DDA members also on those City Boards? Not really.
  - E. There's the Junior Womens'. McGuinness works with them and tries to open those lines of communication.
  - F. Marketing has a full picture of what is all going on. The City now has a communications director.
  - G. It's like there needs to be a little marketing committee. There's all these little entities working on building the Berkley brand, but they're all disjointed. Maybe taking the marketing people from all the different places and have them meet, like monthly, so they're all on the same page. That's where a brand manager comes in.

H. Make the community feel like they're being heard. When they see something good, they latch onto it.

I. Having that structure (events) is extremely beneficial to businesses.

**VII. CLOSING COMMENT**

McGuinness thanked everyone for attending the meeting and noted their input was helpful moving forward.

**VIII. ADJOURNMENT:**

The meeting was adjourned at 10:31 AM