

I. **CALL TO ORDER:** The meeting was called to order at 8:34 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Jennifer Finney
Maggie Gable
Andy Gilbert
Chris Gross
Eli Hurwitz
Brian Zifkin

Absent: Petro Drakopoulos
Scott Francis – *excused*
Mitchell Moses – *excused*
Matteo Passalacqua – *excused*
Razur Rahman – *excused*
Wayne Wudyka – *excused*

Also present: Steve Baker, City Council Liaison
Adam Carbeck, Chamber of Commerce Liaison
Theresa McArleton, Parks & Recreation Director
Amanda Slusarski, Parks and Recreation
Erin Schlutow, Community Development Director

III. **APPROVAL OF AGENDA:** On motion by Gross and second by Agbay, the original agenda was unanimously approved by the Board. Baumgarten then moved to add another item to “Discussion/Action Items,” Pocket Parks, Agbay seconded, and the amended agenda was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES:**

A. **Regular meeting of January 8, 2020:** On motion by Agbay and second by Dirkse, the minutes were unanimously approved by the Board.

V. **TREASURER’S REPORT:**

In Moses’ absence, Gilbert read the e-mail report he submitted.

“All of the board members should be aware that due to lack of an ED, we are still not following through with our planned spending plans for the year. Through 1/31/20 the major expenses that we have underspent are as follows: \$50,000 for ED salary; \$28,000 for advertising/marketing; \$20,000 for facade grants; \$9,000.00 for business development; and most importantly, \$115,000 for wayfinding (all of the new signage for the DDA area). This totals \$222,000 of expenses not spent as the DDA had planned. If not spent by 6/30/20 it will go into the fund balance, to be spent next year, under the leadership of the new ED.”

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

VI. DISCUSSION/ACTION ITEMS:

A. Update on Interim Executive Director:

None.

B. Update on Permanent Executive Director Search

Baumgarten reported that at least six applications and resumes have been received since the change in the position (to City employee) was advertised and that the team will review those resumes and interview those applicants hopefully within the week.

C. Design Guidelines Discussion: Next Steps

Erin Schlutow, Community Development Director, reported that the Design Guidelines and Design Overlay documents had been reviewed by the Planning Commission, which had recommended City Council approve them. After some substantial delay caused by City personnel changes, Council and Schlutow were recommending reaching out to property owners, particularly those who had expressed opposition to the overlay district, for their input. A Design Review Board was initially recommended to review applications, but Schlutow asked for the Board's opinion about whether such a Board was needed, recommending instead that the DDA Director or designee from the Board, such as Design Committee Chair, working in partnership with her, the applicant, and Planning to review applications and make recommendations. Board members present raised no objections to that change.

D. Update on Berkley Local Pod Cast

Gilbert reported the second podcast was being recorded that day, Feb. 12. They're working with Catalyst Media to attract more listeners. Analytics/metrics are better and allow the podcast to be accessed on more platforms. The DDA Facebook page has posted about the podcast.

E. Pocket Parks

Theresa McArleton, Parks and Recreation Direction, reported on plans to create pocket parks around the downtown area, and identified a project for the coming fiscal year they would like to start with is the space on Dorothea just east of Coolidge between Sugar Kisses and Camelot Cleaners. Dorothea would be closed off and renovations made. This is an area described in the Downtown Master Plan as an opportunity for a gathering space. If funds are approved in the 2020/21 budget, they would like to start 7/1/20. Another priority area identified is off 12 Mile near D&D Bicycles. Baker also noted growing sentiment in favor of small, pop-up dog parks.

VII. Student Board Member Updates:

Hurwitz and Gable are working on recruitment of their replacements for the next school year and would like to have a capstone project in place for them to work on. They'll make an announcement and presentation to classes, especially Marketing and Student Leadership, and noted it might be helpful for a Board member to accompany them at school to engage interest in the Board. Baker suggested a small stipend, such as \$1,000, be included in the budget to cover any project costs.

VIII. Standing Committee Updates

A. Business Development Committee:

Absent – no report.

Design Committee: Matteo Passalacqua

Absent. By e-mail, Passalacqua reported that he and Francis discussed a streetscaping the new school lot along Coolidge. Confirmation is needed on signing Frank's contract so as to be ready for spring landscaping. Frank reached out asking about it. They also need to arrange a meeting with the

city to discuss crosswalks. Chamber supports moving forward with more safety infrastructure. So does the Planning Commission

B. Marketing and Promotions: Jennifer Finney

Finney reported the committee will be hosting a roundtable discussion for business owners on Feb. 25, 6:00 to 8:00 PM, at Common to discuss ideas for downtown events and communications. They'll be dropping off flyers at downtown businesses. They hope the event will encourage volunteers to join the committee. Gilbert urged Board members to attend. After getting feedback from the business owners, the committee will plan their events calendar for 2020.

Organization Committee: Scott Francis

In Francis's absence, Agbay reported the committee has been reviewing ED applicant resumes and have received guidance from MSOC. Plans for the 501c3 partnership are moving forward, especially with Larry Gallagher's assistance.

IX. Staff & Community Updates:

A. City Council – Steve Baker

Baker reported that a meeting with DIA representatives will be held at Articulate on Feb. 21 at 8:30. The DIA plans to continue its Inside/Out program in Berkley. Reproductions of museum masterpieces are displayed at sites to be determined around the city.

The merit-based point system to rate applicants for cannabis business licenses has been finalized and applications will soon be available and will be reviewed by the City to determine the top three.

Council wants to find ways to cut down on unsolicited materials left at residences and on first reading passed an ordinance to designate on what part of a property such material can be left (yes, porch, no, sidewalk, driveway, or front yard).

Planning Commission – Matt Trotto

In Trotto's absence, Schlutow reported the Commission is in the process of updating the Master Plan. The site plan for redevelopment of the Farina's location was approved. The LaSalette development site was rezoned, and the project is moving ahead with minor changes. There was a first reading of a proposed amendment to the zoning ordinance that requires a development project to post on the property a temporary notice of public hearing. Part 2 of the Green Lantern mural is moving forward. Zifkin noted there are some parking issues with their customers that may be alleviated when the City owned property nearby is developed as parking.

B. Citizens Engagement Advisory Committee – Absent – no report.

C. Chamber of Commerce – Adam Carbeck

Carbeck reported Welcome Bags for new residents have been prepared and will be distributed. The next Chamber Chat will be held at the Library on 2/21. The Art Bash has been moved up to May 30 to avoid conflict with the start of 12 Mile surfacing.

X. Board of Directors Comments:

Baumgarten reported the City will be working on the draft budget and welcomed any wish lists from the Board. After approval by the DDA Board, the budget will need City Council approval. There will be a public meeting on 12 Mile reconstruction March 11. MOGO is planning to launch in April.

XI. Public Comments: None.

XII. Adjournment:

The meeting was adjourned at 9:37 AM on motion by Dirkse and second by Agbay.