

Retro Feel. Metro Appeal.

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes:
 - A. Regular meeting of June 10, 2020
- V. Treasurer's Report
- VI. Action Items
 - A. Marketing Contract - Catalyst Media
 - B. Winter Holiday Lighting Display
- VII. Discussion Items
 - A. Crowdfunding Campaign/ Downtown Berkley Face Coverings
 - B. Outdoor Dining, Selling, and Signage
 - C. Frank's Landscaping
 - D. Wayfinding Signage
 - E. DIA Inside Out
 - F. Berkley High School Plaza
- VIII. Student Board Updates
- IX. Standing Committee Updates
 - A. Business Development Committee – Mitchell Moses
 - B. Design Committee – Matteo Passalacqua
 - C. Marketing & Promotions – Jennifer Finney
 - D. Organization – Scott Francis
- X. Staff & Community Updates:
 - A. City Council – Steve Baker
 - B. Planning Commission – Lisa Kempner
 - C. Citizens Engagement Committee – TBD
 - D. Chamber of Commerce – TBD
- XI. Board of Directors' Comments
- XII. Public Comments
- XIII. Adjournment

<https://berkleymich.zoom.us/j/91132570626>

Meeting ID: 911 3257 0626

Phone number: (301) 715-8592

- I. **CALL TO ORDER:** The meeting was called to order at 8:43 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
- Present:* Matthew Baumgarten
Donna Dirkse
Scott Francis
Andy Gilbert
Chris Gross
Mitchell Moses
Razur Rahman
Brian Zifkin
- Absent:* Andrew Agbay – *excused*
Maggie Gable – *excused*
Eli Hurwitz – *excused*
Matteo Passalacqua – *excused*
Petro Drakopoulos
Wayne Wudyka – *excused*
- Also present:* Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director
- III. **APPROVAL OF AGENDA:** On motion by Zifkin and second by Gross, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**
- A. Special Meeting of June 4, 2020**
On motion by Francis and second by Gross, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Moses reported that his report is about the same as the last few months without much activity. Approximately \$7,000 had been spent, mostly on administrative expenses, and the fund balance is expected to be @\$330,000 until spending on projects resumes.
- Gross moved to receive and approve the Treasurer's Report, Zifkin seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION ITEMS:**
- A. Marijuana Business Community Contribution**
Finney reported speaking with a 12 Mile business owner concerning a potential marijuana business owner with an idea to "adopt a business" to score points for community contribution on their application for a Berkley marijuana business license, or alternately, to set up a fund to market 12 Mile businesses. Baumgarten said the application process opens June 15 and runs until the end of June. The applicant can state their intention to make a community contribution on the application. There was discussion about whether the Board needs to follow up, with Baumgarten noting that no points would be awarded unless the applicant follows through, so he thought no action was called for.

B. Hand Sanitizer Stands

Finney noted the cost of the hand sanitizer stands made by Kathy Abrahamian at Alice's Alterations, which Dirkse is using at the Neighbors' Shoppe and recommends, is \$125. Finney will put a contact link in the DDA newsletter she sends out to the businesses.

C. At-Large Board Position

Gilbert reported that the three Board members whose terms are expiring, Dirkse, Gilbert, and Passalacqua, are being recommended to City Council for re-appointment. They have received applications for the vacant at-large position from some good candidates, which will be sent to the Organization Committee for review and recommendation after interviews. The Board can then interview the person recommended by the Organization Committee.

D. MoGo

Gilbert reported that the two stations have been installed as of the previous Thursday and are ready for business, as are the stations in the participating neighboring cities. Finney is promoting them on Facebook Live, and Baumgarten said he saw a customer using the Coolidge/Earlmont bike station. Zifkin said he wasn't in favor of the MoGo partnership, had voted against entering into it in 2019, and thought the price for bike rental (\$18 for two hours and 25 cents a minute past the two hours) was not what he would call affordable. He did not see the value to the public and was concerned about liabilities that he thought Berkley could incur. Finney said she would reach out to MoGo to find answers to his specific questions, and Gilbert suggested a MoGo representative attend the Board's July meeting. It's possible that ridership fees can be reduced with a monthly/yearly pass.

E. Re-open Kits

Finney reported that Re-open Kits for businesses with personal protection items, a \$400 value supplied by Oakland County, were available at the Community Center for business owners. Gilbert thanked Oakland County for all the support they're providing.

VII. STUDENT BOARD UPDATES: Absent – no report.

VIII. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

The crowdfunding campaign ends June 17. All funds raised up to \$4,000 will be matched by Oakland County, and all the funds will be applied to the DDA's face coverings project.

B. Design Committee – Matteo Passalacqua

Nothing additional to report on the Berkley High School Plaza project.

C. Marketing & Promotions Committee – Jennifer Finney

Finney reported that the Berkley Scavenger Hunt runs until July 8 with 13 clues, 6 needed to qualify for one of four \$25 gift cards to a Berkley business. Better Life Bags sales (for sale on the DDA web site) are helping Berkley businesses with marketing support and PPE. The DDA committee will meet again with the Chamber Marketing Committee in July to finalize upcoming events and promotions.

D. Organization Committee – Scott Francis

The committee hasn't met recently but will connect with Finney about Board applications.

IX. STAFF & COMMUNITY UPDATES:

A. City Council – Steve Baker

Council will be meeting the following Monday to finalize expenditures including new vehicles for Public Safety, renovation of the fire hall, and tractors and other equipment for the DPW. They are also making appointments to volunteer boards. The *Woodward Talk* newspaper is publishing again and is the city's official newspaper for certain notices. He noted Council's discussion of the current

systemic racism issues and reported there are marches announced for Friday and Sunday in Berkley. Council agrees on the importance of doing the right things, and Baker urged DDA Board members to make sure their voices are heard and take positive steps forward.

B. Planning Commission – Lisa Kempner

Absent – no report.

C. Citizens Engagement Committee – TBD

Absent – no report.

D. Chamber of Commerce – Nicole Miller

Miller reported advertising can still be purchased for the City Guide that they're publishing again in the fall. They will hold virtual Chamber Chats on June 12 at noon and June 26 at 8:00 AM, and she noted buzz about Ladies Night Out on Nextdoor Berkley.

X. BOARD OF DIRECTORS' COMMENTS:

Gilbert said he wanted to second Steve Baker's comments about current events adding, "Be kind to each other."

XI. PUBLIC COMMENTS: Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within a couple of days.

XII. Adjournment:

The meeting was adjourned at 9:38 AM on motion by Zifkin and second by Gross.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 06/30/2020
 % Fiscal Year Completed: 100.00

| GL NUMBER | DESCRIPTION | 2019-20 | | YTD BALANCE | ACTIVITY FOR | AVAILABLE | | % BDGT USED |
|-------------------------------------|---|--------------------|---------------------------|-----------------------------|-------------------------------|-----------|-------------|----------------|
| | | ORIGINAL BUDGET | 2019-20 AMENDED BUDGET | 06/30/2020 NORM (ABNORM) | MONTH 06/30/20 INCR (DECR) | NORM | (ABNORM) | |
| Fund 814 - DDA | | | | | | | | |
| Revenues | | | | | | | | |
| Dept 001 - REVENUES | | | | | | | | |
| 814-001-401-000 | PROPERTY TAXES | 38,825.00 | 38,825.00 | 38,649.73 | 2,214.78 | | 175.27 | 99.55 |
| 814-001-401-001 | PROPERTY TAX CAPTURE - DDA | 261,500.00 | 261,500.00 | 274,791.38 | 29,453.62 | | (13,291.38) | 105.08 |
| 814-001-401-850 | PPT - CURRENT YR DEL | (2,500.00) | (1,500.00) | (481.36) | 0.00 | | (1,018.64) | 32.09 |
| 814-001-401-900 | PROPERTY TAXES - CHARGEBACKS | 0.00 | 0.00 | (61.31) | 0.00 | | 61.31 | 100.00 |
| 814-001-445-001 | INTEREST ON TAXES-FINAL SETTLEMENT | 0.00 | 0.00 | 21.06 | 0.00 | | (21.06) | 100.00 |
| 814-001-573-000 | LOCAL COMMUNITY STABILIZATION SHARE-PPT | 26,340.00 | 11,340.00 | 12,353.42 | 0.00 | | (1,013.42) | 108.94 |
| 814-001-664-000 | INVESTMENT EARNINGS | 3,500.00 | 3,500.00 | 2,465.01 | 0.00 | | 1,034.99 | 70.43 |
| 814-001-674-005 | MERCHANDISE REVENUE | 1,500.00 | 1,500.00 | 250.00 | 0.00 | | 1,250.00 | 16.67 |
| 814-001-675-117 | COOPERATIVE ADVERTISING INCOME | 15,000.00 | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 |
| 814-001-675-814 | EVENT SPONSORSHIPS | 2,500.00 | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 |
| Total Dept 001 - REVENUES | | 346,665.00 | 315,165.00 | 327,987.93 | 31,668.40 | | (12,822.93) | 104.07 |
| TOTAL REVENUES | | 346,665.00 | 315,165.00 | 327,987.93 | 31,668.40 | | (12,822.93) | 104.07 |
| Expenditures | | | | | | | | |
| Dept 175 - DDA ADMINISTRATION | | | | | | | | |
| 814-175-704-000 | FULL TIME EMPLOYEES | 0.00 | 13,100.00 | 10,461.52 | 5,230.76 | | 2,638.48 | 79.86 |
| 814-175-715-000 | FICA | 0.00 | 1,000.00 | 792.65 | 396.32 | | 207.35 | 79.27 |
| 814-175-728-000 | OFFICE SUPPLIES | 1,000.00 | 1,500.00 | 1,070.64 | 0.00 | | 429.36 | 71.38 |
| 814-175-814-001 | WEBSITE | 300.00 | 500.00 | 528.68 | 0.00 | | (28.68) | 105.74 |
| 814-175-818-000 | CONTRACTUAL | 59,000.00 | 9,625.00 | 9,625.00 | 0.00 | | 0.00 | 100.00 |
| 814-175-946-001 | OFFICE SPACE RENTAL | 6,000.00 | 6,000.00 | 5,000.00 | 0.00 | | 1,000.00 | 83.33 |
| Total Dept 175 - DDA ADMINISTRATION | | 66,300.00 | 31,725.00 | 27,478.49 | 5,627.08 | | 4,246.51 | 86.61 |
| Dept 265 - CITY HALL | | | | | | | | |
| 814-265-921-100 | TRIBUNAL/BOARD OF REVIEW TAX EXPENSE | 2,500.00 | 500.00 | 0.00 | 0.00 | | 500.00 | 0.00 |
| Total Dept 265 - CITY HALL | | 2,500.00 | 500.00 | 0.00 | 0.00 | | 500.00 | 0.00 |
| Dept 822 - DDA OPERATIONS | | | | | | | | |
| 814-822-727-100 | INTERNAL SRVC - LABOR & ADMIN | 10,000.00 | 10,000.00 | 6,000.00 | 0.00 | | 4,000.00 | 60.00 |
| 814-822-803-000 | MEMBERSHIPS AND DUES | 600.00 | 700.00 | 700.00 | 0.00 | | 0.00 | 100.00 |
| 814-822-807-000 | AUDIT SERVICES | 1,472.00 | 1,572.00 | 1,532.12 | 0.00 | | 39.88 | 97.46 |
| 814-822-818-000 | SERVICES | 2,400.00 | 2,400.00 | 0.00 | 0.00 | | 2,400.00 | 0.00 |
| 814-822-818-205 | SECRETARIAL SERVICES | 2,000.00 | 2,000.00 | 2,100.00 | 450.00 | | (100.00) | 105.00 |
| 814-822-824-000 | LEGAL SERVICES | 2,000.00 | 2,000.00 | 610.00 | 0.00 | | 1,390.00 | 30.50 |
| 814-822-853-000 | TELEPHONE | 540.00 | 540.00 | 173.36 | 0.00 | | 366.64 | 32.10 |
| 814-822-864-000 | MEETINGS & CONFERENCES | 2,000.00 | 2,000.00 | 56.90 | 0.00 | | 1,943.10 | 2.85 |
| 814-822-865-000 | DOWNTOWN BERKLEY PARTNERS NON PROFIT | 1,500.00 | 1,500.00 | 367.00 | 0.00 | | 1,133.00 | 24.47 |
| 814-822-866-000 | SUBSCRIPTION SERVICES | 300.00 | 300.00 | 198.88 | 0.00 | | 101.12 | 66.29 |
| Total Dept 822 - DDA OPERATIONS | | 22,812.00 | 23,012.00 | 11,738.26 | 450.00 | | 11,273.74 | 51.01 |
| Dept 824 - SPECIAL EVENTS | | | | | | | | |
| 814-824-709-000 | OVERTIME | 500.00 | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 |
| 814-824-715-000 | FICA | 38.00 | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 |
| 814-824-716-000 | HEALTH/DENT/VIS/LIFE-LTD/RHCS | 102.00 | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 |
| 814-824-817-009 | MERRIMONTH | 5,000.00 | 4,500.00 | 4,019.05 | 0.00 | | 480.95 | 89.31 |

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|--|-----------------------------------|--------------------|-------------------|-----------------------------|-------------------------------|--------------------------|----------------|
| | | ORIGINAL BUDGET | AMENDED BUDGET | 06/30/2020 NORM (ABNORM) | MONTH 06/30/20 INCR (DECR) | BALANCE NORM (ABNORM) | |
| Fund 814 - DDA | | | | | | | |
| Expenditures | | | | | | | |
| 814-824-817-010 | LADIES NIGHT OUT | 2,500.00 | 3,900.00 | 3,869.86 | 0.00 | 30.14 | 99.23 |
| 814-824-817-011 | DOWNTOWN SUMMER CONCERTS | 1,200.00 | 1,200.00 | 1,000.00 | 0.00 | 200.00 | 83.33 |
| 814-824-817-012 | ART BASH | 500.00 | 100.00 | 33.64 | 0.00 | 66.36 | 33.64 |
| 814-824-817-013 | STREET ART FEST | 1,000.00 | 1,020.00 | 1,008.47 | 0.00 | 11.53 | 98.87 |
| 814-824-817-014 | OAKLAND COUNTY IRISH FEST | 500.00 | 100.00 | 75.45 | 0.00 | 24.55 | 75.45 |
| 814-824-817-015 | HOLIDAY LIGHTS | 22,000.00 | 25,600.00 | 25,550.96 | 0.00 | 49.04 | 99.81 |
| 814-824-817-016 | ART & ABOUT | 2,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 814-824-817-017 | HOLIDAY LIGHTS PARADE | 500.00 | 0.00 | 500.00 | 0.00 | (500.00) | 100.00 |
| Total Dept 824 - SPECIAL EVENTS | | 36,340.00 | 36,420.00 | 36,057.43 | 0.00 | 362.57 | 99.00 |
| Dept 826 - MARKETING AND ADVERTISING | | | | | | | |
| 814-826-817-002 | DOWNTOWN MERCHANDISE EXPENDITURES | 1,500.00 | 1,500.00 | 0.00 | 0.00 | 1,500.00 | 0.00 |
| 814-826-901-000 | ADVERTISING/MARKETING | 35,000.00 | 35,000.00 | 19,192.43 | 9,004.25 | 15,807.57 | 54.84 |
| 814-826-901-001 | MAP UPDATE & REPRINT | 2,000.00 | 2,000.00 | 2,720.00 | 0.00 | (720.00) | 136.00 |
| Total Dept 826 - MARKETING AND ADVERTISING | | 38,500.00 | 38,500.00 | 21,912.43 | 9,004.25 | 16,587.57 | 56.92 |
| Dept 829 - STREETScape & DESIGN | | | | | | | |
| 814-829-818-000 | CONTRACTUAL SERVICES | 3,500.00 | 11,500.00 | 11,337.26 | 0.00 | 162.74 | 98.58 |
| 814-829-818-200 | FLOWER BASKET PROGRAM | 27,735.00 | 34,000.00 | 20,953.33 | 7,000.00 | 13,046.67 | 61.63 |
| 814-829-818-201 | PUBLIC ART/PLACEMAKING | 7,500.00 | 8,500.00 | 8,000.00 | 0.00 | 500.00 | 94.12 |
| 814-829-818-206 | DOWNTOWN PLAN | 0.00 | 1,000.00 | 966.56 | 0.00 | 33.44 | 96.66 |
| 814-829-818-207 | PEST CONTROL | 250.00 | 650.00 | 420.00 | 0.00 | 230.00 | 64.62 |
| 814-829-974-001 | FACADE GRANT INCENTIVE PROGRAM | 25,000.00 | 20,000.00 | 6,033.00 | 0.00 | 13,967.00 | 30.17 |
| Total Dept 829 - STREETScape & DESIGN | | 63,985.00 | 75,650.00 | 47,710.15 | 7,000.00 | 27,939.85 | 63.07 |
| Dept 830 - BUSINESS DEVELOPMENT | | | | | | | |
| 814-830-818-204 | BUSINESS RECRUITMENT | 5,000.00 | 5,000.00 | 0.00 | 0.00 | 5,000.00 | 0.00 |
| 814-830-960-100 | BUSINESS SUPPORT/TRAINING | 3,000.00 | 3,000.00 | 120.00 | 0.00 | 2,880.00 | 4.00 |
| 814-830-960-110 | QUARTERLY MERCHANT MEETINGS | 1,200.00 | 1,200.00 | 0.00 | 0.00 | 1,200.00 | 0.00 |
| Total Dept 830 - BUSINESS DEVELOPMENT | | 9,200.00 | 9,200.00 | 120.00 | 0.00 | 9,080.00 | 1.30 |
| Dept 940 - PUBLIC IMPROVEMENT | | | | | | | |
| 814-940-974-002 | STREETScape IMPROVEMENTS | 0.00 | 0.00 | 5,900.00 | 5,900.00 | (5,900.00) | 100.00 |
| 814-940-974-005 | WAYFINDING | 115,000.00 | 15,000.00 | 661.25 | 661.25 | 14,338.75 | 4.41 |
| 814-940-974-300 | COMPLETE STREETS | 0.00 | 1,700.00 | 1,700.00 | 0.00 | 0.00 | 100.00 |
| Total Dept 940 - PUBLIC IMPROVEMENT | | 115,000.00 | 16,700.00 | 8,261.25 | 6,561.25 | 8,438.75 | 49.47 |
| Dept 952 - ACTIVE EMPLOYEE BENEFITS | | | | | | | |
| 814-952-716-000 | HEALTH/DENT/VIS/LIFE-LTD/RHCS | 0.00 | 6,500.00 | 200.00 | 100.00 | 6,300.00 | 3.08 |
| Total Dept 952 - ACTIVE EMPLOYEE BENEFITS | | 0.00 | 6,500.00 | 200.00 | 100.00 | 6,300.00 | 3.08 |
| TOTAL EXPENDITURES | | 354,637.00 | 238,207.00 | 153,478.01 | 28,742.58 | 84,728.99 | 64.43 |

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|-----------------|--------------------------------|--------------------|-------------------|-----------------------------|-------------------------------|--------------------------|--------|
| | | ORIGINAL BUDGET | AMENDED BUDGET | 06/30/2020 NORM (ABNORM) | MONTH 06/30/20 INCR (DECR) | BALANCE NORM (ABNORM) | |
| Fund 814 - DDA | | | | | | | |
| Fund 814 - DDA: | | | | | | | |
| | TOTAL REVENUES | 346,665.00 | 315,165.00 | 327,987.93 | 31,668.40 | (12,822.93) | 104.07 |
| | TOTAL EXPENDITURES | 354,637.00 | 238,207.00 | 153,478.01 | 28,742.58 | 84,728.99 | 64.43 |
| | NET OF REVENUES & EXPENDITURES | (7,972.00) | 76,958.00 | 174,509.92 | 2,925.82 | (97,551.92) | 226.76 |
| | BEG. FUND BALANCE | 159,541.33 | 159,541.33 | 159,541.33 | | | |
| | END FUND BALANCE | 151,569.33 | 236,499.33 | 334,051.25 | | | |