

**I. CALL TO ORDER:** The meeting was called to order at 8:35 AM with Chair Andy Gilbert presiding.

**II. ROLL CALL:**

*Present:* Matthew Baumgarten  
Donna Dirkse  
Petro Drakopoulos  
Andy Gilbert  
Chris Gross  
Mitchell Moses  
Matteo Passalacqua  
Brian Zifkin

*Absent:* Andrew Agbay  
Scott Francis – *excused*  
Razur Rahman – *excused*  
Wayne Wudyka – *excused*

*Also present:* Ashley Poirier, Prospective DDA Board Member  
Steve Baker, City Council Liaison  
Jennifer Finney, DDA Executive Director

**III. APPROVAL OF AGENDA:** On motion by Passalacqua and second by Zifkin, the agenda was unanimously approved by the Board.

**IV. APPROVAL OF MINUTES**

**A. Regular Meeting of July 8, 2020**

On motion by Gross and second by Dirkse, the minutes were unanimously approved by the Board.

**V. TREASURER'S REPORT:**

Moses reported that figures for 2019/20 haven't closed out, so the spreadsheet shows a beginning fund balance of @\$159,000, rather than @\$324,000. Recent expenditures are @2800 (advertising), @10,000 for flowers/landscaping, and @\$1,615 for streetscape (HS Plaza design: GMA).

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

**VI. ACTION ITEMS:**

**A. New Board Member Prospect: Ashley Poirier**

Finney introduced Ashley Poirier, attending via Zoom, the candidate recommended to replace her on the Board in the at-large Board position. Her term would expire July 2022 as she would be fulfilling Finney's term. She moved from San Diego and her background is in marketing and graphics. She now works remotely for clients based in San Diego. As a Berkley resident a goal of hers is to better the community and draw a younger demographic to downtown Berkley. She would like to be part of the Marketing Committee.

Moses moved to accept and appoint Poirier to the vacant at-large Board position, Passalacqua seconded, and the motion was unanimously approved by the Board.

**B. Berkley High School Plaza Intergovernmental Agreement**

Finney forwarded a copy of the Intergovernmental Agreement between the City, School District, and DDA to the Board for review prior to the meeting, which had also been sent to the DDA attorney for his review. Passalacqua explained that the Board's copy showed minor adjustments to the final agreement, one was addition to "term" in 10.2 and the other correctly renumbering the following section from 10.2 to 10.3. The City and School Board have approved the agreement.

Zifkin asked which entity was responsible for maintenance, and Passalacqua responded that the DDA would be but maintenance was expected to be minimal as that was a design priority. Any capital improvement required in the future would be split three ways between the parties.

Visitors will be encouraged to clean up after themselves, and District janitorial staff may be on site as well. Zifkin recommended installing or getting a quotation for an electrical hook up so generators wouldn't be needed if food trucks are allowed to sell there. There was discussion about charging a rental fee for food trucks to help defray any maintenance or clean up expenses. Water is available from the high school as it had been for the community garden.

The architectural firm will serve as the owner's representative for bids and during construction and report to the DDA and School District. Passalacqua and Finney will also be on-site often to review construction. Passalacqua will check with the School District about insurance, as they own the property. Bakker suggested a contest to name the Plaza or to have a sponsored name.

Zifkin moved to approve the Berkley High School Plaza Intergovernmental Agreement, Baumgarten seconded, and motion was unanimously approved by the Board.

**C. Berkley High School Plaza GMA Services Agreement**

Finney forwarded a copy of the GMA Services Agreement to the Board for review prior to the meeting, which had also been sent to the DDA attorney for his review.

Passalacqua moved to approve the Berkley High School Plaza GMA Services Agreement, Dirkse seconded, and motion was unanimously approved by the Board.

**D. Articipate Façade Grant**

Owner Deb Kobayashi submitted a Façade Grant application for changes to the front exterior of her building at 3833 12 Mile, for a total cost of \$3816.00. That amount included a logo window sticker for \$100.00, which the Design Committee did not approve because it wasn't a "permanent" addition. They did approve a 50% matching grant in the amount of \$1,858.00 for the remainder of the amount applied for,

Moses moved to approve a Façade Grant to Kobayashi (Articipate owner) in the amount of \$1,858.00, Zifkin seconded, and motion was unanimously approved by the Board.

**E. VITRINE Gallery & Market Façade Grant**

Owner Susan Rogal, Vitrine Gallery, will be taking over the vacant Holy Cannoli space next door to their gift gallery and offering bakery items and other take-out foods. They will also be widening the doorway between the two spaces and offer outdoor snacking space. The Façade Grant application is submitted for 50% matching funds for a new awning from Marygrove Awning at a total cost of \$1,900.00, or a grant in the amount of \$950.00, which the Design Committee recommended.

Zifkin moved to approve a Façade Grant to owner Susan Rogal in the amount of \$950.00, Gross seconded, and motion was unanimously approved by the Board.

**VII. DISCUSSION ITEMS:**

**A. Board Member Sign-up for Future City Council Meetings**

Finney reported that in the past, Board members were encouraged to represent the DDA at City Council meetings and a participation schedule was prepared. She asked the Board to indicate their ability to do so for the remaining City Council meeting dates in 2020: 9/21, 10/5, 10/19, 11/16, 12/7, 12/21. Gilbert signed up for 9/21 and 10/5; Moses for 10/19. Baumgarten noted that the format of meetings is fluid due to the pandemic and if Council meets in person, the number of attendees may be limited. Gilbert asked Board members to check their schedules and contact him regarding their ability to attend on any of the remaining dates in November and December.

**VIII. STANDING COMMITTEE UPDATES:**

**A. Business Development Committee – Mitchell Moses**

Moses deferred to Finney for the report. She noted the committee is renewing the practice of listing available business property on the DDA web site. They are also developing a flow chart for opening a new business downtown with assistance from Erin Schlutow, Community Development Director.

**B. Design Committee – Matteo Passalacqua**

Passalacqua reported the committee had been reviewing Façade Grant applications and the Design Guidelines for downtown property.

**C. Marketing & Promotions Committee – Jennifer Finney**

Finney reported the 3-day Ladies Nights Out event was successful, and they had gotten coverage on Fox 2 news and articles in local papers. The committee would like to hold another LNO in October. Working with Catalyst Media they are putting together some marketing/advertising packages. Their Master Mind group of about six business owners that share information and marketing ideas met once and will meet again 8/17.

**Organization Committee – Scott Francis**

In Francis's absence, Finney reported the committee had interviewed applicants for the vacant at-large Board position.

**IX. STAFF & COMMUNITY UPDATES:**

**A. City Council – Steve Baker**

- X.** Baker reported that Ovarian Cancer Awareness Month is marked by the display of turquoise ribbons. Council approved the Berkley High School Plaza Intergovernmental Agreement. New equipment has been purchased for the DPW, and Council reviewed the 4-phase plan to make improvements to Oxford Merchants Park. In his communications section he gave an in-depth update of DDA activities and accomplishments and received positive feedback. He suggested a regular summary like that would be well received, and Finney said she will be sending Council and businesses a short newsletter about the DDA activities. The marijuana business licensing process is on schedule and applicants are being scored.

**A. Planning Commission – Absent – no report.**

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

**C. Chamber of Commerce – Absent – no report**

**XI. BOARD OF DIRECTORS' COMMENTS: None.**

- XII. PUBLIC COMMENTS:** Finney asked that anyone with comments or questions e-mail them to the DDA Director to be answered within five business days.

**XIII. Adjournment:**

The meeting was adjourned at 9:35 AM on motion by Zifkin and second by Gross.

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGD USED
		AMENDED BUDGET	07/31/2020 NORMAL (ABNORMAL)	MONTH 07/31/2020 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Revenues						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	38,000.00	2,933.70	2,933.70	35,066.30	7.72
814-001-401-001	PROPERTY TAX CAPTURE - DDA	282,000.00	22,086.53	22,086.53	259,913.47	7.83
814-001-401-850	PPT - CURRENT YR DEL	(2,500.00)	0.00	0.00	(2,500.00)	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS	3,366.00	0.00	0.00	3,366.00	0.00
814-001-674-005	MERCHANDISE REVENUE	300.00	0.00	0.00	300.00	0.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	15,000.00	0.00	0.00	15,000.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		352,666.00	25,020.23	25,020.23	327,645.77	7.09
TOTAL REVENUES		352,666.00	25,020.23	25,020.23	327,645.77	7.09
Expenditures						
Dept 175 - DDA ADMINISTRATION						
814-175-704-000	FULL TIME EMPLOYEES	68,000.00	5,230.76	5,230.76	62,769.24	7.69
814-175-709-000	OVERTIME	500.00	0.00	0.00	500.00	0.00
814-175-715-000	FICA	5,240.00	396.33	396.33	4,843.67	7.56
814-175-728-000	OFFICE SUPPLIES	1,500.00	0.00	0.00	1,500.00	0.00
814-175-814-001	WEBSITE	500.00	0.00	0.00	500.00	0.00
814-175-817-008	BOARD TRAININGS	3,000.00	0.00	0.00	3,000.00	0.00
814-175-946-001	OFFICE SPACE RENTAL	5,000.00	0.00	0.00	5,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	4,000.00	0.00	0.00	4,000.00	0.00
Total Dept 175 - DDA ADMINISTRATION		87,740.00	5,627.09	5,627.09	82,112.91	6.41
Dept 265 - CITY HALL						
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	10,000.00	0.00	0.00	10,000.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	1,030.00	0.00	0.00	1,030.00	0.00
814-822-807-000	AUDIT SERVICES	1,500.00	0.00	0.00	1,500.00	0.00
814-822-817-000	CONSULTANT	15,000.00	0.00	0.00	15,000.00	0.00
814-822-818-205	SECRETARIAL SERVICES	2,000.00	150.00	150.00	1,850.00	7.50
814-822-824-000	LEGAL SERVICES	2,000.00	0.00	0.00	2,000.00	0.00
814-822-853-000	TELEPHONE	600.00	42.33	42.33	557.67	7.06
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	1,500.00	0.00	0.00	1,500.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		33,930.00	192.33	192.33	33,737.67	0.57
Dept 824 - SPECIAL EVENTS						
814-824-817-004	DDA - EVENTS	14,700.00	0.00	0.00	14,700.00	0.00
814-824-817-015	HOLIDAY LIGHTS	22,000.00	0.00	0.00	22,000.00	0.00
Total Dept 824 - SPECIAL EVENTS		36,700.00	0.00	0.00	36,700.00	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 07/31/2020  
 % Fiscal Year Completed: 8.49

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	07/31/2020 NORMAL (ABNORMAL)	MONTH 07/31/2020 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Expenditures						
Dept 826 - MARKETING AND ADVERTISING						
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	1,500.00	0.00	0.00	1,500.00	0.00
814-826-901-000	ADVERTISING/MARKETING	35,000.00	2,846.20	2,846.20	32,153.80	8.13
Total Dept 826 - MARKETING AND ADVERTISING		36,500.00	2,846.20	2,846.20	33,653.80	7.80
Dept 829 - STREETScape & DESIGN						
814-829-818-200	FLOWER BASKET PROGRAM	28,000.00	10,384.17	10,384.17	17,615.83	37.09
814-829-818-201	PUBLIC ART/PLACEMAKING	25,000.00	0.00	0.00	25,000.00	0.00
814-829-818-207	PEST CONTROL	500.00	0.00	0.00	500.00	0.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	25,000.00	0.00	0.00	25,000.00	0.00
Total Dept 829 - STREETScape & DESIGN		78,500.00	10,384.17	10,384.17	68,115.83	13.23
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	30,000.00	1,615.00	1,615.00	28,385.00	5.38
814-940-974-005	WAYFINDING	55,000.00	0.00	0.00	55,000.00	0.00
Total Dept 940 - PUBLIC IMPROVEMENT		85,000.00	1,615.00	1,615.00	83,385.00	1.90
Dept 952 - ACTIVE EMPLOYEE BENEFITS						
814-952-716-000	HEALTH/DENT/VIS/LIFE-LTD/RHCS	102.00	100.00	100.00	2.00	98.04
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		102.00	100.00	100.00	2.00	98.04
TOTAL EXPENDITURES		360,972.00	20,764.79	20,764.79	340,207.21	5.75
Fund 814 - DDA:						
TOTAL REVENUES		352,666.00	25,020.23	25,020.23	327,645.77	7.09
TOTAL EXPENDITURES		360,972.00	20,764.79	20,764.79	340,207.21	5.75
NET OF REVENUES & EXPENDITURES		(8,306.00)	4,255.44	4,255.44	(12,561.44)	51.23
BEG. FUND BALANCE		159,541.33	159,541.33			
NET OF REVENUES/EXPENDITURES - 2019-20			160,462.52		160,462.52	
END FUND BALANCE		151,235.33	324,259.29			