

UNOFFICIAL (NO IN-PERSON QUORUM)

I. CALL TO ORDER: The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.

II. ROLL CALL:

Present (in person):

Matthew Baumgarten
Scott Francis
Andy Gilbert
Chris Gross
Mitchell Moses

Present (via Zoom):

Andrew Agbay
Donna Dirkse
Ashley Poirier
Wayne Wudyka (via Zoom)
Brian Zifkin (via Zoom)

Absent:

Petro Drakopoulos
Matteo Passalacqua – *excused*
Razur Rahman – *excused*

Also present:

Steve Baker, City Council Liaison (via Zoom)
Jennifer Finney, DDA Executive Director
Torri Mathes, Community Engagement Officer, City of Berkley
Nicole Miller, Chamber of Commerce Liaison (via Zoom)

THERE WAS NO IN-PERSON QUORUM THAT WAS REQUIRED FOR AN OFFICIAL MEETING

III. APPROVAL OF AGENDA: There was no quorum for a vote, and the agenda was updated to reflect that.

IV. APPROVAL OF MINUTES

A. Regular Meeting of September 9, 2020

No quorum for a vote.

V. TREASURER'S REPORT:

Moses reported that @\$325,000 is the actual beginning balance, and the DDA expects to spend that down in 2020/21 on projects such as wayfinding, which is underway, and spending of @\$25,000 expected on the western portion of 12 Mile.

VI. DISCUSSION ITEMS:

A. Berkley Plaza Update

Finney reported that the four project bids received indicate that the project will cost @1 1/2 times as much as initial estimates of @\$100,000, the bids being closer to \$150,000. She noted several reasons for the high bids, including the cost of materials increasing substantially. The planning team will be regrouping to determine a new scope and how to proceed, including possibly splitting the full

construction into phases. One expense could be lowered if the School District allows access to the building site through their property rather than the roadway (Coolidge). Board members asked her to share at least one of the returned bids so they can assess differences between the original estimate and actual bids.

B. Wayfinding Signs Update

Finney reported that this project is on schedule to finish Phase 1 installation in December. Toledo Signs marked locations and will be sending samples of the signs to her for any interested Board members to inspect.

VII. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

Finney reported the committee is finalizing the DDA guidelines for opening a new business in Berkley and keeping the list of available business property downtown updated. They will be doing another survey of business owners about effects on their businesses of construction and Covid 19. With Main Street's sponsorship, businesses will be able to utilize the Shop Loyal virtual web site allowing customers to shop their stores online.

B. Design Committee – Matteo Passalacqua

In Passalacqua's absence, Finney reported the committee finalized changes to the Facade Grant application, sent to the Board, which will be approved at the next meeting.

C. Marketing & Promotions Committee – Ashley Poirier

Poirier reported the committee is updating the downtown business tri-fold shopping map and discussing changes that will encourage people to keep it for reference and discounts when shopping as well as possibly incorporating coupons. Another Ladies Nights Out is scheduled for Oct. 15 and 16 and it's gotten local TV and radio coverage. They're also working on MerriMonth and have discussed having a trolley. There was discussion about offering a marketing grant for collaborative advertising, with some reimbursement to the collaborating businesses.

Organization Committee – Scott Francis

Francis reported the committee has not met and will be restarting discussions about the 501c3.

VIII. STAFF & COMMUNITY UPDATES:

A. City Council – Steve Baker

Baker reported that the state Legislature just voted to reinstate original restrictions on open meetings allowing public entities to meet virtually as they had been doing originally. Council met last on October 12. They are receiving and reviewing applications for the Holiday Lights Parade. Recreational marijuana business applications were reviewed, and the top three applicants in points were awarded licenses pending approval from the Planning Commission and state. There is an appeal process for those who did not score as high as the top three. He thanked business owners for their patience and creativity and welcomed Poirier to the Board.

B. Planning Commission – Matt Trotto

Absent – no report.

C. Citizens Engagement Committee

Torri Mathes, Community Engagement Officer for the City, reported the committee is rehashing its direction and their vision and accountability.

D. Chamber of Commerce – Nicole Miller

Miller reported the next Chamber Chat will be held virtually Oct. 16, and the State of the Cities event will also be held virtually on Oct. 29 at 4:00 PM. They are working with Poirier on coordinating marketing efforts.

IX. BOARD OF DIRECTORS' COMMENTS: None.

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

XI. Adjournment:
Without quorum, there was no motion to adjourn, and the meeting ended at 9:12 AM.