

- I. **CALL TO ORDER:** The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
Present: Matthew Baumgarten (from Berkley)
Donna Dirkse (from Berkley)
Petro Drakopoulos (from Berkley)
Scott Francis (from Huntington Woods)
Andy Gilbert (from Berkley)
Chris Gross (from Huntington Woods)
Mitchell Moses (from Huntington Woods)
Razur Rahman
Wayne Wudyka (from Berkley)
Brian Zifkin (from Berkley)
- Absent:* Andrew Agbay
Matteo Passalacqua – *excused*
Ashley Poirier – *excused*
- Also present:* Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Matt Trotto, Planning Commission Liaison
- III. **APPROVAL OF AGENDA:** On motion by Gross and second by Moses, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**
A. Regular Meeting of September 9, 2020
On motion by Baumgarten and second by Gross, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
Moses noted his report is similar to previous months in that anticipated spending is down. Revenues are up as tax income is received. The goal this fiscal year is to reduce the fund balance to @20%, or @\$75,000. Finney noted that some of the year's events will be more like normal (Ladies Nights Out) but many will be online, with less printed advertising. Spending on other media advertising is anticipated, and Finney is working with Catalyst Media on that. Holiday lights are up. No events will use a shuttle bus or trolley.
- Gross moved to receive and approve the Treasurer's Report, Baumgarten seconded, and the motion was unanimously approved by the Board.
- VI. **ACTION ITEMS:**
A. Updated DDA Facade Grant Application
Finney had e-mailed the revised application with changes highlighted. The printed application should now align with the web site version and include the information that application can be made for grants funding parking lot enhancements as well as façades. The Design Committee also reviewed and discussed how many times a business can get a grant. The Design Committee will review the

application of a business that has already received a grant. One grant per fiscal year is the current consensus. Finney said applicants would meet with both her and Schlutow so that all parties are in agreement on particulars such as completion schedule.

Baumgarten moved to approve the updated DDA Façade Grant Application, Gross seconded, and the motion was unanimously approved by the Board.

B. Budget for W. Twelve Mile

Finney reported that \$25,000.00 would be budgeted from the fund balance for West 12 Mile improvements. Zifkin will head the subcommittee charged with surveying businesses in the area to determine priorities and then meet with Baumgarten to see how those align with the Master Plan and Downtown Plan. There was general discussion of time frame (how many years) with general agreement to wait and see what ideas are proposed, how much they each would cost, and how long it would take to implement them. Wudyka reminded Board members that 12 Mile is a County road and that influences what can be done.

Zifkin moved to approve the budget for West Twelve Mile improvements in the amount of \$25,000.00, Moses seconded, and motion was unanimously approved by the Board.

VII. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

Moses indicated he would be deferring now and in the future to Finney for this committee report. The committee was scheduled to meet the following week. Finney planned to reach out to district businesses to promote Main Street's Shop Loyal program, which provides an online e-commerce site for businesses that sign up. Nine are currently registered with a goal of at least 15.

B. Design Committee – Matteo Passalacqua

In Passalacqua's absence, Finney reported that the committee will be working with the Marketing Committee to promote the Holiday Window Decorating contest as well as Artists Sunday, where locally handmade holiday gifts will be sold.

C. Marketing & Promotions Committee – Ashley Poirier

In Poirier's absence, Finney reported that it's time to update the downtown shopping map including having a QR code linking to businesses' promotional pages. Some MerriMonth activities are already set, and kickoff is Nov. 21. Merry and Bright has evening shopping nights Dec. 10 & 11; a virtual holiday concert will be performed on December 12 (streamed on Facebook and the local Berkley TV channel); and virtual Story Time with Santa is scheduled for Dec. 19. Main Street's Shop Loyal program will be ongoing.

D. Organization Committee – Scott Francis

Francis reported the committee is reviewing and prioritizing the Action Plan and working on the 501c3. They are also reviewing the DDA bylaws. They meet again 11/20.

VIII. STAFF & COMMUNITY UPDATES:

A. Executive Director – Jennifer Finney

1. Wayfinding Signs

Finney reported that all drawings and locations but one have received Road Commission permit approval, Permit approval for that one is expected and then footings will be installed Dec. 1-7. Any delay would be attributed to getting post bases from the supplier, and the bases can be installed after the signs. Finney and a Corbin Design rep will be on hand to oversee installation and do a walk-through.

2. Design Guidelines

Two public meetings out of three have been held, with the last delayed by COVID restrictions. Baker noted that Council is figuring out how to work around those when public input is needed

(such as the Master Plan). Finney said she's hoping the last public session can be held early in the first quarter of 2021. It's important to get the guidelines approved as soon as possible.

B. City Council – Steve Baker

Baker reported that after public hearing, Council approved the resolution on the Brownfield abatement credit application for the LaSalette development project. He urged the DDA Board to get involved as the project moves forward as it will have such an impact on the District. Abatement is expected to cost @\$700,000. Application was delayed because the developers had to own the land before applying, and that property transfer was just recently completed. The Archdiocese was the previous owner. He thanked everyone who participated in the election process. Over 80% of eligible Berkley voters participated.

C. Planning Commission – Matt Trotto

Trotto reported the new owners at 3180 Coolidge are applying for approval of redevelopment of the former auto parts store, where he believes a party store is planned. Developers will be back in front of the Commission at their December meeting.

D. Chamber of Commerce – Tim Murad

Murad reported the Chamber received a \$75,000 grant from Oakland County to be used in their COVID plan, covering salaries, rent, and PPE supplies for members.

IX. BOARD OF DIRECTORS' COMMENTS:

Moses urged the Board to move forward on the Berkley Plaza project in spite of the increased cost determined when bids were received. Finney noted she and Passalacqua are working on new plans which she hopes to present at the December meeting. Suggestions to raise additional money include finding business sponsors, selling naming rights, and getting public donations were briefly discussed.

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

XI. Adjournment:

The meeting was adjourned at 9:45 AM on motion by Baumgarten and second by Gross.

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 11/30/2020
 % Fiscal Year Completed: 41.92

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2020 NORM (ABNORM)	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	YTD BALANCE 11/30/2020 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	38,649.73	38,000.00	38,000.00	36,069.42	1,930.58	94.92
814-001-401-001	PROPERTY TAX CAPTURE - DDA	279,543.12	282,000.00	282,000.00	269,650.09	12,349.91	95.62
814-001-401-850	PPT - CURRENT YR DEL	0.00	(2,500.00)	(2,500.00)	0.00	(2,500.00)	0.00
814-001-401-900	PROPERTY TAXES - CHARGEBACKS	(61.31)	0.00	0.00	0.00	0.00	0.00
814-001-445-001	INTEREST ON TAXES-FINAL SETTLEMENT	21.06	0.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	12,353.42	14,000.00	14,000.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS	2,836.76	3,366.00	3,366.00	388.96	2,977.04	11.56
814-001-674-005	MERCHANDISE REVENUE	250.00	300.00	300.00	0.00	300.00	0.00
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	15,000.00	15,000.00	0.00	15,000.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	0.00	2,500.00	2,500.00	0.00	2,500.00	0.00
Total Dept 001 - REVENUES		333,592.78	352,666.00	352,666.00	306,108.47	46,557.53	86.80
TOTAL REVENUES		333,592.78	352,666.00	352,666.00	306,108.47	46,557.53	86.80
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-704-000	FULL TIME EMPLOYEES	12,143.21	68,000.00	68,000.00	28,769.18	39,230.82	42.31
814-175-709-000	OVERTIME	0.00	500.00	500.00	0.00	500.00	0.00
814-175-715-000	FICA	920.07	5,240.00	5,240.00	2,181.72	3,058.28	41.64
814-175-728-000	OFFICE SUPPLIES	1,070.64	1,500.00	1,500.00	135.77	1,364.23	9.05
814-175-814-001	WEBSITE	528.68	500.00	500.00	225.77	274.23	45.15
814-175-817-008	BOARD TRAININGS	0.00	3,000.00	3,000.00	0.00	3,000.00	0.00
814-175-818-000	CONTRACTUAL	9,625.00	0.00	0.00	0.00	0.00	0.00
814-175-946-001	OFFICE SPACE RENTAL	5,000.00	5,000.00	5,000.00	0.00	5,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	0.00	4,000.00	4,000.00	0.00	4,000.00	0.00
Total Dept 175 - DDA ADMINISTRATION		29,287.60	87,740.00	87,740.00	31,312.44	56,427.56	35.69
Dept 265 - CITY HALL							
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	0.00	2,500.00	2,500.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	2,500.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS							
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	10,000.00	10,000.00	10,000.00	2,500.00	7,500.00	25.00
814-822-803-000	MEMBERSHIPS AND DUES	700.00	1,030.00	1,030.00	250.00	780.00	24.27
814-822-807-000	AUDIT SERVICES	1,532.12	1,500.00	1,500.00	384.00	1,116.00	25.60
814-822-817-000	CONSULTANT	0.00	15,000.00	15,000.00	0.00	15,000.00	0.00
814-822-818-205	SECRETARIAL SERVICES	2,100.00	2,000.00	2,000.00	600.00	1,400.00	30.00
814-822-824-000	LEGAL SERVICES	610.00	2,000.00	2,000.00	0.00	2,000.00	0.00
814-822-853-000	TELEPHONE	215.06	600.00	600.00	204.31	395.69	34.05
814-822-864-000	MEETINGS & CONFERENCES	56.90	0.00	0.00	0.00	0.00	0.00
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	367.00	1,500.00	1,500.00	25.00	1,475.00	1.67
814-822-866-000	SUBSCRIPTION SERVICES	198.88	300.00	300.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		15,779.96	33,930.00	33,930.00	3,963.31	29,966.69	11.68
Dept 824 - SPECIAL EVENTS							
814-824-817-004	DDA - EVENTS	0.00	14,700.00	14,700.00	67.08	14,632.92	0.46

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Fund 814 - DDA							
Expenditures							
814-824-817-009	MERRIMONTH	4,019.05	0.00	0.00	0.00	0.00	0.00
814-824-817-010	LADIES NIGHT OUT	3,869.86	0.00	0.00	0.00	0.00	0.00
814-824-817-011	DOWNTOWN SUMMER CONCERTS	1,000.00	0.00	0.00	0.00	0.00	0.00
814-824-817-012	ART BASH	33.64	0.00	0.00	0.00	0.00	0.00
814-824-817-013	STREET ART FEST	1,008.47	0.00	0.00	0.00	0.00	0.00
814-824-817-014	OAKLAND COUNTY IRISH FEST	75.45	0.00	0.00	0.00	0.00	0.00
814-824-817-015	HOLIDAY LIGHTS	25,550.96	22,000.00	22,000.00	0.00	22,000.00	0.00
814-824-817-017	HOLIDAY LIGHTS PARADE	500.00	0.00	0.00	0.00	0.00	0.00
Total Dept 824 - SPECIAL EVENTS		36,057.43	36,700.00	36,700.00	67.08	36,632.92	0.18
Dept 826 - MARKETING AND ADVERTISING							
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	0.00	1,500.00	1,500.00	0.00	1,500.00	0.00
814-826-901-000	ADVERTISING/MARKETING	19,038.87	35,000.00	50,000.00	10,237.50	39,762.50	20.48
814-826-901-001	MAP UPDATE & REPRINT	2,720.00	0.00	0.00	0.00	0.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		21,758.87	36,500.00	51,500.00	10,237.50	41,262.50	19.88
Dept 829 - STREETScape & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	11,337.26	0.00	0.00	80.00	(80.00)	100.00
814-829-818-200	FLOWER BASKET PROGRAM	29,521.67	28,000.00	32,000.00	18,136.68	13,863.32	56.68
814-829-818-201	PUBLIC ART/PLACEMAKING	8,000.00	25,000.00	25,500.00	11,416.67	14,083.33	44.77
814-829-818-206	DOWNTOWN PLAN	966.56	0.00	0.00	0.00	0.00	0.00
814-829-818-207	PEST CONTROL	420.00	500.00	500.00	0.00	500.00	0.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	6,033.00	25,000.00	25,000.00	3,050.00	21,950.00	12.20
Total Dept 829 - STREETScape & DESIGN		56,278.49	78,500.00	83,000.00	32,683.35	50,316.65	39.38
Dept 830 - BUSINESS DEVELOPMENT							
814-830-960-100	BUSINESS SUPPORT/TRAINING	120.00	0.00	0.00	0.00	0.00	0.00
Total Dept 830 - BUSINESS DEVELOPMENT		120.00	0.00	0.00	0.00	0.00	0.00
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETScape IMPROVEMENTS	5,900.00	30,000.00	30,000.00	1,615.00	28,385.00	5.38
814-940-974-005	WAYFINDING	661.25	55,000.00	155,000.00	61,971.50	93,028.50	39.98
814-940-974-300	COMPLETE STREETS	1,700.00	0.00	0.00	0.00	0.00	0.00
Total Dept 940 - PUBLIC IMPROVEMENT		8,261.25	85,000.00	185,000.00	63,586.50	121,413.50	34.37
Dept 952 - ACTIVE EMPLOYEE BENEFITS							
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	200.00	102.00	102.00	500.00	(398.00)	490.20
814-952-716-500	HEALTH CARE COSTS - BC/BS	0.00	0.00	0.00	3,928.95	(3,928.95)	100.00
814-952-718-000	RETIREMENT-DB MERS	0.00	0.00	0.00	8,957.49	(8,957.49)	100.00
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		200.00	102.00	102.00	13,386.44	(13,284.44)	3,123.96
TOTAL EXPENDITURES		167,743.60	360,972.00	480,472.00	155,236.62	325,235.38	32.31

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		06/30/2020	ORIGINAL	2020-21	11/30/2020	BALANCE	
		NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	NORM (ABNORM)	USED
Fund 814 - DDA							
Fund 814 - DDA:							
	TOTAL REVENUES	333,592.78	352,666.00	352,666.00	306,108.47	46,557.53	86.80
	TOTAL EXPENDITURES	167,743.60	360,972.00	480,472.00	155,236.62	325,235.38	32.31
	NET OF REVENUES & EXPENDITURES	165,849.18	(8,306.00)	(127,806.00)	150,871.85	(278,677.85)	118.05
	BEG. FUND BALANCE	159,541.33	325,390.51	325,390.51	325,390.51		
	END FUND BALANCE	325,390.51	317,084.51	197,584.51	476,262.36		