

I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay (from Beverly Hills)
Matthew Baumgarten (from Berkley)
Donna Dirkse (from Berkley)
Scott Francis (from Huntington Woods)
Andy Gilbert (from Berkley)
Chris Gross (from Huntington Woods)
Mitchell Moses (from Berkley)
Matteo Passalacqua (from Berkley)
Ashley Poirier (from Berkley)
Ailya Siddiqi (from Lathrup Village)
Wayne Wudyka (from Berkley)
Garrett Wyatt (from Huntington Woods)
Brian Zifkin (from Berkley)

Absent: Petro Drakopoulos
Razur Rahman – *excused*

Also present: Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director
Nicole Miller, Chamber of Commerce Liaison

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

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of November 18, 2020

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

V. **TREASURER'S REPORT:**

Moses noted his report is similar to previous months as the DDA begins to pay for anticipated expenditures, including Phase One of the Wayfinding Project, art, flowers, and flower baskets.

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

VI. **ACTION ITEMS:**

A. Catalyst Media Marketing Contract

Finney had e-mailed drafts of the contracts to the Board prior to the meeting, and she reported that the first contract covers Catalyst's continuing work on social media for the first half of 2021. Catalyst will be charging the same amount as they did in 2020. The cost for the second portion of the contract, business and marketing support and advertising buys for January through April 2021 when Finney will be on maternity leave, is \$10,550.00. Gilbert and Baumgarten praised the work done previously, noting the cost seems fair, as did Poirier.

Baumgarten moved to approve the Catalyst Media Marketing Contracts, Dirkse seconded, and the motion was unanimously approved by the Board.

B. 2021 Board Meeting Dates

On the agenda sent to the Board and the City prior to the December meeting, Finney listed the following dates for the DDA Board meetings in 2021 (second Wednesday of each month): 1/13, 2/10, 3/10, 4/14, 5/12, 6/9, 7/14, 8/11, 9/8, 10/13, 11/10, 12/8. No Board members had a problem with the proposed dates, but Passalacqua noted his attendance could be sporadic because of family responsibilities and he will stay in touch with Finney about all project details.

Gross moved to approve the list of 2021 Board meeting dates, Poirier seconded, and motion was unanimously approved by the Board.

VII. DISCUSSION ITEMS

A. Main Street Oakland County Tech Visits 2021

Finney noted that this Main Street contribution to member communities ranges from @\$5500-6500 with National Main Street needing to approve requested use of the funds. In the past, funds were used for public input sessions on restriping Coolidge lanes and non-profit expert assistance. She suggested uses could be the Berkley Plaza project, updating downtown branding, or the Dorothea pocket park. Finney will research how other local Main Street select communities are using the funds. When available, she will forward the application to the Board and review their suggestions.

VIII. Welcome New Student Board Members

Ailya Siddiqi and Garrett Wyatt are both Berkley High School sophomores and excited to be joining the Board as student members.

IX. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

Moses deferred to Finney for the report, who said the committee would be meeting the following week.

B. Design Committee – Matteo Passalacqua

Passalacqua deferred to Finney, who noted the committee is working with the DIA on a downtown mural. A suggested location is the west wall of Rite Aid on Robina. The DIA is working on the application for funding.

C. Marketing & Promotions Committee – Ashley Poirier

Poirier reported the committee is working on designing Marquee posters and will meet the following Monday. The committee is finalizing covering MerriMonth festivities and planning for marketing in the first quarter of 2021.

D. Organization Committee – Scott Francis

Francis reported the committee is reviewing the bylaws and would be seeking legal advice and review. The Board will need a new DDA attorney as the current attorney will no longer be available. Finney is conducting an attorney search and will bring a recommendation to an upcoming meeting, after which time the reviewed bylaw changes will also be brought to the Board.

X. STAFF & COMMUNITY UPDATES:

A. Executive Director – Jennifer Finney

1. Wayfinding Signs Update

Finney reported that Toledo Signs has been going back and forth with the Road Commission on the type size for some of the signs submitted to OCRC. The Road Commission concern was that the type needs to be made somewhat larger, easily readable from a vehicle,. Finney will meet with Corbin Design and Toledo Signs. In Phase 1, area titles will be “12 Mile District” and

“Coolidge District.” Other district areas will be titled in Phase 2. Baumgarten noted rebranding according to the Downtown Master Plan will take place at a future date.

2. Berkley Plaza Update

Finney noted that Passalacqua met with the contractor who created the design to discuss the current issues and funding shortfall.

3. New Trash Cans/Recycling Receptacles

Finney reported that DPW removed trash receptacles on 12 Mile and Coolidge during road construction, and many need total replacement because of and deterioration (rusting). There is @\$30,000 in the budget for replacement; @40 are needed, and she’s in the process of getting quotes for different options.

B. City Council – Steve Baker

Baker reported Council dealt with issues like mechanics at its last meeting. The audit grade was unqualified, as good as it can be. They discussed snow removal service for seniors and appointed Planning Commission and Master Plan Steering Committee members. Council meets next on 12/21.

C. Planning Commission – Matt Trotto

In Trotto’s absence, Baumgarten reported the Commission approved site plans at 3180 Coolidge (façade change) and at the Vibe Credit Union on Coolidge. They approved site plans for an art studio on West 12 Mile, and work there is underway.

D. Chamber of Commerce – Nicole Miller

Miller reported the Chamber won’t hold any Chats in December. The next session of Berkley U on “Dealing with Stress, Burnout, and Change” will be held Jan. 29, 2021.

XI. BOARD OF DIRECTORS’ COMMENTS:

Zifkin reported recruiting his neighbor on 12 Mile, Tim Barnes, and preparing an introductory letter describing the initiative and available DDA funding that they delivered to @20 business neighbors. Finney suggested they reach out to Deb Kobayashi, owner of the Articipate Gallery on 12 Mile. Gilbert wished everyone Happy Holidays.

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 9:22 AM on motion by Zifkin and second by Passalacqua.

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		