

- I. **CALL TO ORDER:** The meeting was called to order at 8:35 AM with Chair Rob Onesko presiding.
- II. **ROLL CALL:**  
*Present:* Bridget Dean  
Donna Dirkse  
Petro Drakopoulos  
Maggie Gabel  
Lawrence Gallagher  
Andy Gilbert  
Eli Hurwitz  
Alanda Knox  
Mitchell Moses  
Rob Onesko  
Matteo Passalacqua  
Dottie Popp  
  
*Absent:* Matthew Baumgarten – *excused*  
Wayne Wudyka – *excused*  
  
*Also present:* Patrick Calhoun, Berkley Chamber of Commerce President  
Vivian Carmody, Berkley DDA Director  
Mark Coden, Sum Girls Boutique  
Patty Curtis, Resident  
Jay Grossman, Berkley Communications Coordinator  
Dennis Hennen, City Council  
Tim McLean, Berkley Community Development Director  
Bryan Schnicker, Nominee for DDA Board Vacancy
- III. **APPROVAL OF AGENDA:** On motion by Drakopoulos and second by Dean, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**  
**A. Meeting of January 10, 2018:** On motion by Gallagher and second by Dean, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**  
The Revenue and Expenditure report for the period ending 1/31/18 was included in the packet e-mailed to the Board. Carmody noted that the report shows a healthy fund balance and also noted that some of the larger expenses such as Design Guidelines and Market Analysis (budgeted in last fiscal year) will be showing up soon and that event expenses will start coming up.

**VI. DISCUSSION/ACTION ITEMS:**

**A. Interview Bryan Schnicker, Organization Committee Recommendation to fill vacancy on the Board**

Gallagher reported that members of the Organization Committee met January 25 with the two committee chairs who applied to join the Board in an informal interview setting. They felt that both were talented, young, energetic, engaged, and passionate about being part of the community. After the interviews the Organization Committee decided that Schnicker's background in IT and business would be an asset in filling Gavin's position and were recommending him to fill the vacancy. Gallagher said that Jennifer Finney's (the other committee applicant) solid skill set might align with the 501c3 the DDA is pursuing.

Moses moved to nominate Bryan Schnicker to fill the vacant Board position, Drakopoulos seconded, and the motion was unanimously approved by the Board.

**B. Nomination for vacant Board Treasurer position and vote**

Onesko noted that Moses had been previously mentioned as qualified to assume the vacant Treasurer position on the Board, and he accepted the nomination. He was unanimously approved by the Board to serve as Treasurer.

**C. Better Life Bags Project:**

The DDA is working with BetterLife Bags, a Detroit-based non-profit whose focus is hiring women who face employment barriers, to create a branded canvas bag for Downtown Berkley. To help mitigate the costs involved, the DDA has presented a Corporate Sponsorship proposal to Citizens Bank. With a verbal approval in hand, the DDA expects a formal partnership to be finalized in the near future.

**D. Decypher Façade Grant review – M. Passalacqua:**

Decypher was previously awarded a façade grant in the amount of \$1,000, and came back to the Board asking for reconsideration of the amount. Passalacqua reported that based on the fact that award criteria had been slightly revised since Decypher's award was made, the Façade Grant committee decided to recommend increasing their award \$800.00.

Dean moved to approve the \$800.00 increase in Decypher's façade grant, Knox seconded, and the motion was unanimously approved by the Board.

Carmody noted \$15,000 is left in the Façade Grant budget although some of those funds have been awarded and are being held until the projects have been completed and receipts submitted.

**E. Complete Streets Initiative – Ordinance and Regional Mogo Bike Share – TAP Grant Match**

The Complete Streets ordinance had its first reading at City Council with the Council voting in favor of the ordinance. It will have a second and final review at the March 5<sup>th</sup> Council meeting. The Mogo Bike Share program is a regional initiative to set up bike sharing stations in several neighboring cities (Berkley, Ferndale, Huntington Woods, Oak Park, Royal Oak, Clawson, and Pleasant Ridge) that are jointly applying for a TAP grant match. The current plan calls for two stations in Berkley, one on Coolidge and one on 12 Mile. Should the grant be approved, the bike share program will roll out in 2019. No additional action by the Board is required at this time as details haven't been finalized.

**F. Crosswalk Design presentation – Hurwitz and Gabel**

Hurwitz and Gabel presented their initial designs for the road surface where the crosswalks have been installed. Carmody sent their concept designs to the DDA's traffic engineer, Cheryl Gregory, for initial review. Her response was positive, noting that a few changes would need to be made for the designs to come into compliance with federal standards. Carmody plans for the road to be closed for

the students to paint the crosswalk in conjunction with the first Art and About on May 11. The goal is to have Berkley High students paint the utility boxes artistically at the same time.

**VII. Committee Reports** – Included in Board packet. Carmody noted that she is now tracking volunteer hours for Main Street Oakland County purposes.

**VIII. Staff & Community Reports:**

**A. Executive Director** – Vivian Carmody

**1. FY 2018/19 Budget and Board Terms**

Carmody suggested a Finance/Budget committee of Onesko, Moses, Gallagher, and Schnicker begin work on the 2018/19 budget.

**2. Retail Consultant update**

Schnicker reported that Lynn Switanowski will hold open workshops on Tuesday and Wednesday, March 20 and 21, with the Wednesday session in Berkley. Six Berkley businesses have scheduled one-on-one sessions.

**3. RRC Certification process update**

Carmody, McLean, and Planning Commissioner, David Barnett, attended the first of the MEDC Redevelopment Ready Communities certification process meetings. McLean will be taking the City of Berkley through that process, which will be critical to the long-term success of the DDA District. McLean reported that the MEDC established the program to help communities identify best practices to market property for development and to become certified once they meet those best practices. The first step is for the community to do a self-evaluation submitted to MEDC, which then reports back and works with the community to help them achieve certification. The certification process takes a few years to complete.

**4. MSOC Application**

Carmody met with John Bry of Main Street Oakland County (MSOC), and Berkley's application is just waiting for a letter of support from City Council. Bry was impressed with the level of volunteer participation and progress Berkley has made. Once Berkley becomes a MSOC community, the city will benefit from MSOC's business assistance, technical experts, and workshops.

**5. Design Guidelines Public Input Meeting – March 7**

The session will be held at the High School Collaborative Center on March 7 from 6:30-8:30 PM. The first draft of the guidelines will be reviewed. Design Guidelines and Design Committee members will man stations around the center to interact with attendees.

**6. RCOC Update**

Discussions are beginning about creating parklets along 12 Mile and possible construction of a crosswalk at Robina.

**7. LNO event – March 22**

The first Ladies Night Out is scheduled for Thursday, March 22.

**B. City Council** – Baker was unable to attend the meeting but sent this e-mail update:

Good morning, and happy Valentines Day!

Please share this message and convey my regards to the DDA board - I apologize for not being there in person and look forward to continuing my support going forward.

As you may know, City Council currently has one vacant seat. We have received eight applications for the seat and a sub-committee will review them this Friday at 3pm.

From there, the subset of finalists will be invited to address the Council at a special full meeting on Monday, Feb. 26 starting at 7pm. Council will vote on Monday, Mar. 5.

I applaud your efforts to make our downtown even more vibrant and safe. You bring about positive change that benefits both current and future businesses and residents. Take care, stay safe, and here's to moving forward!

**C. Planning Commission:**

McLean reported that no site plans were reviewed at their last meeting. Members reviewed the commission's priorities, which include a Master Plan update, a rewrite of the zoning ordinance, and a public participation plan as part of the redevelopment ready certification process.

The commission will be bringing in an outside planning consultant to assist in the LaSalette property development review. There was a first reading of an ordinance requiring developers to set up an escrow account to bear the cost if an outside consultant is needed on a project before the commission.

**D. Chamber of Commerce:**

Calhoun reported that @\$4,500 in gift certificates have been sold. Their new resident packet is ready to send out. They have already received more applications for Art Bash than last year and are working on that as well as the Dream Cruise. They're working on a plan to get a co-sponsor for the Street Art Fest that will tie in with Art Bash and hopefully drive more traffic from Art Bash to the Art Fest. Hometown Art begins Thursday, Feb. 22 and runs through March 3.

**IX. Board of Directors Comments:**

Onesko urged those at the meeting to talk up the retail consultant workshop scheduled for the following week. Carmody planned to send out a follow-up e-mail.

**X. Public Comments:**

Councilperson Hennen is also a member of the Tree Board, and with Arbor Day coming up in April, they're looking for businesses to sponsor tree plantings in the downtown district. Anyone interested should contact him.

**XI. Adjournment:**

The meeting was adjourned at 9:26 AM on motion by Drakopoulos and second by Dean. The motion was approved unanimously by the Board.