

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, December 8, 2021
8:30 AM – 9:30 AM
Berkley Public Safety - 2nd Floor Conference Room**



AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting of November 10, 2021
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Planning Commission – Lisa Kempner
 - C. Community Development
 - D. Chamber of Commerce – Tim Murad
- VI. **Treasurer’s Report**
- VII. **Action Items**
 - A. Election of Board Treasurer
- VIII. **Discussion Items**
 - A. Holiday Light Installations
 - B. MerriMonth 2021 Holiday Season
 - C. Plaza Project Construction Progress
 - D. Board Goals, Planning Strategies
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Business Development – Jenna Hance
 - B. Art & Design – Matteo Passalacqua
 - C. Marketing & Promotions – Ashley Poirier
 - D. Organization – Scott Francis
 - E. West Twelve Mile – Tim Barnes
- XI. **Executive Director Updates**
 - A. New Business Additions to Downtown
- XII. **Board of Directors’ Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, November 10, 2021, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



- I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
 - Present:* Tim Barnes
Matthew Baumgarten
Erin Brick
Scott Francis
Andy Gilbert
Chris Gross
Jenna Hance
Matteo Passalacqua
Ashley Poirier
Ailya Siddiqi
Garrett Wyatt
Brian Zifkin
 - Absent:* Andrew Agbay – *excused*
Donna Dirkse – *excused*
Razur Rahman – *excused*
 - Also present:* Steve Baker, City Council Liaison (via Zoom)
Lisa Kempner, Planning Commission Liaison
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Erin Schlutow, Community Development Director
- III. **APPROVAL OF AGENDA:** On motion by Passalacqua and second by Brick, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**
 - A. **Regular Meeting of October 13, 2021**
On motion by Zifkin and second by Passalacqua, the minutes were unanimously approved by the Board.
- V. **LIAISON REPORTS**
 - A. **City Council – Steve Baker**
Via Zoom, Baker reported that at their upcoming meeting on 11/15, Council will recognize retiring Council members and welcome and swear in the new Council. Baker also announced he has petitioned to continue as DDA liaison. Council will also address its calendar and set rules as well as discussing sidewalks and snow removal. The draft Master Plan will be reviewed. Jack Blanchard is the Emergency Manager. Baker congratulated the DDA on the success of Boo!kley! Month.

B. Planning Commission – Lisa Kempner

Kempner reported the Commission held the public hearing on the revised Master Plan, which was approved and is now being sent to City Council for its review.

C. Community Development – Erin Schlutow

Schlutow reported the Master Plan public hearing was held on Oct. 26 and will be reviewed by City Council at its 11/15 meeting. There has been a lot of interest from businesses in façade grants and façade improvements and several meetings with developers, but nothing is scheduled to come before the Planning Commission yet.

D. Chamber of Commerce – Tim Murad

Murad reported the Chamber held its annual State of the City meeting and scheduled their holiday party for the second Wednesday in December upstairs at Berkley Common. They are currently finalizing plans for 2022, again supporting the DDA's Bookley nights, and will repeat their Restaurant Weekend that month. It replaces previous years' Pub Crawl. The Street Art Fest is included in their 2022 plans.

VI. TREASURER'S REPORT:

McGuinness included a copy of the financial spreadsheet provided by the Finance Director in the packet sent to the Board.

VII. ACTION ITEMS:

A. Plaza Furniture and Artwork Contribution Approval

Passalacqua reported that Plaza construction is basically done and at budget (\$180,000). Adding necessary furniture is estimated to cost @\$15,000 (\$5,000 per participating entity). Adding artwork, which includes a large sculpture and/or student art, would bring that cost up to at least \$60,000, or \$20,000 each from the City, School District, and DDA. He recommends putting off purchase of sculpture artwork at this time. Passalacqua noted that making additions/improvements over time will continue public engagement.

Gross suggested a fundraising initiative to pay for the public art or finding sponsors. Passalacqua noted that the DDA is responsible for maintenance once the project is done. After the initial commitment from the backing groups, the 3-party agreement auto renews for 2-year periods. Art could be rotated around the community, especially any large art pieces.

Passalacqua moved to approve an additional \$5,000.00 to be put toward Plaza furniture and art displays, remaining open to discussion about additional artwork in the future, Zifkin seconded, and the motion was unanimously approved by the Board.

On a related issue, Passalacqua reported discussions the Plaza planners have had about naming the park. One suggestion was the "Triangle," and "Tercet" was another. Tercet is defined as a set or group of three lines of verse (a song) rhyming together or connected by rhyme. The Tercet could tell a story, which engages people.

B. Bike Racks Installation Plan Approval

McGuinness included quotations for the two styles of rack discussed at the October meeting. The more artistic (and expensive) in the shape of a bicycle would be located strategically around the downtown, and a larger quantity of the more traditional U-shaped racks, especially in locations with smaller sidewalk areas. Installation costs are expected to be minimal. At present, all racks will be installed on sidewalks. Multiple racks could be placed in one location, such as the Plaza, and colors will be compatible with the branding guide's color palette.

Poirier moved to approve the Bike Rack Installation based on the quotes submitted, Barnes seconded, and the motion was unanimously approved by the Board.

C. Anticipate Façade Enhancement Grant Application

Passalacqua noted the proposed façade enhancement application at this time isn't applicable to the types of grant awarded, and the Design committee will work with the owner to refine the details before she re-submits her application.

VIII. DISCUSSION ITEMS

A. Downtown Design Guidelines – Erin Schlutow

Included in the Board packet were notes about proposed revisions to the guidelines, including a summary of the process to this point and design review checklists to be used by property developers prior to discussions with Planning. Schlutow noted that the earlier Design Review Board concept has been scrapped because it unnecessarily delayed the approval process, especially for simple improvements. She explained that in the new process, the DDA Director and Community Development Director will review the design submitted to see if/how it aligns with the Design Overlay and Design Guidelines. Then the proposed project can be submitted to Planning to compare it with the guidelines and make decisions about moving forward. The goal is to avoid stifling creative expression.

The Architectural Design Review checklist scores points for the project and is part of the site plan application. Those points are yet to be established. Once finalized, the checklist can be used by the applicant to see how their project aligns with the guidelines prior to administrative/Planning Commission review. Schlutow asked for Board member comments on the proposed process by the following Monday.

B. BOOIKLEY Nights Initiatives, Media Coverage

McGuinness thanked everyone who participated, including several business owners on the Board who were actively involved. On the Trick or Treat stroll alone, there were 66 stops. The extensive media coverage was estimated to be worth @\$116,000. Crowds visited the downtown district, sometimes repeatedly, on a daily bases in spite of several inclement weather days. Gilbert noted that more volunteers are needed for all popular events, and creating a volunteer pool is a goal.

C. Upcoming MerriMonth Initiatives

McGuinness reported a merry band of marauding downtown elves will be patrolling downtown during MerriMonth. The artist responsible for BOO!KLEY month window painting is gearing up for December and beyond decorations. The new DIA mural on the Robina theater wall will be unveiled and celebrated before the Holiday Parade. Baumgarten also announced that the museum will be open and selling commemorative Berkley ornaments.

IX. STUDENT BOARD MEMBER UPDATES

Wyatt reported that most Fall sports have ended after successful seasons. Siddiqi reported that students are starting to work on the yearbook and they're soliciting ads for it.

X. BOARD COMMITTEE UPDATES:

A. Business Development Committee – Open

Brick indicated her interest in joining the committee and helping new businesses interested in setting up in Berkley. McGuinness reported that a record store will be moving into the White Cleaners space on Coolidge.

B. Art & Design Committee – Matteo Passalacqua

Passalacqua reported again that they'll work with Deb Kobayashi to revise her façade grant application. Baumgarten applauded the committee and Passalacqua's work with the DIA on the large Robina wall mural, a project that's taken several years to bring to completion. Passalacqua noted the next step is physical improvements to the area.

C. Marketing & Promotions Committee – Ashley Poirier

Poirier reported they're focusing on MerriMonth activities.

D. Organization Committee – Scott Francis

Francis noted there is nothing further to report.

E. West 12-Mile Improvements – Tim Barnes

Barnes reported they're working on art installations in the gateway but need to get in contact with the architect. The Articipate owner is embellishing "Berkley B's" (wood cut-outs) to display in the area, and McGuinness brought a sample to show off.

XI. EXECUTIVE DIRECTOR UPDATES

A. Transition from Interim to Permanent Director Status

McGuinness's hiring was approved by City Council. It was also covered by local news media. He welcomed any questions from the Board about his background. Board members expressed their support and stressed the importance of transparency throughout the process. McGuinness also announced he had been elected to Pontiac City Council and has worked in that city in a variety of positions, including the Historical Society and School Board.

B. Michigan Downtowns Annual Conference Participation

McGuinness attended the conference the week of November 1.

XII. BOARD OF DIRECTORS' COMMENTS:

Zifkin noted the west end of 12 Mile needs to be included in events and promotions, and McGuinness added that they need more businesses on that end of 12 Mile to sign up and participate. The trolley has been covering that end of 12 Mile. Zifkin asked that Sunday events be considered on weekends keeping in mind the Jewish population in the area. Window painting during Boo!kley nights was a great success with many businesses taking part, and the west 12 Mile businesses are encouraged to join in for MerriMonth window painting.

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

XIV. Adjournment:

The meeting was adjourned at 10:17 AM on motion by Passalacqua and second by Zifkin.

Fund 814 DDA

GL Number	Description	PERIOD ENDED 11/30/2020	PERIOD ENDED 11/30/2021
*** Assets ***			
814-000-001-000	CASH IN BANK	469,863.20	517,774.58
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,024.56)
814-000-005-000	PETTY CASH	300.00	300.00
814-000-026-000	DELINQUENT PPT RECEIVABLE	5,846.00	2,585.20
Total Assets		476,009.20	514,635.22
*** Liabilities ***			
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS	(145.07)	2,024.09
814-000-241-000	FICA TAXES	127.42	89.32
814-000-257-000	ACCRUED PAYROLL	1,681.69	1,167.61
814-000-259-000	ACCRUED HEALTH CARE	924.25	0.01
814-000-285-000	UNEARNED REVENUE	0.00	(1,586.87)
Total Liabilities		2,588.29	1,694.16
*** Fund Balance ***			
814-000-390-000	FUND BALANCE	325,390.51	325,390.51
Total Fund Balance		325,390.51	325,390.51
Beginning Fund Balance		325,390.51	325,390.51
Net of Revenues VS Expenditures - 20-21			
*20-21 End FB/21-22 Beg FB		386,500.75	61,110.24
Net of Revenues VS Expenditures - Current Year		148,030.40	126,440.31
Ending Fund Balance		473,420.91	512,941.06
Total Liabilities And Fund Balance		476,009.20	514,635.22

* Year Not Closed

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 11/30/2021
 % Fiscal Year Completed: 41.92
 NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDC USED
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	38,505.21	37,680.00	37,680.00	36,300.47	1,379.53	96.34
814-001-401-001	PROPERTY TAX CAPTURE - DDA	302,073.83	315,000.00	315,000.00	356,189.07	(41,189.07)	113.08
814-001-401-850	PPT - CURRENT YR DEL	4,787.24	(2,500.00)	(2,500.00)	0.00	(2,500.00)	0.00
814-001-401-900	PROPERTY TAXES - CHARGEBACKS	0.00	0.00	0.00	(1,170.37)	1,170.37	100.00
814-001-445-000	INTEREST AND PENALTIES ON TAXES	0.00	0.00	0.00	186.58	(186.58)	100.00
814-001-539-000	STATE GRANTS	5,775.62	0.00	0.00	0.00	0.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,569.46	14,000.00	14,000.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS	1,011.62	3,000.00	3,000.00	412.22	2,587.78	13.74
814-001-674-005	MERCHANDISE REVENUE	0.00	250.00	250.00	255.00	(5.00)	102.00
814-001-675-005	CORPORATE DONATIONS	0.00	0.00	0.00	40,358.38	(40,358.38)	100.00
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	130.00	2,370.00	5.20
Total Dept 001 - REVENUES		366,722.98	384,930.00	384,930.00	432,661.35	(47,731.35)	112.40
TOTAL REVENUES		366,722.98	384,930.00	384,930.00	432,661.35	(47,731.35)	112.40
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-704-000	FULL TIME EMPLOYEES	52,856.07	69,360.00	69,360.00	23,962.06	45,397.94	34.55
814-175-715-000	FICA	4,006.47	5,306.00	5,306.00	1,830.67	3,475.33	34.50
814-175-728-000	OFFICE SUPPLIES	199.33	1,500.00	1,500.00	150.05	1,349.95	10.00
814-175-814-001	WEBSITE	225.77	0.00	0.00	0.00	0.00	0.00
814-175-817-008	BOARD TRAININGS	0.00	3,000.00	3,000.00	0.00	3,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	0.00	4,000.00	4,000.00	210.00	3,790.00	5.25
Total Dept 175 - DDA ADMINISTRATION		57,287.64	83,166.00	83,166.00	26,152.78	57,013.22	31.45
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	0.00	10,000.00	0.00
814-822-730-000	POSTAGE-PRINTING-MAILING	0.00	300.00	300.00	0.00	300.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	937.00	1,030.00	1,030.00	350.00	680.00	33.98
814-822-807-000	AUDIT SERVICES	1,470.00	1,500.00	1,500.00	260.00	1,240.00	17.33
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	1,825.00	2,000.00	2,000.00	750.00	1,250.00	37.50
814-822-824-000	LEGAL SERVICES	573.75	2,500.00	2,500.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	488.17	600.00	600.00	202.60	397.40	33.77
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	25.00	1,500.00	1,500.00	0.00	1,500.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	0.00	300.00	300.00	0.00	300.00	0.00
814-822-904-000	PRINTING	0.00	300.00	300.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		15,318.92	35,030.00	35,030.00	1,562.60	33,467.40	4.46
Dept 824 - SPECIAL EVENTS							

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GL NUMBER	DESCRIPTION	END BALANCE 06/30/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDTG USED
Fund 814 - DDA							
Expenditures							
814-824-817-004	DDA - EVENTS	746.38	14,700.00	14,700.00	7,879.61	6,820.39	53.60
814-824-817-015	HOLIDAY LIGHTS	25,001.44	30,000.00	30,000.00	0.00	30,000.00	0.00
814-824-901-000	ADVERTISING	580.00	0.00	0.00	0.00	0.00	0.00
Total Dept 824 - SPECIAL EVENTS		26,327.82	44,700.00	44,700.00	7,879.61	36,820.39	17.63
Dept 826 - MARKETING AND ADVERTISING							
814-826-814-000	WEBSITE	0.00	312.00	312.00	0.00	312.00	0.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	0.00	1,500.00	1,500.00	0.00	1,500.00	0.00
814-826-818-000	CONTRACTUAL SERVICES	390.00	6,000.00	6,000.00	3,600.00	2,400.00	60.00
814-826-901-000	ADVERTISING/MARKETING	38,990.27	29,000.00	29,000.00	6,544.68	22,455.32	22.57
814-826-901-001	MAP UPDATE & REPRINT	1,390.00	1,500.00	1,500.00	0.00	1,500.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		40,770.27	38,312.00	38,312.00	10,144.68	28,167.32	26.48
Dept 829 - STREETSCAPE & DESIGN							
814-829-818-000	CONTRACTUAL SERVICES	0.00	0.00	0.00	1,615.00	(1,615.00)	100.00
814-829-818-200	FLOWER BASKET PROGRAM	32,410.85	28,000.00	28,000.00	12,920.85	15,079.15	46.15
814-829-818-201	PUBLIC ART/PLACEMAKING	11,416.67	25,000.00	25,000.00	22,449.86	2,550.14	89.80
814-829-818-207	PEST CONTROL	480.00	500.00	500.00	120.00	380.00	24.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	12,408.00	15,000.00	15,000.00	4,482.50	10,517.50	29.88
Total Dept 829 - STREETSCAPE & DESIGN		56,715.52	68,500.00	68,500.00	41,588.21	26,911.79	60.71
Dept 940 - PUBLIC IMPROVEMENT							
814-940-974-002	STREETSCAPE IMPROVEMENTS	1,615.00	55,000.00	55,000.00	18,589.67	36,410.33	33.80
814-940-974-003	SIDEWALK REPAIR	0.00	25,000.00	25,000.00	17,599.48	7,400.52	70.40
814-940-974-005	WAYFINDING	71,202.75	55,000.00	55,000.00	57,943.59	(2,943.59)	105.35
814-940-974-007	BERKLEY PLAZA PROJECT	0.00	60,000.00	60,000.00	120,685.15	(60,685.15)	201.14
Total Dept 940 - PUBLIC IMPROVEMENT		72,817.75	195,000.00	195,000.00	214,817.89	(19,817.89)	110.16
Dept 952 - ACTIVE EMPLOYEE BENEFITS							
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	1,000.00	1,000.00	1,000.00	126.92	873.08	12.69
814-952-716-500	HEALTH CARE COSTS - BC/BS	9,437.65	10,300.00	10,300.00	0.00	10,300.00	0.00
814-952-718-000	RETIREMENT-DB MERS	25,937.17	26,520.00	26,520.00	3,948.35	22,571.65	14.89
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		36,374.82	37,820.00	37,820.00	4,075.27	33,744.73	10.78
TOTAL EXPENDITURES		305,612.74	505,028.00	505,028.00	306,221.04	198,806.96	60.63
Fund 814 - DDA:							
TOTAL REVENUES		366,722.98	384,930.00	384,930.00	432,661.35	(47,731.35)	112.40
TOTAL EXPENDITURES		305,612.74	505,028.00	505,028.00	306,221.04	198,806.96	60.63
NET OF REVENUES & EXPENDITURES		61,110.24	(120,098.00)	(120,098.00)	126,440.31	(246,538.31)	105.28
BEG. FUND BALANCE		325,390.51	325,390.51	325,390.51	61,110.24	61,110.24	
NET OF REVENUES/EXPENDITURES - 2020-21							

12/06/2021 12:13 PM
 User: mpollock
 DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 11/30/2021
 % Fiscal Year Completed: 41.92
 NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE	2021-22		YTD BALANCE	AVAILABLE	% BDT USED
		06/30/2021 NORM (ABNORM)	ORIGINAL BUDGET	2021-22 AMENDED BUDGET	11/30/2021 NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 814 - DDA							
END FUND BALANCE		386,500.75	205,292.51	205,292.51	512,941.06		



retro feel. metro appeal.

Informational: Downtown Holiday Lights Outages

Due to multiple inquiries that our Downtown Development Authority has received internally and externally regarding the holiday light installations that we contract out for winter months, and ongoing outages in certain sections, I wanted to provide the Board of Directors with some information on the matter in case you also receive inquiries or detect frustration from downtown visitors.

In anticipation of the holiday lights season, Berkley Department of Public Works (DPW) very early on conducted a field study to assess which light poles had power issues with the receptacles. Armed with that early intel, the Berkley DPW submitted requests for resolution to DTE Energy in early November. DPW and DDA were in communication about the light installation contractor timeline for that purpose, due to annual outages that arise and to additionally ensure there was time for them to have some light poles repainted in time before they were set up with holiday lights (there was, and they look so much better -- great job having that resolved, DPW!).

The contractor who does the light installations for the DDA this year and in years prior (LeClerc Display Company) got them installed ahead of their projected time frame, which was great. That allowed us to see early on if DTE Energy had handled what was submitted to them to handle. Department Director Derrick Schueller was in communication with the assigned DTE Energy liaison, and looped back once the lights were installed to gauge what gives with overdue repairs.

(CONTINUED ON PAGE TWO)



Informational: Downtown Holiday Lights Outages

Page Two of Two

Lo and behold, DTE Energy inexplicably closed out the submitted items in their worklog systems (as "resolved," or who knows what). Director Schueller's repeated follow-up with DTE is what revealed that snafu on the company's end, and got the requests active again. He has consistently checked in with DTE Energy, and consistently updated me on where the progress (or lack thereof) stood. I've been continuing to visually assess whether the outages have been resolved, and Director Schueller likewise has been able to visually confirm a few of them have been addressed, but also that several outages remain.

The DDA heeded the feedback from business owners and residents that they wanted to see more substantial lights in their downtown, and we bolstered the installation plan. The lights were installed ahead of schedule and on budget, and most of the lighting displays are successfully alit each evening. Alas, we are confronted with this metaphorical fly in the holiday lights ointment. I'm grateful that the Berkley DPW was proactive, has partnered with our DDA to help the downtown shine, has been consistently on DTE to get the darn lights on, and regularly updates me on the latest developments.

Armed (or hazed) by this first year's experience for me with the holiday lights in downtown Berkley, I will endeavor to make even more strategic aesthetic, logistical, and scheduling holiday lighting recommendations to the DDA Board of Directors for next year.

- Mike McGuinness, Executive Director. December 5, 2021.



retro feel. metro appeal.

Merrimonth IN DOWNTOWN BERKLEY

Join our merry downtown elves for a month full of merriment!



SMALL BUSINESS SATURDAY

SATURDAY, NOVEMBER 27, 11 AM TO 6 PM

Grand openings, free giveaways, and Merry Elves surprising shoppers with free Berkley swag!



MERRY FAIRIES SCAVENGER HUNT

NOVEMBER 27 THROUGH DECEMBER 31

Follow clues to find our festively refreshed Fairy Doors throughout Downtown Berkley. Complete the hunt and win prizes!



MERRY & BRIGHT SHOPPING NIGHTS

THURSDAYS, 5 TO 9 PM (DECEMBER 2, 9, 16, 23)

Magical late night shopping! Live music, gift-wrapping stations for charity, and surprise gifts from our Merry Elves!



HOLIDAY LIGHTS PARADE, PRE-GAME

SATURDAY, DECEMBER 4, 4 PM TO 5:30 PM

Warm up at stations on Griffith and Robina along Twelve Mile + party with us in front of our new downtown mural on Robina! Parade kicks off at 5:30 pm with a visit from Santa.



FAMILY FUN SHOPPING TROLLEY

SATURDAY, DECEMBER 11, 11 AM TO 6 PM

A holiday shopping experience the whole family can enjoy! Our complimentary trolley will run along Coolidge & Twelve Mile, kid-friendly activities, and surprises from our Merry Elves!

**PLUS!
FESTIVE STOREFRONTS
& LOCAL GIFT IDEAS**

Get all the deets at

DOWNTOWNBERKLEY.COM/MERRIMONTH



Follow our elves on social media for updates!





retro feel. metro appeal.

Informational: MerriMonth 2021 Promotional Season

Continuing a DDA Marketing & Promotions seasonal tradition, we've been carrying out our MerriMonth 2021 initiatives. The promotional flyer is provided again for your reference (and thank you again to Board Member Ashley Poirier for the delightful design action).

Activities completed so far

STOREFRONT WINDOW ART: Local artist Lisa Littell has been enlisted again for festively transforming dozens of downtown businesses' windows. A concerted effort was successfully made to enlist more participants at the Gateway West Corridor on Twelve Mile. A few more sites remain to paint.

SMALL BUSINESS SATURDAY: Many retailers reported very heavy sales throughout the day. Tote bags, gift cards and Downtown Berkley stickers given as surprise presents to downtown shoppers as they frequented our businesses. Held Reware Vintage ribbon-cutting. Favorable news coverage.

HOLIDAY LIGHTS PARADE, PRE-GAME: Favorable weather, large community turnout for the parade. For pre-game fun we celebrated the new DIA Mural at Robina, cut the ribbon, and have a little street party action.

Activities Underway

GIFT IDEAS VIA FACEBOOK: Done some Gift Idea feature spots via Facebook Live at downtown retailers, with more planned. As with other new features, such as Merry Elves distributing treats and incentives, the intention is to lay the initial foundation this season to be able to cultivate a substantial approach for MerriMonths in future years.

(CONTINUED ON PAGE TWO)



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Informational: MerriMonth 2021 Promotional Season

Page Two of Two

MERRY FAIRIES SCAVENGER HUNT: Coordinated by Board Member Erin Brick. Collaboration with Berkley Area Chamber. Currently live through December 31 on ActionBound App.

MERRY & BRIGHT SHOPPING NIGHTS: First Thursday in December took place, with Huntington Woods Men's Club as charitable partner. Very limited participation materialized. Next up December 9 is the Angell Elementary PTA as charitable partner. Less gift wrapping stations, but more participating retailers signed up.

EARNED MEDIA COVERAGE: Live interview on WWJ for Small Business Saturday promotions. Newspaper interview with C & G News for New Downtown Mural efforts. Newspaper interview with C & G News for Jenna Hance and Pinspiration for Small Business Saturday (front page of Woodward Talk). FOX 2 News Live Interview with Mongers' Provisions for their new Berkley location and Small Business Saturday.

Activities remaining

JOLLY TROLLEY FAMILY SHOPPING FUN: Saturday, December 11th. I don't know how I didn't immediately generate the Jolly Trolley name. Credit for that clever name goes to the crew at Council Resale. I'll be stationed on the trolley throughout the duration from 11 am to 6 pm. Definitely need help juicing awareness and excitement for this feature both internally and externally.

- Mike McGuinness, Executive Director. December 5, 2021.



BERKLEY
D.D.A.

Merrimonth

IN DOWNTOWN BERKLEY

**THANK YOU TO EVERYONE WHO CAME OUT
TO THE MURAL CELEBRATION AT ROBINA AND
TWELVE MILE DECEMBER 4, PART OF THE PRE-GAME
FESTIVITIES FOR THE HOLIDAY LIGHTS PARADE!**

Pictured above in front of the new mural after the ribbon-cutting are (left to right) Berkley Mayor Pro Tempore Bridget Bear, Councilwoman Natalie Price, Mural Artist Michael Polakowski, Councilwoman Jessica Vilani, Councilman Ross Gavin, Councilman Dennis Hennen, and Councilman Steve Baker.



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Executive Director's Report December 2021 Board of Directors Meeting

Season's greetings to you and your families. Thank you again for the continued opportunity to undertake the stimulating work of advancing downtown Berkley.

Plaza Construction Expenditures, Reimbursements:

With this project, I want to emphasize the related line items in our November 2021 financial reports. This past month saw the most substantial of financial transactions for the bulk of the project. You'll notice sums for the project expenditures, as well as for revenues with Corporate Donations. That significant activity reflects what was relayed previously: The DDA is the entity of the three partners serving as the fiduciary for contractor payments; expenditures and received revenues reflect the other two entities reimbursing us for their respective one-third portion of payments.

New Businesses and New Construction Updates:

- Mongers' Provisions is officially open for business at 3127 Twelve Mile
- Reware Vintage held their ribbon-cutting at 2965 Twelve Mile
- Flipside Records relocates to 3099 Coolidge early 2022 (closing Clawson this Dec.)
- Our Neighborhood Academy is coming to 3096 Twelve Mile; it is a non-profit that supports young adults with disabilities with tutoring and will include a retail space. I'm meeting with them on site later this week to welcome them and learn more.
- Multiple inquiries about the former Sugar Kisses location at Coolidge, Dorothea
- Multiple inquiries about the former Disrupt Fitness location at Twelve Mile, Gardner
- Yanke Art Studio making recent progress at construction project on Twelve Mile
- Aqua Tots multi-unit construction is similarly forging ahead at Coolidge, Catalpa

Facade, Design Action:

- Building Owner at Christ the Good Shepherd Church Has Repaired Facade
- Council Resale is submitting DDA Facade Grant application

If there are any questions or feedback, please reach out any time.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike McGuinness", written over a horizontal line.

Mike McGuinness, Executive Director