

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, April 13, 2022, 8:30 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



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

**II. ROLL CALL:**

*Present:* Andrew Agbay  
Matthew Baumgarten  
Erin Brick  
Scott Francis  
Andy Gilbert  
Ashley Poirier  
Razur Rahman

*Absent:* Tim Barnes  
Donna Dirkse – *excused*  
Chris Gross – *excused*  
Jenna Hance – *excused*  
Matteo Passalacqua – *excused*  
Ailya Siddiqi – *excused*  
Garrett Wyatt – *excused*  
Brian Zifkin – *excused*

*Also present:* Steve Baker, City Council Liaison  
Mike McGuinness, DDA Executive Director  
Megan Masson-Minock, Community Development Liaison  
Tim Murad, Chamber of Commerce Liaison  
Annaka Norris, Main Street Oakland County

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

**IV. APPROVAL OF MINUTES**

**A. Regular Meeting of March 9, 2022**

On motion by Brick and second by Agbay, the minutes were unanimously approved by the Board.

**V. LIAISON REPORTS**

**A. City Council – Steve Baker**

Baker reported Council met the previous Monday and proclaimed the week of April 17 as Berkley Volunteers Week, and he thanked the Board volunteers for their time and efforts. There will be a public hearing at their next Council meeting to discuss allocation of CDBG funds that the city receives annually. The Knights of Columbus Tootsie Roll drive is ongoing, and he urged drivers to be careful around volunteers in the road soliciting funds for the charity.

**B. Planning Commission – Lisa Kempner**

In Kempner's absence, Masson-Minock reported that the townhouse development at 3737 Twelve Mile was approved. Two sketch plans for cannabis provisioning centers have been submitted. The Commission's work on the Design Guidelines is ongoing.

**Community Development – Megan Masson-Minock**

See Item V.B. above.

**C. Chamber of Commerce – Tim Murad**

Murad reported they've received 73 applications so far for the June Art Bash and are still looking for more sponsors as well as the Street Art Fest. They will put together and distribute packets of appreciation for School District staff with discount cards they can use at Chamber businesses. They're also considering offering discount cards anyone can purchase. Berkley U has started up, and Chamber Chats are coming back, as are their podcasts. They are also restarting group luncheons with other area Chambers.

**VI. TREASURER'S REPORT:**

A spreadsheet detailing financial position through the end of March 2022 was included in the Board packet. In Gross's absence, McGuinness reported because of three payroll cycles in the month, that line item is a little higher than usual. The line item in the current budget for a rezoning consultant (\$15,000) remains unspent.

Agbay moved to receive and accept the Treasurer's report, Poirier seconded, and the motion was unanimously approved by the Board.

**VII. ACTION ITEMS:**

**A. Downtown Development Authority Annual Budget Adoption**

McGuinness reported the DDA Budget presented to the Board is currently fiscally conservative, and as the year progresses, amendments may be made when final revenues allow more spending.

Brick moved to adopt the 2022/23 DDA Annual Budget as presented, Agbay seconded, and the motion was unanimously approved by the Board.

**B. Council Resale Façade Grant Application Approval**

McGuinness included renderings of applicants' proposed changes to the façade of Council Resale at 3297 12 Mile in the packet sent to the Board and passed around at the meeting. Replacement of window glass, included in the application, is not currently covered by DDA façade improvement grants. The Art and Design Committee recommended a matching grant of \$942.50 for painting and sign replacement costs. McGuinness noted that the business may come back to the DDA in the future when they have more details about the improvements they plan to make.

Agbay moved to approve Council Resale's Façade Grant Application in the amount of \$942.50, Baumgarten seconded, and the motion was unanimously approved by the Board.

**C. Peninsula's Façade Grant Application Approval**

McGuinness included renderings of the applicant's proposed improvements to their newly acquired location, down the street but on the same block at 3171 12 Mile, and the Art & Design Committee was recommending that maximum funding of \$5,000.00 be awarded to Peninsulas. The cost of proposed improvements will be far in excess of the amount awarded. Masson-Minock noted that the Planning Commission was granting administrative approval to the improvements at the new location and had made recommendations they would like to see: Alignment of their sign with those of their adjacent neighbors and additional goosenecks.

Brick moved to approve Peninsula's Façade Grant Application with the additions proposed by the Planning Commission in the amount of \$5,000.00, Poirier seconded, and the motion was unanimously approved by the Board.

**D. Berkley Public Library Mural Program Approval**

McGuinness included renderings of the Library's proposed mural to be painted on the Beverly-side metal door where the paint is peeling. McGuinness had approached Library Director Church about the possibility of the DDA contributing to the cost of a small mural being painted on the door and the panel above and having artist Lisa Littell paint the mural. She has painted other murals as well as decorating windows for Berkley businesses during different holiday seasons. Littell will arrange for the preparation of the surface. Friends of the Library will also contribute to the cost. McGuinness suggested the Berkley contribution be \$800.00.

Francis moved to approve the Berkley Public Library's Mural Program Application in the amount of up to \$800.00, Agbay seconded, and the motion was unanimously approved by the Board. To avoid any conflict of interest as a City employee, Baumgarten abstained.

**E. Acupuncture Institute of Michigan Mural Program Approval**

McGuinness approached the building owner to gauge interest in the DDA's mural program and put the owner and potential artist in contact to discuss possible designs. The name and phone number of the business, which was included in the rendering with the application, is considered advertising, and that part of the mural cost cannot be covered according to the DDA mural guidelines. That is currently on a raised board affixed to the wall. McGuinness recommended covering the mural cost up to \$4,000.00.

Baumgarten moved to approve Acupuncture Institute of Michigan's Mural Program Application in an amount up to \$4,000.00 and excluding any contribution for the cost of the advertising portion, Brick seconded, and the motion was unanimously approved by the Board.

Poirier suggested an enhancement to any and all murals would be a small plaque with the artist's name and/or sponsor and title of the mural.

**F. Robina Rendering's Design Firm Approval**

McGuinness presented proposals from Hubbell, Roth & Clark and the PEA Group for Landscape Architecture Services for the 12 Mile/Robina North conceptual plan. The Art and Design Committee worked to line up the two proposals. The committee was recommending the proposal from the PEA Group be approved. This is the preliminary step in the process of making the location an inviting public gathering space suggested in Master Plan information gathering.

The cost quoted in both proposals is @\$16,000.00 for this initial action. Brick suggested all the proposed pocket parks have consistent design and parameters. The 3-dimensional renderings provided by PEA were one of the reasons Art & Design favored in their proposal.

Main Street's Norris suggested that Tech Visit funds of @\$7,500-10,000 could be applied to the consultant fees on the project.

Agbay moved to approve the PEA Group's proposal for Architectural Design Plans in the amount of @\$16,000.00 plus reimbursables, with meeting attendance at a cost of \$650.00 per meeting, Brick seconded, and the motion was unanimously approved by the Board.

Baumgarten stressed that the Robina businesses impacted by the project be consulted and given consideration so that they are totally on board with changes to the area.

**VIII. DISCUSSION ITEMS**

**A. Main Street Accreditation Recommendations – Annaka Norris and John Bry**

Included in the packet of information sent to the Board was Main Street's Evaluation Report for the year 2021, and Norris reviewed the key findings. Once again, Berkley's DDA was accredited, and Main Street is very supportive of the direction the DDA is moving. The Evaluation Report stressed the importance of completing and implementing the Design Guidelines for the downtown, and this process is currently underway.

Ten standards of performance are evaluated, with a minimum score of seven out of 10 required for each standard for accreditation. Zoom interviews with stakeholders (businesses, government, residents, and Board members) were held earlier in 2022 conducted by a national Main Street evaluator, and findings are included in the report. Continued Board training is recommended, and a retreat for Board members will also be scheduled.

Getting support and awareness from the community can be improved. Vision and mission statements have been revisited. Norris stressed the importance of Board members knowing their roles and responsibilities, and volunteers are key to balance sustainability for the Program Director.

**B. Oakland County Business Development Support**

McGuinness reported that the County is offering business development support by providing user and visitor data to County communities.

**C. Recent Promotional Activities of March and April**

McGuinness thanked volunteers who made March Leprechaun happenings and the first Ladies Night Out successful.

**D. Downtown Block Party Series (May 1, June 26, October 29)**

McGuinness reported the February 12 block party was held with more coming up through spring, summer, and fall. He thanked Poirier and Brick for their efforts. He'll be seeking Council approval for road closure of Robina for June 26 and Coolidge for October 29 for the Trick or Treat Stroll and Monster Mash.

**E. Downtown Design Guidelines**

McGuinness asked that this item be kept on the monthly agenda and thanked Masson-Minock for keeping the Board up to date.

**F. Coolidge Crosswalks**

McGuinness asked that this item be kept on the monthly agenda until decision time. The final meeting of the City task force is coming up, and following that the DDA recommendations can be presented to City Council.

**IX. STUDENT BOARD MEMBER UPDATES**

Absent. Francis reported that students are taking college tests. The May 3 millage renewal is on the ballot. The play "Cinderella" will be performed the Thursday through Saturday of the following week.

**X. BOARD COMMITTEE UPDATES:**

**A. Art & Design Committee – Matteo Passalacqua**

In Passalacqua's absence, McGuinness reported that final fence installation was finished at the Plaza. The high school graduate sculptor has presented initial renderings. Bistro seating is planned, and food truck vendors will be decided by all three entities.

**B. Business Development Committee – Jenna Hance**

Absent – no report.

**Marketing & Promotions Committee – Ashley Poirier**

Poirier reported the committee is planning warmer weather events and streamlining the schedule.

**Organization Committee – Scott Francis**

Francis reported the hiring subcommittee evaluated the Director for his 6-month review with positive results and will present their formal recommendation on his contract at the May Board meeting.

**C. West 12-Mile Improvements – Tim Barnes**

Absent – no report.

**XI. EXECUTIVE DIRECTOR UPDATES**

**A. Main Street Oakland County Summit**

No report.

**B. Downtown Berkley Business and Real Estate Updates**

Several new businesses have opened or will be opening soon, with some media coverage. A new Indian restaurant will be opening on Coolidge, Little Lou's Hot Chicken restaurant is open at the corner of Catalpa, and the El Patio Mexican restaurant on 12 Mile is seeking liquor license approval from City Council.

**C. Downtown Berkley Recent Media Coverage**

No additional report.

**XII. BOARD OF DIRECTORS' COMMENTS:**

Baumgarten announced the City has started a \$50,000 crowd funding campaign to add an inclusive section at Jaycee Park. If they can raise \$50,000.00 it will be matched by the MEDC

**XIII. PUBLIC COMMENTS:** The opportunity for public comment was offered, and there were no in-person requests to address the body. 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 adjourned at 10:08 AM on motion by Francis and second by Baumgarten.