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**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING**

Wednesday, February 9, 2022  
8:30 AM – 10:00 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 January 12, 2022
- V. **Liaison Reports**
  - A. City Council – Steve Baker
  - B. Planning Commission – Lisa Kempner
  - C. Community Development – Megan Masson-Minock
  - D. Chamber of Commerce – Tim Murad
- VI. **Treasurer’s Report**
- VII. **Action Items**
  - A. Determining DDA Vision Statement and Mission Statement
  - B. Coolidge Crosswalks Path Forward
  - C. DDA Mural Program Project Funding Limitations
- VIII. **Discussion Items**
  - A. Frozen February Block Party (February 12th, Noon to 4 pm, Robina and Twelve Mile)
  - B. Berkley High School Drama Department Collaborations
  - C. Main Street America National Evaluation Process, Reaccreditation
  - D. Downtown Development Authority Annual Budget Development
  - E. Downtown Design Guidelines Progress
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
  - A. Art & Design – Matteo Passalacqua
  - B. Business Development – Jenna Hance
  - C. Marketing & Promotions – Ashley Poirier
  - D. Organization – Scott Francis
  - E. West Twelve Mile – Tim Barnes
- XI. **Executive Director Updates**
  - A. Updates on Downtown Businesses and Construction Coming, Going, Expanding
  - B. Michigan Downtown Association Professional Downtown Management Program
- XII. **Public Comments**
- XIII. **Board of Directors’ Comments**
- XIV. **Adjournment**

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, January 12, 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:* Tim Barnes  
Matthew Baumgarten  
Erin Brick  
Donna Dirkse  
Scott Francis  
Andy Gilbert  
Chris Gross  
Jenna Hance  
Matteo Passalacqua  
Ashley Poirier  
Razur Rahman  
Brian Zifkin
- Absent:* Andrew Agbay – *excused*  
Ailya Siddiqi – *excused*  
Garrett Wyatt – *excused*
- Also present:* Steve Baker, City Council Liaison  
Mike McGuinness, DDA Executive Director  
Megan Masson-Minock, Planning Consultant  
Tim Murad, Chamber of Commerce Liaison  
Tom Tesnow, Publisher  
James Jeffrey Tong, Historical Commission
- III. APPROVAL OF AGENDA:** On motion by Francis and second by Gross, the agenda was unanimously approved by the Board.
- IV. APPROVAL OF MINUTES**
- A. Regular Meeting of December 8, 2021**  
On motion by Brick and second by Gross, the minutes were unanimously approved by the Board.
- B. Informational Meeting of December 23, 2021**  
On motion by Brick and second by Baumgarten, the minutes were unanimously approved by the Board.
- C. Informational Meeting of December 29, 2021**  
On motion by Brick and second by Passalacqua, the minutes were unanimously approved by the Board.

**V. LIAISON REPORTS**

**A. City Council – Steve Baker**

Baker reported that Council had met in a closed session. Council plans to discuss cannabis businesses' licenses at their upcoming regular meeting. Court challenges by 22 applicants for a license resulted in issues that need to be resolved, and those will be the focus up the upcoming meeting, after which time the actual licenses can be awarded.

The Historical Committee met the previous evening resulting in an invitation to make a short presentation later in the DDA's Board meeting.

**B. Planning Commission –**

In Kempner's absence, Planning Consultant Megan Masson-Minock, who is temporarily filling in at the Community Development position, reported there was no December Planning Commission meeting. There is a Coolidge rezoning request to be decided as well as ongoing discussion on the Design Guidelines, followed by a dedicated Planning Commission work session. The Zoning Board of Appeals has residential applications for rezoning. Baumgarten noted the City is reviewing applications and setting up interviews to fill the open Community Development position.

**C. Community Development – TBD**

See V.B. above.

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

Murad reported via Zoom that the Chamber has finalized their budget for 2022 and is making plans for the year. They will hold a virtual Chamber Chat on 1/21 and have moved their regular meeting time to the third Tuesday of the month at 6:00 PM.

**VI. TREASURER'S REPORT:**

McGuinness included a copy of the financial spreadsheet provided by the Finance Director in the packet sent to the Board. Treasurer Gross reported that revenue is higher than budgeted, with a fund balance of \$445,000.00 and expenditures so far of \$390,000.00. Revenues include a \$47,000.00 corporate donation. The balance will increase once reimbursement for Plaza expenditures is received.

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

**VII. ACTION ITEMS:**

**A. Increase Events Budget**

At McGuinness' request, Brick moved to add this item to increase the events budget to the agenda, Gross seconded, and the motion was unanimously approved.

McGuinness reported that the events during the latter part of the year in October (Bookkley) and December (MerriMonth) were successful but the costs depleted the amount originally budgeted for events. He asked for a \$7,000.00 increase in the events budget for the 2021/22 fiscal year to cover planned expenditures anticipated through the end of June 2022. A list of those 2022 planned events was included in the packet sent to the Board and includes at least three moving block parties.

The window painting artist will be removing the pictures towards the end of February and can give tips on how to do it to a business that chooses to remove them earlier themselves.

Zifkin moved to approve an increase in the Events budget for 2021/22 in the amount of \$7,000.00, Barnes seconded, and the motion was unanimously approved by the Board.

Gilbert suggested that the Chamber and DDA resume regular meetings to coordinate activities, and Brick noted that is already happening with her committee (Marketing).

**VIII. DISCUSSION ITEMS**

**A. Main Street America Annual Evaluation**

McGuinness reported that Main Street personnel would be doing interviews with Board members and others in the community on January 25 as part of their annual evaluation of Main Street communities.

**B. Downtown Benches Installation**

McGuinness reported that the new benches have arrived at DPW and are being assembled. They will not be bolted in when installed. The old metal benches will be removed and may be auctioned off. The Gateway West area on 12 Mile will be a focus for new bench placement as it had been short-changed in the past.

**C. Downtown Design Guidelines Status**

Passalacqua stated that he would like to work directly with Masson-Minock on the guidelines, and she reported that the Planning Commission and Development staff are trying to determine which guidelines are "musts" and which are "would be nice." Additionally, they're discussing how to require businesses to comply with the "musts" and incentivize them to adopt the "would be nice" ones.

**D. Coolidge Crosswalks Status**

Baumgarten noted that the traffic study committee met in December, and the consensus was that the current lane configuration is for the most part working well. He also reported that the City's budget will address crosswalk improvements, but a decision is needed on the type of signal (current signals, designed for a 4-lane road, or upgraded, such as mast arm). Gilbert asked Passalacqua to be the Board's point person to work with the City and supply them the information to make their decision on how to move forward. Passalacqua's experience shopping downtown with his children during the holiday season was that on Coolidge, even with the current lane configuration, he needed to wait until drivers from each direction acknowledged their presence in the roadway by stopping and waving them across in order to feel it was safe to cross the road.

Extensive study was done prior to installing the signals a few years ago, and Passalacqua can pull all that together as well as what costs would be involved to upgrade the signals themselves and add signage. Passalacqua stressed that at a minimum Council and the mayor be on board with options to move forward and asked for that assurance in time for the February Board meeting. Speaking only for himself, Baker noted basing the decision on what the community wants and values should help guide the City and DDA's plans at this point. Barnes noted that MDOT has safety statistics for all Michigan roads and all road configurations. Passalacqua asked Baumgarten what he and the City would need from the DDA in order to get the City's assurance that Council and the mayor are ready to move forward on Coolidge crosswalks and what they *want* to do. To make it easier for Council, Baker suggested presenting them with a certain (limited) number of options to choose from.

**E. Downtown Idea Laboratories in 2022**

McGuinness reported that different businesses can host the labs, and he's using them as a way to engage businesses and the community at large.

**IX. STUDENT BOARD MEMBER UPDATES**

Absent. Francis reported that on the crosswalk issue, the School District is always in favor of safety. In-school rather than online classes is the District's goal for the remainder of the school year.

**X. BOARD COMMITTEE UPDATES:**

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

Hance reported she had no news, but McGuinness reported that the former location of Sugar Kisses at Dorothea may have a new owner, and a Mexican restaurant is expected in the former Patrick J's building on 12 Mile.

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

Passalacqua reported there are ongoing discussions of improvements to the Robina North location,

**C. Marketing & Promotions Committee – Ashley Poirier**

Poirier reported she had nothing additional to report about events. Brick noted the Wedding Shoppe will again display “frozen dresses” with children’s princess dresses part of the display.

**D. Organization Committee – Scott Francis**

Francis reported the committee is discussing committee “balance” in terms of numbers of members/ volunteers.

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

Barnes noted he had nothing to report, but McGuinness said the 12 Mile design studio construction is progressing.

**XI. EXECUTIVE DIRECTOR UPDATES**

**A. Main Street Oakland New Manager Training**

McGuinness reported he had taken part in the training this month.

**B. MDA Professional Downtown Management Program**

McGuinness reported that he registered for the program.

**C. Michigan Historic Preservation Network 2022 Conference**

McGuinness reported he would be presenting at the conference coming up in May in Holly.

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

Hance asked if there was more information about the retreat and facilitator being offered by Main Street, and McGuinness said he would set something up for February.

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

James Jeffrey Tong (member, Berkley Historical Committee) and Tom Tesnow (Publisher, Berkley 100th Anniversary Historical Booklet) passed around copies of publications done to celebrate the City of Berkley’s anniversaries and mentioned that ads pay for the magazine’s production, which is distributed to every address in the city. 100<sup>th</sup> anniversary plaques are installed at several sites that reach that milestone.

**XIV. Adjournment:**

The meeting was adjourned at 9:57 AM on motion by Zifkin and second by Brick.

Fund 814 DDA

GL Number	Description	Current Year Beg. Balance	Balance
<b>*** Assets ***</b>			
Cash			
814-000-001-000	CASH IN BANK	379,768.01	434,317.32
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,436.91)
814-000-005-000	PETTY CASH	300.00	300.00
Cash		<u>380,068.01</u>	<u>428,180.41</u>
Accounts Receivable			
814-000-026-000	DELINQUENT PPT RECEIVABLE	7,809.21	2,585.20
814-000-040-001	ACCOUNTS RECEIVABLE - MANUAL	26.97	0.00
Accounts Receivable		<u>7,836.18</u>	<u>2,585.20</u>
Other Assets			
Other Assets		<u>0.00</u>	<u>0.00</u>
<b>Total Assets</b>		<b><u>387,904.19</u></b>	<b><u>430,765.61</u></b>
<b>*** Liabilities ***</b>			
Accounts Payable			
814-000-202-000	ACCOUNTS PAYABLE	146.50	0.00
Accounts Payable		<u>146.50</u>	<u>0.00</u>
Liabilities-ST			
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS	0.00	1,598.96
814-000-241-000	FICA TAXES	89.32	89.32
814-000-257-000	ACCRUED PAYROLL	1,167.61	1,167.61
814-000-259-000	ACCRUED HEALTH CARE	0.01	904.12
814-000-285-000	UNEARNED REVENUE	0.00	(1,586.87)
Liabilities-ST		<u>1,256.94</u>	<u>2,173.14</u>
<b>Total Liabilities</b>		<b><u>1,403.44</u></b>	<b><u>2,173.14</u></b>
<b>*** Fund Balance ***</b>			
Unassigned			
814-000-390-000	FUND BALANCE	386,500.75	386,500.75
Unassigned		<u>386,500.75</u>	<u>386,500.75</u>
<b>Total Fund Balance</b>		<b><u>386,500.75</u></b>	<b><u>386,500.75</u></b>
<b>Beginning Fund Balance</b>			<b>386,500.75</b>
<b>Net of Revenues VS Expenditures</b>			<b>42,091.72</b>
<b>Ending Fund Balance</b>			<b>428,592.47</b>
<b>Total Liabilities And Fund Balance</b>			<b>430,765.61</b>

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 01/31/2022

% Fiscal Year Completed: 58.90

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 01/31/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 814 - DDA							
Revenues							
Dept 001 - REVENUES							
814-001-401-000	PROPERTY TAXES	38,505.21	37,680.00	37,680.00	36,998.43	681.57	98.19
814-001-401-001	PROPERTY TAX CAPTURE - DDA	302,073.83	315,000.00	315,000.00	362,211.42	(47,211.42)	114.99
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	1,500.00	(1,500.00)	100.00
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	495.58	2,504.42	16.52
814-001-674-005	MERCHANDISE REVENUE	0.00	250.00	250.00	275.00	(25.00)	110.00
814-001-675-005	CORPORATE DONATIONS	0.00	0.00	0.00	47,425.93	(47,425.93)	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	448,052.57	(63,122.57)	116.40
TOTAL REVENUES		366,722.98	384,930.00	384,930.00	448,052.57	(63,122.57)	116.40
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-704-000	FULL TIME EMPLOYEES	52,856.07	69,360.00	69,360.00	34,923.65	34,436.35	50.35
814-175-715-000	FICA	4,006.47	5,306.00	5,306.00	2,660.84	2,645.16	50.15
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	37,944.54	45,221.46	45.63
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	5,000.00	5,000.00	50.00
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	1,710.00	(210.00)	114.00
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	1,050.00	950.00	52.50
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	243.08	356.92	40.51
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	8,353.08	26,676.92	23.85
Dept 824 - SPECIAL EVENTS							

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
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 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 01/31/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 814 - DDA							
Expenditures							
814-824-817-004	DDA - EVENTS	746.38	14,700.00	14,700.00	13,501.41	1,198.59	91.85
814-824-817-015	HOLIDAY LIGHTS	25,001.44	30,000.00	30,000.00	30,825.00	(825.00)	102.75
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	44,326.41	373.59	99.16
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	17,733.10	11,266.90	61.15
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	21,333.10	16,978.90	55.68
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	29,296.48	(4,296.48)	117.19
814-829-818-207	PEST CONTROL	480.00	500.00	500.00	200.00	300.00	40.00
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	48,514.83	19,985.17	70.82
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	141,887.80	(81,887.80)	236.48
Total Dept 940 - PUBLIC IMPROVEMENT		72,817.75	195,000.00	195,000.00	236,020.54	(41,020.54)	121.04
Dept 952 - ACTIVE EMPLOYEE BENEFITS							
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	1,000.00	1,000.00	1,000.00	565.37	434.63	56.54
814-952-716-500	HEALTH CARE COSTS - BC/BS	9,437.65	10,300.00	10,300.00	1,840.35	8,459.65	17.87
814-952-718-000	RETIREMENT-DB MERS	25,937.17	26,520.00	26,520.00	7,062.63	19,457.37	26.63
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		36,374.82	37,820.00	37,820.00	9,468.35	28,351.65	25.04
TOTAL EXPENDITURES		305,612.74	505,028.00	505,028.00	405,960.85	99,067.15	80.38
Fund 814 - DDA:							
TOTAL REVENUES		366,722.98	384,930.00	384,930.00	448,052.57	(63,122.57)	116.40
TOTAL EXPENDITURES		305,612.74	505,028.00	505,028.00	405,960.85	99,067.15	80.38
NET OF REVENUES & EXPENDITURES		61,110.24	(120,098.00)	(120,098.00)	42,091.72	(162,189.72)	35.05
BEG. FUND BALANCE		325,390.51	386,500.75	386,500.75	386,500.75		
END FUND BALANCE		386,500.75	266,402.75	266,402.75	428,592.47		



02/02/2022 05:30 PM  
User: mpollock  
DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 01/31/2022

% Fiscal Year Completed: 58.90

NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE	2021-22		YTD BALANCE	AVAILABLE	% BDGT
		06/30/2021	ORIGINAL	2021-22	01/31/2022	BALANCE	
		NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	NORM (ABNORM)	USED



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[downtownberkley.com](http://downtownberkley.com)

**February 2022**

## **CURRENT MISSION STATEMENT**

The Berkley Downtown Development Authority is a community-driven organization Striving to enhance the shopping experience, economic vitality and physical appearance of Coolidge Highway and Twelve-Mile Road – Berkley’s traditional commercial Districts. We strive to achieve our mission by being creative, focused, transparent, forward-thinking and engaged with our Downtown stakeholders and community.

## **INITIAL PROPOSED VISION STATEMENT**

Downtown Berkley is a friendly, welcoming, creative, exciting, and attractive destination for our city’s residents and visitors. Our many unique businesses are prospering and there is continued growth, renewal, and momentum along the entire stretch of both Coolidge and Twelve Mile. Downtown Berkley is a broadly known, highly-regarded, leading choice for Michigan residents and travelers.

## **INITIAL PROPOSED MISSION STATEMENT**

The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, and enhance the shopping experience on Coolidge Highway and Twelve Mile Road in downtown Berkley, Michigan.

**... BUT LET US WORKSHOP IT TOGETHER!**



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downtownberkley.com

**February 2022**

## **COOLIDGE CROSSWALKS PATH FORWARD**

The Berkley Downtown Development Authority has expressed their strong interest to see pedestrian safety enhancements along Coolidge Highway within our downtown. This is an effective time for us to come to a consensus on most preferred enhancements, so that the resources for those improvements can be incorporated into budget planning.

### **EXECUTIVE DIRECTOR RECOMMENDATION:**

Here is the recommendation for the pedestrian safety enhancements along Coolidge Highway within our downtown that Berkley Downtown Development Authority wishes to see happen:

- Upright Rubber Crosswalk Signs at Median Lane
- Bump-Outs to Bring Pedestrians Closer to Crosswalk, with a Berth that Allows Line of Sign for them (and of them) in Relation to Parking Spaces, with Bollard Usage and Painting for Bump-Outs
- Crosswalk Safety Signage for Pedestrians at Each Crosswalk
- Uncovering of Flashing Crosswalk Signs
- Refreshed Painting of Crosswalks Where Needed
- Painting of Parking Space Delineation Lines
- Green Painting of Entire Bike Lane Footprint
- Consistent Crosswalk Staging Along Coolidge



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February 2022

## **DDA MURAL PROGRAM FUNDING LIMITATIONS**

The Berkley Downtown Development Authority has had continued success with its mural program, making substantial aesthetic improvements to the downtown streetscape. It is a major value-add to our downtown, and is a primary ingredient for making our downtown more of a destination and even more of a creative center in our region.

As the program continues, there are multiple downtown businesses and building owners who have expressed a willingness to host a mural on their exterior when approached by our Executive Director. The current internal cap of possible DDA funding to go toward a mural project has been \$2,500. Some challenges have become evident as these possibilities advance:

- Many possible mural walls have a large amount of square footage
- Not all possible mural projects have supplemental funding support
- The \$2,500 cap is a deterrent to many artists being able to commit
- Cost of supplies, logistics, and labor frequently exceed present cap

### **EXECUTIVE DIRECTOR RECOMMENDATION:**

The Berkley Downtown Development Authority increase the current internal cap of possible funding toward a mural project to be \$3,500 or \$4,000 to expand the number of viable mural project possibilities in our downtown. The benefit to Downtown Berkley in scaling up more murals is worth the investment.

*Current Mural Program Overview and Application enclosed. Will be updated for 2022 with latest information following Board determination.*

# BERKLEY DDA MURAL PROGRAM

## Overview

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art. Murals can also provide an avenue for involving youth and others in artistic expression.

To better serve these purposes, the Berkley DDA has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Public Art Committee. Applications for new outdoor murals are reviewed by the Public Art Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

*The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.*

## Eligibility

Any individual or organization wishing to create an outdoor mural in DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source.

*Applicants may be:*

1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

## Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensures mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

## Approval Criteria

*Murals in the Berkley DDA District will be approved based on the following criteria:*

- Completed application has been submitted to the Public Art Committee
- The applicant has provided signed permission from the building owner who must commit to keep the mural unchanged for a minimum of 5 years and to help maintain the mural during that time
- Artistic quality: Strength of the artist's concept and demonstrated technical skills and experience
- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression
- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

## Mural Approval Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
  - a. Concept drawing of proposed mural with colors and dimensions
  - b. Photographs of site and physical surroundings
  - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
  - d. Written description of individuals and groups involved and how they will participate
  - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
  - f. Project timeline
  - g. A plan that addresses safety of the artists and the public while painting the mural
  - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Public Art Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of Approval and a Notice to Proceed
  - a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.

10. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help the Berkley DDA's Public Art Committee to find a suitable artist to do the repairs.

11. Alterations to or removal of, the mural within the first five years of the date of completion are permitted under the following circumstances:

- a. The building on which mural is located is sold; or
- b. The building or property is substantially remodeled or altered in way that precludes continuance of mural. Alterations or removal must be approved by the Berkley DDA Public Art Committee.

12. At the conclusion of the 5-year Agreement, the Applicant and the Public Art Committee reviews the condition of the mural and, based on the condition, either allow it to remain or make plans to remove or paint over the mural.

# BERKLEY DDA MURAL PROGRAM APPLICATION

## *Applicant Information*

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Name of Applicant or Sponsoring Organization

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Name of Contact Person

Email

---

Phone

## *Artist Information*

---

Artist's Name

---

Artist's Signature

---

Email

Website

---

Artist's Mailing Address

City/State/Zip

---

Phone

*The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.*



***Property Information***

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Proposed Mural Location (building or business name)

---

Street Address/Intersection

---

Property Owner's Name

Property Owner's Email

---

Property Owner's Phone

---

Property Owner's Signature

---

Start Date

Completion Date

**SUBMIT MATERIALS TO:**

Jennifer Finney, Executive Director  
Berkley DDA  
Berkley City Hall  
3338 Coolidge Hwy, Berkley, MI 48072  
Email: [director@downtownberkley.com](mailto:director@downtownberkley.com)

## **CHECKLIST OF REQUIRED MATERIALS**

- Completed Application Form
- Resume of each artist involved in the project
- Signature of artist
- Six (6) digital images of the artist's original work that shows ability as a muralist. (e-mailed or provided on CD or flash drive.)
- Artist's rendering of the proposed mural with dimensions
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.
- Signature of building owner

### **SUBMIT MATERIALS TO:**

Jennifer Finney, Executive Director  
Berkley DDA  
Berkley City Hall  
3338 Coolidge Hwy, Berkley, MI 48072  
Email: [director@downtownberkley.com](mailto:director@downtownberkley.com)



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# FROZEN FEBRUARY

**BLOCK  
PARTY**

**SATURDAY, FEBRUARY 12  
12-4PM, ROBINA NORTH AT 12 MILE**



**FOOD & HOT DRINK TRUCKS  
LIVE LOCAL MUSIC  
VALENTINE'S STATION  
BERKLEY HIGH DRAMA CREW  
NORUP BAND PLAYS AT 2 PM  
DOWNTOWN MURALS  
& FREE FAMILY FUN!**

**JOIN US FOR A  
REALLY COOL TIME**

Shout out to  
Norup Band,  
McCourt's Music,  
& PInspiration for  
their support!



**EARN GIRL  
SCOUT FUN  
PATCH!!**



## BERKLEY HIGH SCHOOL

# ★ DRAMA DEPARTMENT ★ BENEFIT SHOPPING EVENT

On Saturday, February 12th several Downtown Berkley shops will be donating a portion of their sales to the Berkley High School Drama Department. Support the program when you shop this weekend at these select businesses and mention you are shopping on behalf of the BHS at the checkout for your purchase to count!

**BERKLEY COMMON • PENINSULA'S  
ULLMAN'S • VITRINE • TOOTIE & TALLULAH'S  
CATCHING FIREFLIES • PINSPIRATION**