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

Wednesday, March 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 February 9, 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. Downtown Development Authority Annual Budget
- VIII. **Discussion Items**
  - A. Frozen February Block Party Success
  - B. March Leprechauns Marketing & Promotions Efforts
    - *Downtown Leprechauns Scavenger Hunt*
    - *Leprechauns Story Stroll with Berkley Public Library*
    - *Leprechauns' Day Out*
  - C. First Ladies Night Out of the Year (*April 7<sup>th</sup>, 5:00 to 9:00 pm*)
  - D. Coolidge Crosswalks Progress
  - 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. Participated in Michigan Downtown Association Spring Workshop
  - C. Main Street Oakland County Summit (*March 17<sup>th</sup>, 9:00 am to 11:30 am*)
- XII. **Public Comments**
- XIII. **Board of Directors' Comments**
- XIV. **Adjournment**

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, February 9, 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  
Chris Gross  
Matteo Passalacqua (via Zoom – unofficial attendance)  
Ashley Poirier  
Ailya Siddiqi  
Brian Zifkin

*Absent:* Tim Barnes  
Donna Dirkse – *excused*  
Jenna Hance  
Razur Rahman – *excused*  
Garrett Wyatt – *excused*

*Also present:* Steve Baker, City Council Liaison  
Lisa Kempner, Planning Commission Liaison  
Mike McGuinness, DDA Executive Director  
Megan Masson-Minock, Community Development Liaison  
Tim Murad, Chamber of Commerce Liaison

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

**IV. APPROVAL OF MINUTES**

**A. Regular Meeting of January 12, 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 that at its last meeting Berkley declared February Black History Month and made appointments to the Environmental Advisory Board and Historical Commission. Parks and Rec will hold a Bacon Walk on April 9 moving from Oxford Park to Jaycee Park. At the meeting Council also discussed awarding the three cannabis business licenses. After rescoring applications, the first and second place qualifiers were clear, but three applicants were tied in points for the third license. Council decided to award licenses to the top five rather than use a lottery system previously agreed upon or only award licenses to the top two. The licenses will actually be awarded at Council's next meeting.

**B. Planning Commission – Lisa Kempner**

Kempner reported that the Commission discussed Design Guidelines at their last meeting, separating those necessary for the ordinance from those that can be suggestions. A work session will be held after more Commission discussion at their next meeting. A parcel on Coolidge will be rezoned to Gateway District. A sketch plan for proposed townhouses on 12 Mile was submitted, and more detailed plans will be brought to the Commission in the future.

**C. Community Development – Megan Masson-Minock**

Masson-Minock reported they will be sending a short on-line survey to DDA Board members about the Design Guidelines, and two open-ended questions, asking them to rate importance of individual guidelines, “musts” versus “nice to have.” A work session with the Planning Commission will be held March 1.

Passalacqua noted this process helps determine what will be governed by the ordinance and what will be considered “guidelines.” Incentives can be offered to businesses to comply with those parts of the guidelines that are not governed by ordinance, and he supports the work Masson-Minock has done to streamline the process. Masson-Minock noted they are getting site plans to review, several from the proposed provisioning centers as well as developments on 12 Mile.

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

Murad reported the Chamber finalized its budget for the year and that committees are meeting to plan their upcoming events.

**VI. TREASURER’S REPORT:**

A spreadsheet detailing financial position through the end of January 2022 was included in the Board packet. Gross reported that the revenue available is \$448,000 and there is \$42,000 remaining to be spent. The DDA received a state grant of \$1,500; reimbursement for the Plaza partners has not yet been received, and that will leave @\$95,000 to spend. The fund balance ends up at @\$428,000.

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

**VII. ACTION ITEMS:**

**A. Determining DDA Vision Statement and Mission Statement**

McGuinness noted this is an important annual process for Main Street reaccreditation. In the Board packet, he listed his proposed DDA Vision Statement and Mission Statement and solicited input from Board members of terms they would include in both. He suggested the Vision Statement reflect what the Board wants the downtown to be (future, aspirational) and the Mission Statement what the Board is currently doing (present) to achieve that vision.

Round-robin, Board members offered terms reflecting vision (such as connected, fun, welcoming, vibrant, green) and mission (bike friendly, diverse, complete streets, unique, whole experience). McGuinness incorporated the terms into revised statements of vision and mission.

The proposed Vision Statement reads: Downtown Berkley is an active, friendly, welcoming, creative, exciting, and attractive destination for our city’s residents and visitors. Our many unique and diverse businesses are prospering, and there is continued growth, renewal, and momentum, along the entire stretch of both Coolidge and 12 Mile. Downtown Berkley is a broadly known, highly regarded, and leading downtown choice.

The proposed Mission Statement reads: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors’ diverse experiences, and create connection to the community on Coolidge and 12 Mile Road in downtown Berkley, Michigan.

Baumgarten moved to approve the proposed Mission Statement, Poirier seconded, and the motion was unanimously approved by the Board.

Brick moved to approve the proposed Vision Statement, Gross seconded, and the motion was unanimously approved by the Board.

#### **B. Coolidge Crosswalks Path Forward**

Based on prior feedback from Board members of what they would like to see happen to reactivate Coolidge crosswalks, McGuinness included a summary of the position the Board could present to the City for its preferred, possible safety enhancements on Coolidge between 11 and 12 Mile Roads.

The final list includes:

1. Upright rubber crosswalk signs at median lane
2. Bump-outs\* to bring pedestrians closer to crosswalk (\*transitional), with a berth that allows line of sight for them (and of them) in relation to parking spaces, with bollard usage and painting for bump-outs
3. Crosswalk safety signage for pedestrians at each crosswalk
4. Uncovering of pedestrian-activated flashing crosswalk signs
5. Refreshed painting of crosswalks where needed
6. Consistent crosswalk staging along Coolidge
7. Public education and engagement initiatives
8. ADA recommended further enhancements

Zifkin noted that public safety expertise was not his forte and he would prefer to defer to experts for requirements and cost estimates. For him, another concern is liability and potential litigation in case of accidents and/or injuries. Gilbert countered that those steps had been taken prior to initially installing the crosswalks, and knowing the history, Baker agreed. McGuinness said he was looking for Board consensus on the priorities listed in the summary.

Kempner noted that the current road diet configuration had not yet been *officially* adopted, and it might be premature to install *permanent* bump-outs. Brick noted something dealing with enhanced safety especially for people with disabilities (ADA compliance) could be added.

Passalacqua added that presenting this to the City and getting their support is the most important next step in the process before any concrete plans or cost estimates can be undertaken. Gilbert agreed to consult further with Kempner so that this step can be taken and the Board's consensus sent to Council as a road map for moving forward. Kempner strongly recommended that whatever happens, public education will be key to successful implementation.

McGuinness noted these points could be added/explored: Painting of parking space delineation lines and green painting of entire bike lane footprint.

#### **C. DDA Mural Program Project Funding Limitations**

McGuinness noted that under the current mural program, a \$2,500.00 match per project was the maximum DDA contribution. Murals have become a real selling point, but the current maximum puts limitations on what can be done, especially for large walls. He was proposing raising the DDA maximum contribution limit to \$4,000 for the 2022/23 fiscal year.

Zifkin moved to approve raising the maximum DDA mural contribution to \$5,000.00, Francis seconded, and the motion was unanimously approved by the Board.

### **VIII. DISCUSSION ITEMS**

#### **A. Frozen February Block Party (February 12<sup>th</sup>, Noon to 4 PM, Robina and Twelve Mile)**

Brick reported the event was coming together really well but can always use more volunteers to run craft stations. Siddiqi said NHS high school students need volunteer hours, and she might be able to

recruit some after she lets other students know about the opportunity. Norup band members will also be playing during the event.

**B. Berkley High School Drama Department Collaborations**

McGuinness reported that conversations are underway to encourage the Drama Department to engage with Berkley businesses and fundraise for their upcoming musical. They are excited about being a part of all future DDA "block" parties and partnering with downtown businesses on candy bar fund raisers.

**C. Main Street America National Evaluation Process, Reaccreditation**

Main Street held a group Zoom meeting January 25 to solicit information from several Berkley stakeholders about their impressions and give necessary feedback required for reaccreditation to Main Street interviewers. Our Berkley DDA has been informed that Downtown Berkley has received national accreditation from Main Street America for another year, and McGuinness thanked those who helped make that possible.

**D. Downtown Development Authority Annual Budget Development**

McGuinness has met with the City Manager about the upcoming budget process, and McGuinness says his approach is to budget conservatively and keep most anticipated revenues and expenditures at the same funding levels, other than completed projects (Plaza and Wayfinding). Additional spending on Holiday Lights and Advertising/Marketing and Events was already approved this fiscal year. Streetscape improvements, Coolidge enhancements, and public art and placemaking are the areas he would anticipate increasing expenditures. Pocket parks and Robina north improvements were suggested to be added to that list.

**E. Downtown Design Guidelines Progress**

Covered in V.B and C above. Board members were invited to the upcoming March 1 work session.

**IX. STUDENT BOARD MEMBER UPDATES**

Siddiqi noted NHS students need 12 hours of volunteer work. The high school is recognizing February as Black History Month.

**X. BOARD COMMITTEE UPDATES:**

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

Passalacqua reported receiving a proposal from HRC for the initial design of Robina North improvements.

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

In Hance's absence, McGuinness reported their conversations about scaling up the work of this committee and connecting with prospective businesses and current businesses wishing to expand.

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

Poirier reported the committee would be meeting that evening, and they would be focusing on upcoming events. Baker suggested T-shirts, scarves, or gift cards to entice more volunteers to work on committees.

**Organization Committee – Scott Francis**

Francis reported the committee is still working on balancing the committees. Some Board members terms will be expiring at the end of June, and Organization is finding out who wants to continue on the Board.

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

In Barnes' absence, Zifkin reported he would be able to take a more active role. He reported there was an opportunity for a pocket park near D&D Bikes and wondered if the DDA can buy or rent property. Baumgarten said a long-term lease would be the most viable solution.

**XI. EXECUTIVE DIRECTOR UPDATES**

**A. Updates on Downtown Businesses and Construction Coming, Going, Expanding**

McGuinness reported 3737 Twelve Mile is a proposed site of a town home development. Property at Coolidge and Columbia is being rezoned. Work on the interior of the LaSalette project property is underway. A site plan was submitted for the property next door to that project. An amended site plan was submitted for the Aqua Tots property. Two Mexican restaurants have received their business licenses, one in the former Patrick J's. Peninsulas has submitted a façade improvement grant application, and O'Mara's will be reopening. Nova Primary Care, Health Call, Yankee Design, and Hot Lou's Chicken are new or expanding businesses downtown.

**B. Michigan Downtown Association Professional Downtown Management Program**

McGuinness will be taking part in the program.

**XII. 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.

**XIII. BOARD OF DIRECTORS' COMMENTS:** None.

**XIV. Adjournment:**

The meeting lost quorum at 10:20 AM and ended at 10:30 AM.

Fund 814 DDA

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
Cash			
814-000-001-000	CASH IN BANK	379,768.01	455,947.91
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>449,811.00</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>452,396.20</u></b>
*** Liabilities ***			
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	1,545.81
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	1,031.21
814-000-285-000	UNEARNED REVENUE	0.00	(1,586.87)
Liabilities-ST		<u>1,256.94</u>	<u>2,247.08</u>
<b>Total Liabilities</b>		<b><u>1,403.44</u></b>	<b><u>2,247.08</u></b>
*** Fund Balance ***			
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>63,648.37</b>
<b>Ending Fund Balance</b>			<b>450,149.12</b>
<b>Total Liabilities And Fund Balance</b>			<b>452,396.20</b>

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 02/28/2022  
 % Fiscal Year Completed: 66.58  
 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 02/28/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BGD 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	665.20	2,334.80	22.17
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	448,222.19	(63,292.19)	116.44
TOTAL REVENUES		366,722.98	384,930.00	384,930.00	448,222.19	(63,292.19)	116.44
Expenditures							
Dept 175 - DDA ADMINISTRATION							
814-175-704-000	FULL TIME EMPLOYEES	52,856.07	69,360.00	69,360.00	40,692.87	28,667.13	58.67
814-175-715-000	FICA	4,006.47	5,306.00	5,306.00	3,097.77	2,208.23	58.38
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	410.00	3,590.00	10.25
Total Dept 175 - DDA ADMINISTRATION		57,287.64	83,166.00	83,166.00	44,350.69	38,815.31	53.33
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	1,200.00	800.00	60.00
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	283.53	316.47	47.26
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	8,543.53	26,486.47	24.39
Dept 824 - SPECIAL EVENTS							



REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 02/28/2022  
 % Fiscal Year Completed: 66.58  
 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 02/28/2022 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	13,801.41	898.59	93.89
814-824-817-015	HOLIDAY LIGHTS	25,001.44	30,000.00	30,000.00	32,723.03	(2,723.03)	109.08
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	46,524.44	(1,824.44)	104.08
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	22,733.10	6,266.90	78.39
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	26,333.10	11,978.90	68.73
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	280.00	220.00	56.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	12,408.00	15,000.00	15,000.00	7,862.77	7,137.23	52.42
Total Dept 829 - STREETScape & DESIGN		56,715.52	68,500.00	68,500.00	51,975.10	16,524.90	75.88
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	100,966.87	(40,966.87)	168.28
Total Dept 940 - PUBLIC IMPROVEMENT		72,817.75	195,000.00	195,000.00	195,099.61	(99.61)	100.05
Dept 952 - ACTIVE EMPLOYEE BENEFITS							
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	1,000.00	1,000.00	1,000.00	796.13	203.87	79.61
814-952-716-500	HEALTH CARE COSTS - BC/BS	9,437.65	10,300.00	10,300.00	2,871.55	7,428.45	27.88
814-952-718-000	RETIREMENT-DB MERS	25,937.17	26,520.00	26,520.00	8,079.67	18,440.33	30.47
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		36,374.82	37,820.00	37,820.00	11,747.35	26,072.65	31.06
TOTAL EXPENDITURES		305,612.74	505,028.00	505,028.00	384,573.82	120,454.18	76.15
Fund 814 - DDA:							
TOTAL REVENUES		366,722.98	384,930.00	384,930.00	448,222.19	(63,292.19)	116.44
TOTAL EXPENDITURES		305,612.74	505,028.00	505,028.00	384,573.82	120,454.18	76.15
NET OF REVENUES & EXPENDITURES		61,110.24	(120,098.00)	(120,098.00)	63,648.37	(183,746.37)	53.00
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	450,149.12		

03/07/2022 08:48 AM  
User: mpollock  
DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

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PERIOD ENDING 02/28/2022

% Fiscal Year Completed: 66.58

NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE	2021-22		YTD BALANCE	AVAILABLE	
		06/30/2021	ORIGINAL	2021-22	02/28/2022	BALANCE	% BDT
		NORM (ABNORM)	BUDGET	AMENDED BUDGET	NORM (ABNORM)	NORM (ABNORM)	USED

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814-830-818-204	BUSINESS RECRUITMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
814-830-960-100	BUSINESS SUPPORT/TRAINING	120.00	0.00	0.00	0.00	0.00	0.00	0.00
814-940-821-001	ENGINEERING - ROBINA PROJECT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
814-940-974-002	STREETSCAPE IMPROVEMENTS	5,900.00	1,615.00	55,000.00	18,589.67	55,000.00	60,000.00	65,000.00
814-940-974-003	SIDEWALK REPAIR	0.00	0.00	25,000.00	17,599.48	17,599.48	0.00	0.00
814-940-974-005	WAYFINDING	661.25	71,202.75	55,000.00	57,943.59	57,943.79	7,000.00	4,000.00
814-940-974-006	BANNERS POLE REPLACEMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
814-940-974-007	BERKLEY PLAZA PROJECT	0.00	0.00	60,000.00	141,887.80	192,750.00	5,500.00	0.00
814-940-974-300	COMPLETE STREETS	1,700.00	0.00	0.00	0.00	0.00	0.00	0.00
814-940-976-738	BUILDING IMPROVEMENTS - LIBRARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>TOTAL: STREETSCAPE &amp; DESIGN</b>		<b>64,659.74</b>	<b>129,533.27</b>	<b>263,500.00</b>	<b>283,624.21</b>	<b>402,408.27</b>	<b>156,000.00</b>	<b>157,500.00</b>
<b>EMPLOYEE BENEFITS</b>								
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	10,000.00	10,000.00	10,000.00	0.00	10,000.00	10,000.00	10,000.00
814-824-716-000	DENTAL/VISION/LIFE-LTD/RHCS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	200.00	1,000.00	1,000.00	334.61	700.00	1,000.00	1,000.00
814-952-716-500	HEALTH CARE COSTS - BC/BS	0.00	9,437.65	10,300.00	936.24	6,000.00	10,300.00	10,300.00
814-952-718-000	RETIREMENT-DB MERS	0.00	25,937.17	26,520.00	5,992.44	20,000.00	27,000.00	27,000.00
<b>TOTAL: EMPLOYEE BENEFITS</b>		<b>10,200.00</b>	<b>46,374.82</b>	<b>47,820.00</b>	<b>7,263.29</b>	<b>36,700.00</b>	<b>48,300.00</b>	<b>48,300.00</b>
<b>Total Appropriations:</b>		<b>167,743.60</b>	<b>305,612.74</b>	<b>505,028.00</b>	<b>392,622.19</b>	<b>623,414.27</b>	<b>422,800.00</b>	<b>424,300.00</b>
<b>Net of Revenues &amp; Appi Net of Revenues &amp; Appropriations:</b>		<b>165,849.18</b>	<b>61,110.24</b>	<b>(120,098.00)</b>	<b>52,602.06</b>	<b>(73,926.93)</b>	<b>10,200.00</b>	<b>11,200.00</b>

**DOWNTOWN DEVELOPMENT AUTHORITY**

Description	2022-23 REQUESTED	12/31/2021 Amended Budget
<b>---Estimated Revenues---</b>		
<b>001:REVENUES</b>		
PROPERTY TAXES	37,000.00	37,680.00
PROPERTY TAX CAPTURE - DDA	361,000.00	315,000.00
PPT - CURRENT YR DEL	0.00	(2,500.00)
STATE GRANTS	10,000.00	0.00
LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	14,000.00
INVESTMENT EARNINGS	3,000.00	3,000.00
MERCHANDISE REVENUE	500.00	250.00
CORPORATE DONATIONS	5,000.00	0.00
COOPERATIVE ADVERTISING INCOME	0.00	15,000.00
EVENT SPONSORSHIPS	2,500.00	2,500.00
<b>TOTAL: REVENUES</b>	<b>433,000.00</b>	<b>384,930.00</b>
<b>---Estimated Appropriations---</b>		
<b>175: ADMINISTRATION</b>		
FULL TIME EMPLOYEES	80,000.00	69,360.00
FICA	7,000.00	5,306.00
OFFICE SUPPLIES	500.00	1,500.00
BOARD TRAININGS	2,000.00	3,000.00
PROFESSIONAL DEVELOPMENT	3,000.00	4,000.00
<b>175: ADMINISTRATION</b>	<b>92,500.00</b>	<b>83,166.00</b>
<b>265: CITY HALL</b>		
TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	2,500.00
<b>265: CITY HALL</b>	<b>2,000.00</b>	<b>2,500.00</b>
<b>822: OPERATIONS</b>		
POSTAGE-PRINTING-MAILING	300.00	300.00

MEMBERSHIPS AND DUES	1,100.00	1,030.00
AUDIT SERVICES	1,800.00	1,500.00
CONSULTANT	0.00	15,000.00
SECRETARIAL SERVICES	2,000.00	2,000.00
LEGAL SERVICES	2,500.00	2,500.00
TELEPHONE	600.00	600.00
DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	1,500.00
SUBSCRIPTION SERVICES	300.00	300.00
PRINTING	300.00	300.00
<b>822: OPERATIONS</b>	<b>9,000.00</b>	<b>25,030.00</b>
<b>824: SPECIAL EVENTS</b>		
DDA - EVENTS	25,000.00	14,700.00
HOLIDAY LIGHTS	40,000.00	30,000.00
<b>824: SPECIAL EVENTS</b>	<b>65,000.00</b>	<b>44,700.00</b>
<b>826: MARKETING &amp; ADVERTISING</b>		
WEBSITE	500.00	312.00
DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	1,500.00
CONTRACTUAL SERVICES	7,200.00	6,000.00
ADVERTISING/MARKETING	37,800.00	29,000.00
MAP UPDATE & REPRINT	1,500.00	1,500.00
<b>826: MARKETING &amp; ADVERTISING</b>	<b>50,000.00</b>	<b>38,312.00</b>
<b>829/940: STREETScape &amp; DESIGN</b>		
FLOWER BASKET PROGRAM	28,000.00	28,000.00
PUBLIC ART/PLACEMAKING	40,000.00	25,000.00
PEST CONTROL	500.00	500.00
FACADE GRANT INCENTIVE PROGRAM	15,000.00	15,000.00
STREETScape IMPROVEMENTS	60,000.00	55,000.00
SIDEWALK REPAIR	0.00	25,000.00
WAYFINDING	7,000.00	55,000.00
BERKLEY PLAZA PROJECT	5,500.00	60,000.00



<b>829/940: STREETScape &amp; DESIGN</b>	<b>156,000.00</b>	<b>263,500.00</b>
<b>EMPLOYEE BENEFITS</b>		
INTERNAL SRVC - LABOR & ADMIN	10,000.00	10,000.00
DENTAL/VISION/LIFE-LTD/RHCS	1,000.00	1,000.00
HEALTH CARE COSTS - BC/BS	10,300.00	10,300.00
RETIREMENT-DB MERS	27,000.00	26,520.00
<b>EMPLOYEE BENEFITS</b>	<b>48,300.00</b>	<b>47,820.00</b>
<b>Total Estimated Revenue:</b>	<b>433,000.00</b>	<b>384,930.00</b>
<b>Total Estimated Appropriations:</b>	<b>422,800.00</b>	<b>505,028.00</b>
<b>Net of Revenues &amp; Appropriations:</b>	<b>10,200.00</b>	<b>(120,098.00)</b>

# DOWNTOWN BERKLEY 2022 EVENTS ROSTER



To find out more, visit [www.DowntownBerkley.com](http://www.DowntownBerkley.com). Listed events with asterisks are amazing, happening in our downtown, and supported by our DDA -- but are organized by other organizations or volunteers.

Frozen February Block Party	February 12
Reading Month & Leprechaun Story Stroll	March
Downtown Leprechauns Scavenger Hunt	March
Leprechauns Day Out	March 17-20
Ladies Night Out	April 7
Downtown Block Party	May 1
Ladies Night Out	June 2
Berkley Art Bash*	June 11
Berkley Pride Block Party	June 26
Street Art Fest*	July 16
Ladies Night Out	August 4
CruiseFest*	August 19
Irish Fest*	September 10
<u>BOO!KLEY Nights</u>	
Restaurant Weekend*	Sept. 30 - Oct. 1
BOO!KLEY Night Trolley	Sept. 30 - Oct. 1
Skeleton Wedding at Gazebo	October 1
Ladies Night Out	October 20
Trick or Treat Stroll	October 29
Monster Mash Block Party	October 29
<u>MerriMonth</u>	
Small Business Saturday	November 26
Merry & Bright Shopping Night	December 1
Rockin' Robina Block Party	December 3
Holiday Lights Parade*	December 3
Santa Claus at Gazebo*	December 3
Merry & Bright Shopping Night	December 8
Jolly Trolley Family Fun Day	December 10
Santa Claus at Library	December 11
Merry & Bright Shopping Night	December 15
Merry & Bright Shopping Night	December 22

[DOWNTOWNBERKLEY.COM](http://DowntownBerkley.com)



# PUBLIC NOTICE

## CITY OF BERKLEY, MICHIGAN WORK SESSION - CITY PLANNING COMMISSION

Tuesday, March 1, 2022  
7:00PM – City Council Chambers  
Information: 248-658-3320

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

COMMUNICATIONS

CITIZEN COMMENTS

AGENDA

1. **DISCUSSION:** Matter of discussing creation of DDA Design Overlay District and ordinance language related to the DDA Guidelines.
2. **DISCUSSION:** Matter of discussing rules of procedure.

ADJOURN

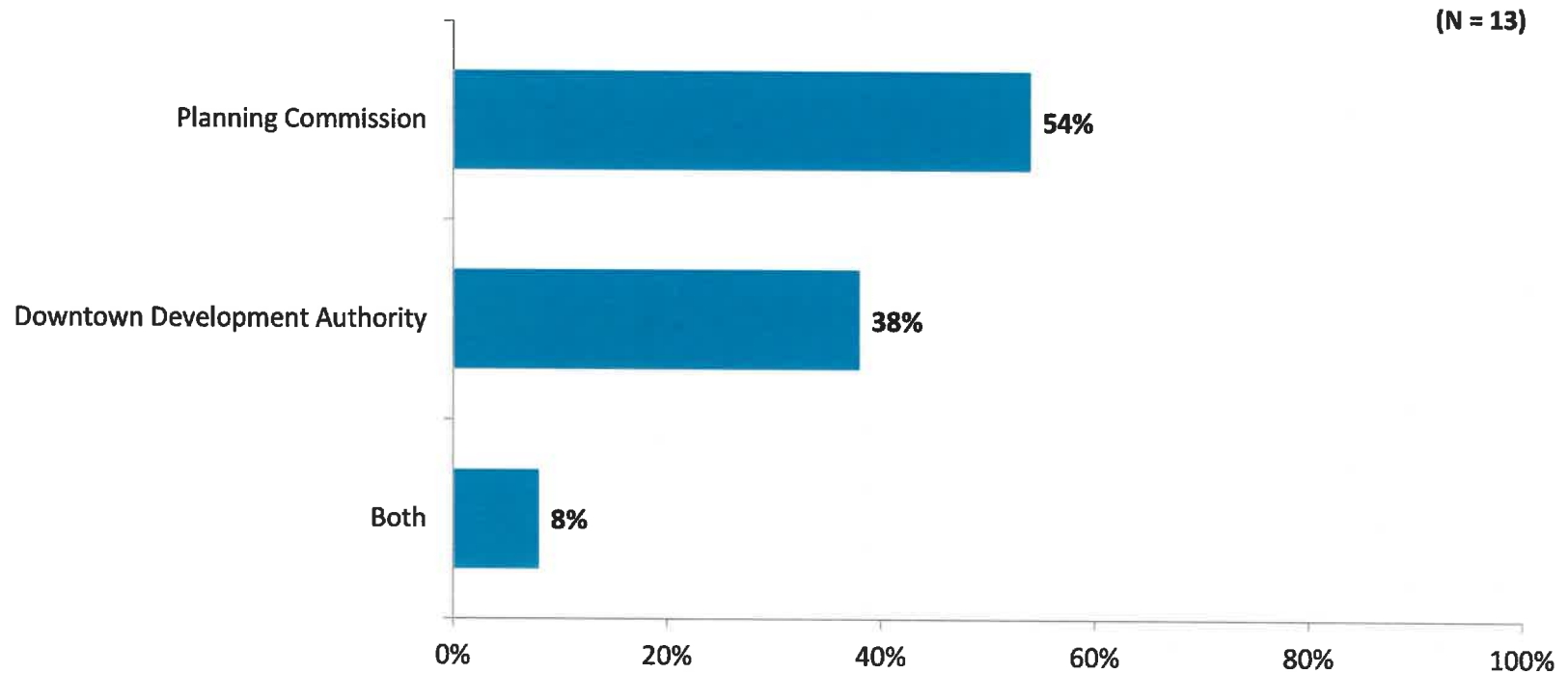
*Notice: Official Minutes of the City Planning Commission are stored and available for review at the office of the City Clerk. The City of Berkley will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon four working days notice to the city. Individuals with disabilities requiring auxiliary aids or services should contact the city by writing or calling: City Clerk, ADA Contact, Berkley City Hall, 3338 Coolidge, Berkley, Michigan 48072, (248) 658-3300.*

You can watch the meeting on Channel 10 for both Comcast and WOW, at <http://www.youtube.com/CityofBerkley> or <http://www.berkleymich.org/livestream>.

# City of Berkley DDA Design Guidelines & Zoning Ordinance Amendments

Results and Analysis

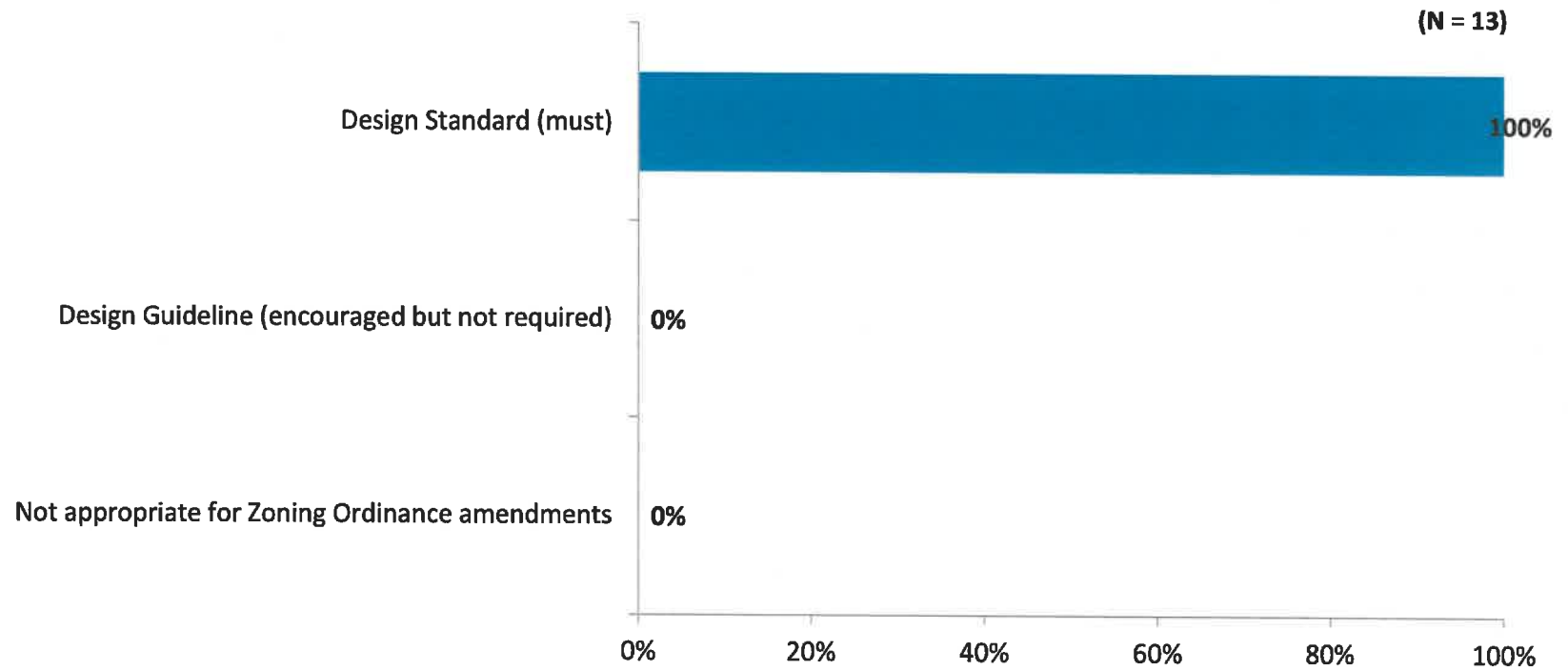
## Which group do you currently serve on for the City of Berkley?



## Which group do you currently serve on for the City of Berkley?

Response	Count (N)	Percentage (%)
Planning Commission	7	54%
Downtown Development Authority	5	38%
Both	1	8%
Total Responses	13	

## Building Placement (setbacks and location)



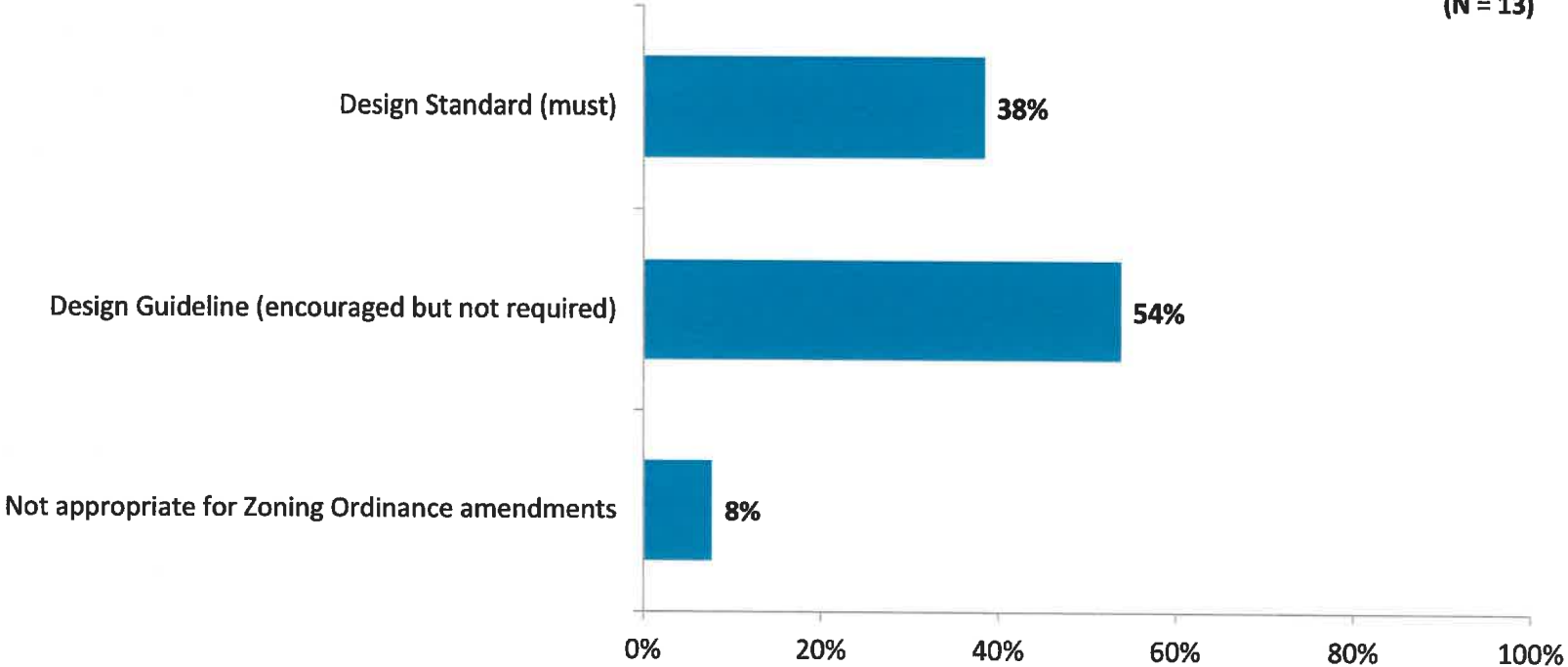
## Building Placement (setbacks and location)

Response	Count (N)	Percentage (%)
Design Standard (must)	13	100%
Design Guideline (encouraged but not required)	0	0%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	



**Setback Character (space between the building and sidewalk edge)**

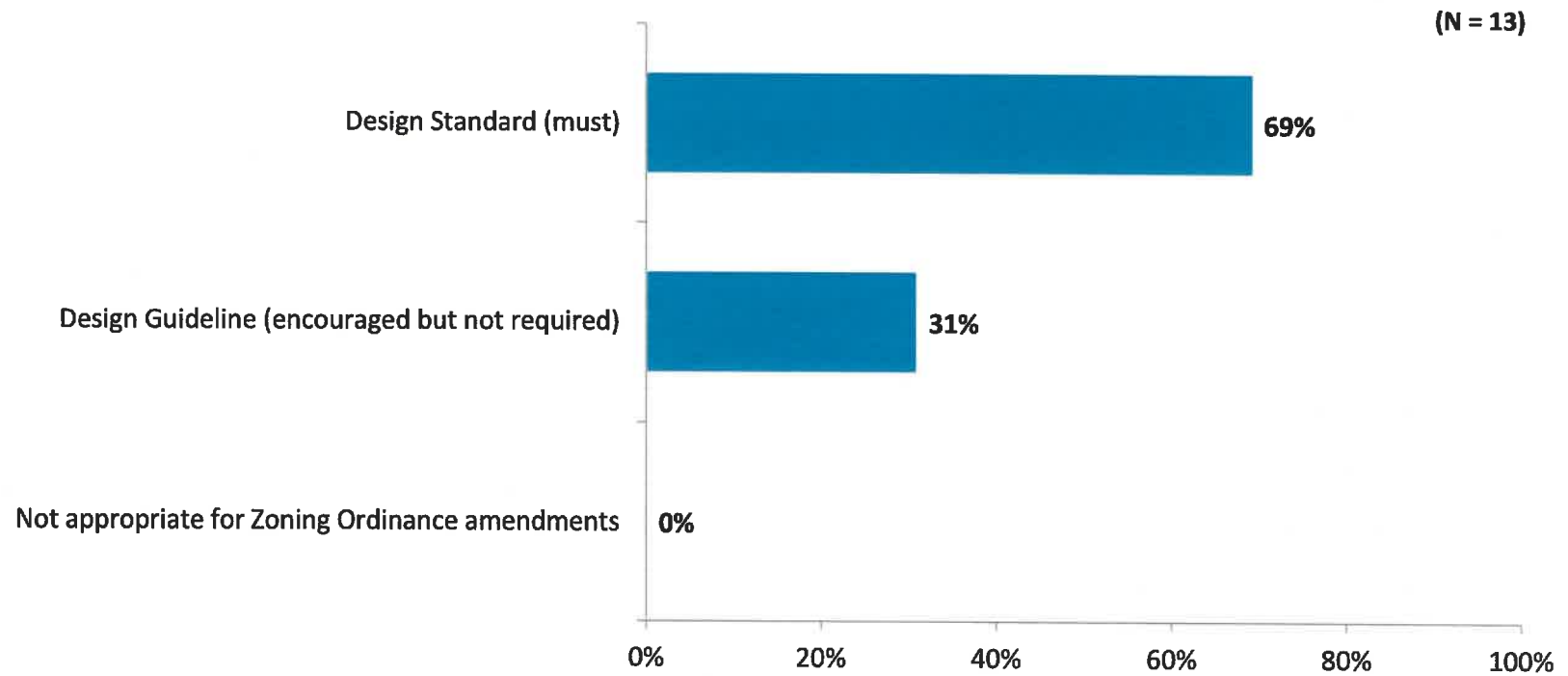
(N = 13)



**Setback Character (space between the building and sidewalk edge)**

Response	Count (N)	Percentage (%)
Design Standard (must)	5	38%
Design Guideline (encouraged but not required)	7	54%
Not appropriate for Zoning Ordinance amendments	1	8%
Total Responses	13	

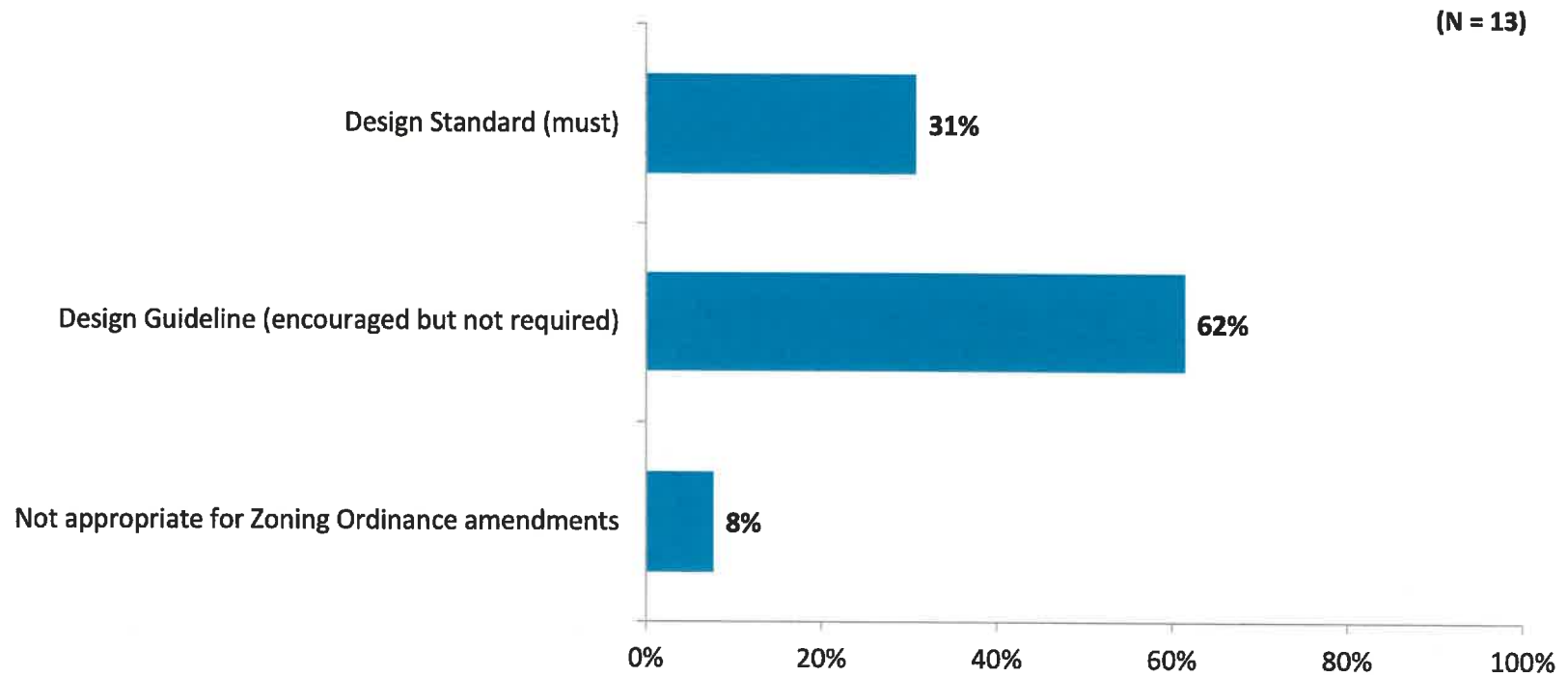
**Building Orientation (location of primary entrances to the street and/or public places)**



**Building Orientation (location of primary entrances to the street and/or public places)**

Response	Count (N)	Percentage (%)
Design Standard (must)	9	69%
Design Guideline (encouraged but not required)	4	31%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	

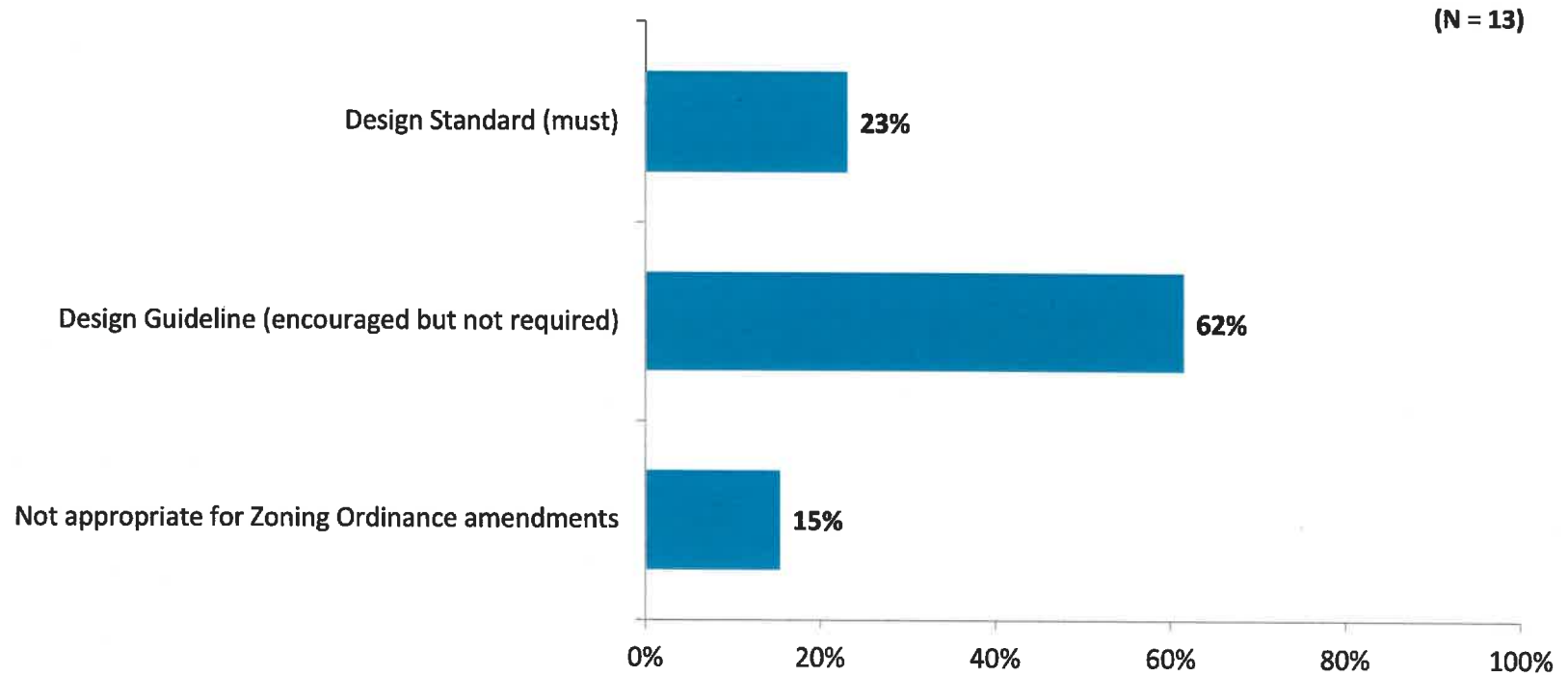
**Connectivity (pedestrians, cyclists & vehicles)**



### Connectivity (pedestrians, cyclists & vehicles)

Response	Count (N)	Percentage (%)
Design Standard (must)	4	31%
Design Guideline (encouraged but not required)	8	62%
Not appropriate for Zoning Ordinance amendments	1	8%
<b>Total Responses</b>	<b>13</b>	

**Outdoor Amenity Space (plazas, courtyards, outdoor dining, public art)**

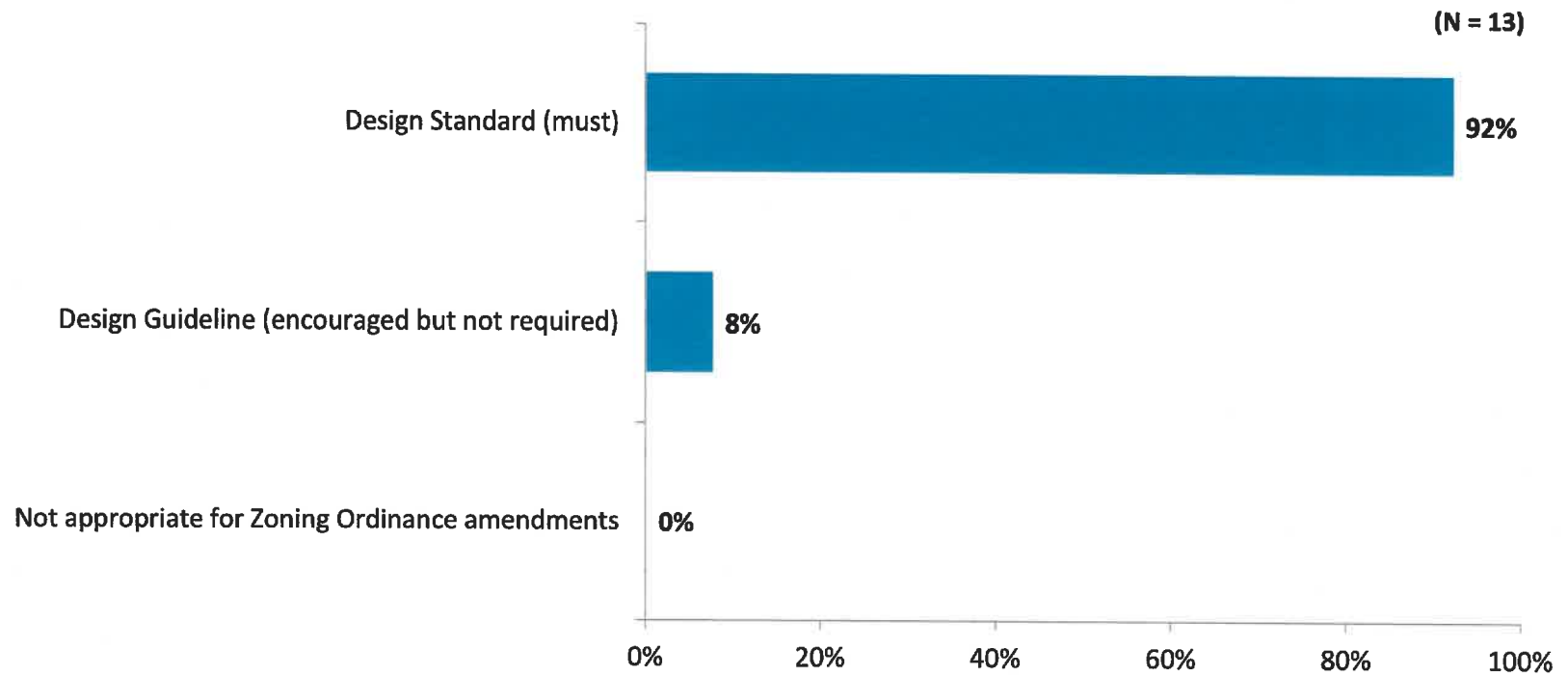


**Outdoor Amenity Space (plazas, courtyards, outdoor dining, public art)**

Response	Count (N)	Percentage (%)
Design Standard (must)	3	23%
Design Guideline (encouraged but not required)	8	62%
Not appropriate for Zoning Ordinance amendments	2	15%
Total Responses	13	



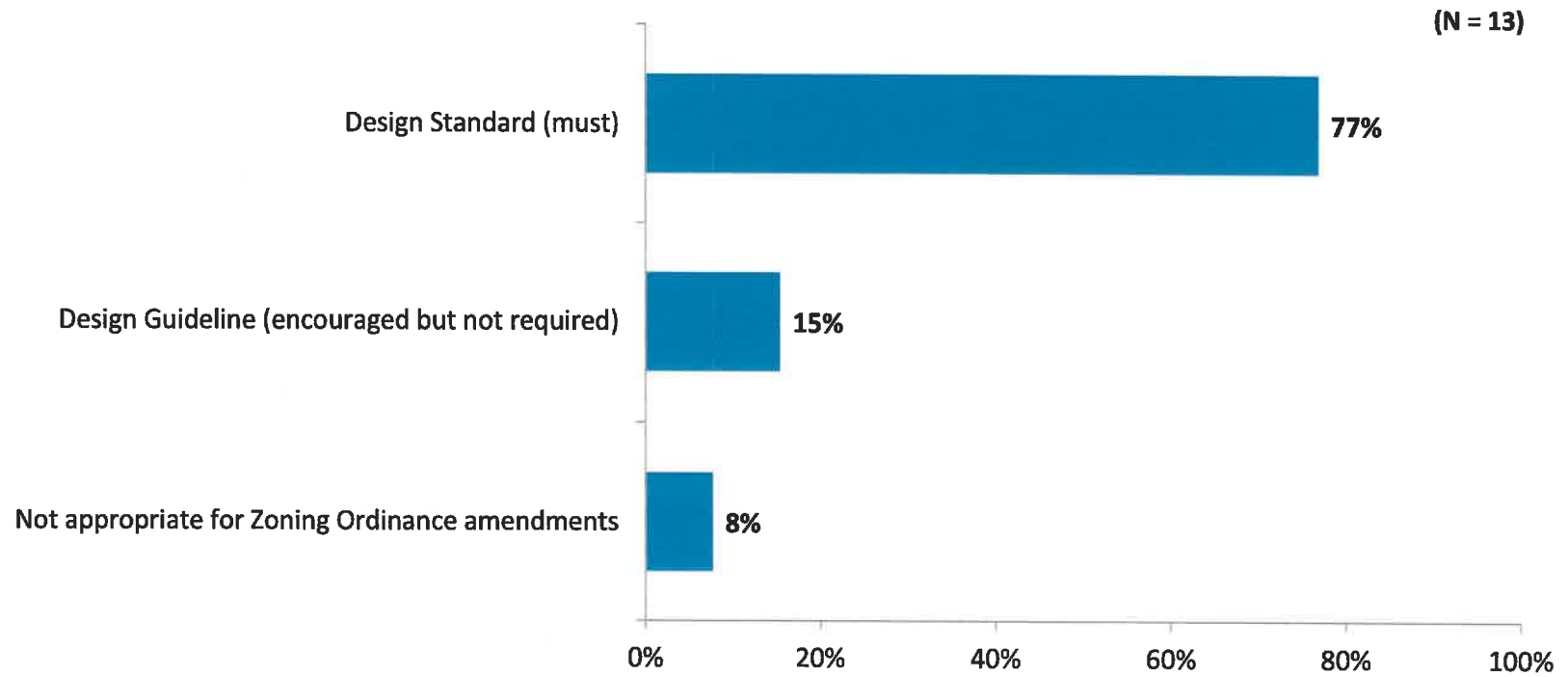
**Parking Lots (location, screening, pedestrian access, adaptive re-use)**



**Parking Lots (location, screening, pedestrian access, adaptive re-use)**

Response	Count (N)	Percentage (%)
Design Standard (must)	12	92%
Design Guideline (encouraged but not required)	1	8%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	

**Parking Structures (location, design)**

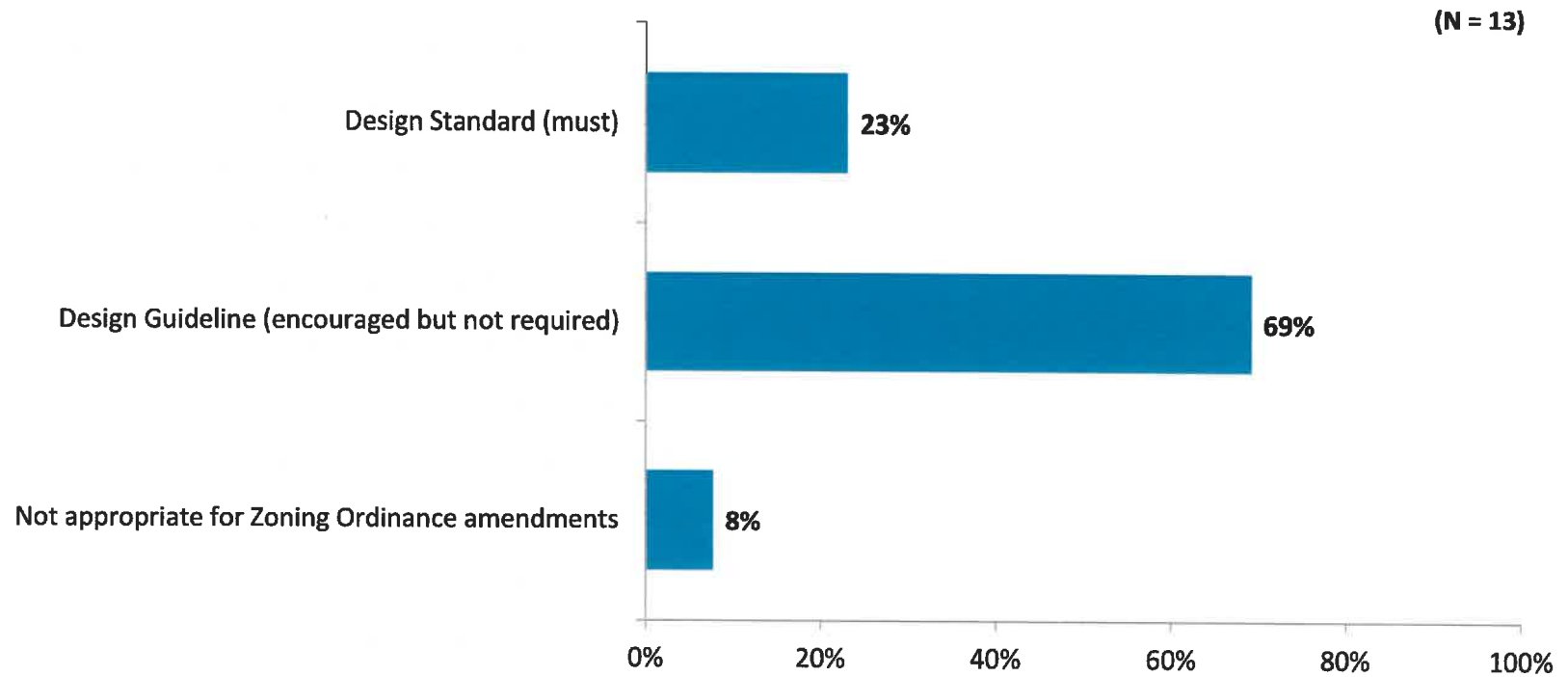


### Parking Structures (location, design)

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Response	Count (N)	Percentage (%)
Design Standard (must)	10	77%
Design Guideline (encouraged but not required)	2	15%
Not appropriate for Zoning Ordinance amendments	1	8%
Total Responses	13	

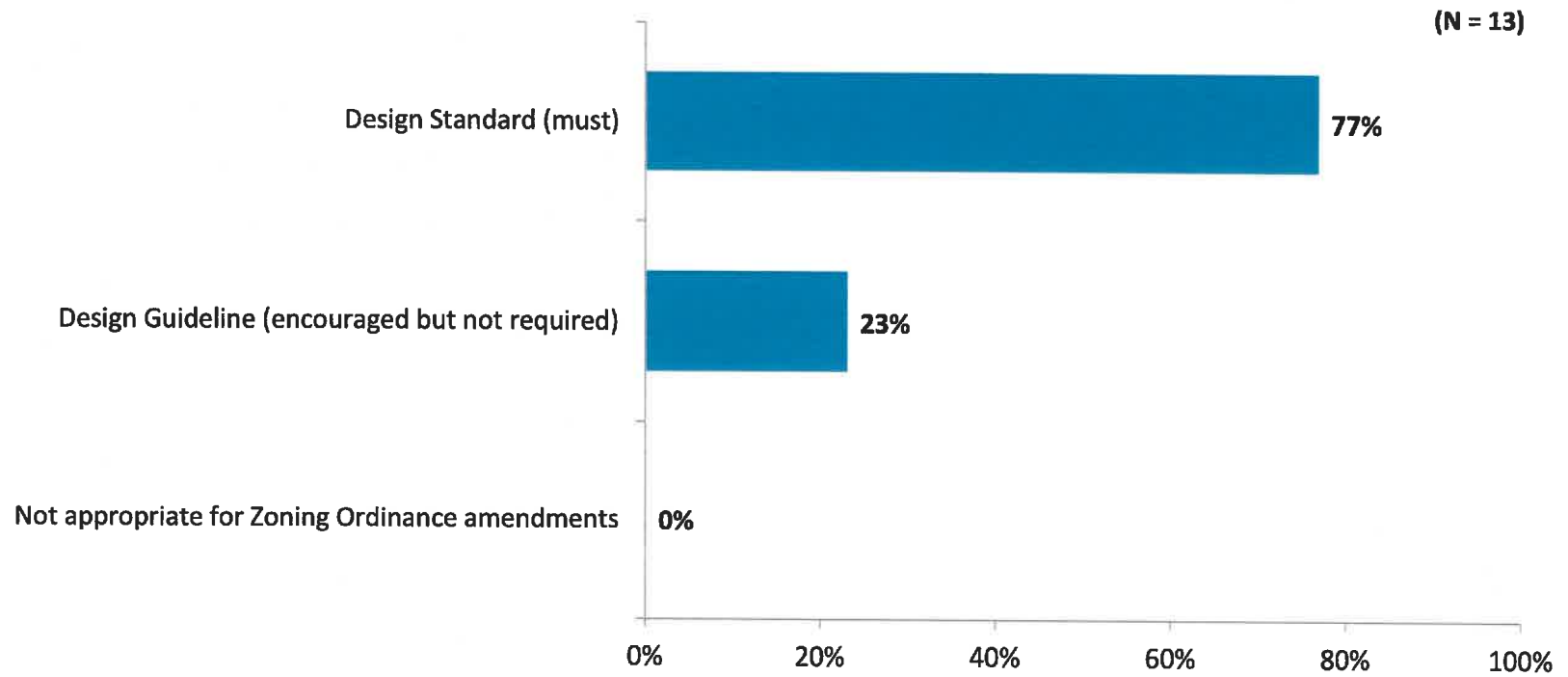
**Landscape & Streetscape Design (planting design, site furnishings like benches and trash receptacles)**



**Landscape & Streetscape Design (planting design, site furnishings like benches and trash receptacles)**

Response	Count (N)	Percentage (%)
Design Standard (must)	3	23%
Design Guideline (encouraged but not required)	9	69%
Not appropriate for Zoning Ordinance amendments	1	8%
Total Responses	13	

**Service Areas, Utilities & Mechanical Equipment (location, screening, lighting, location, number of areas)**



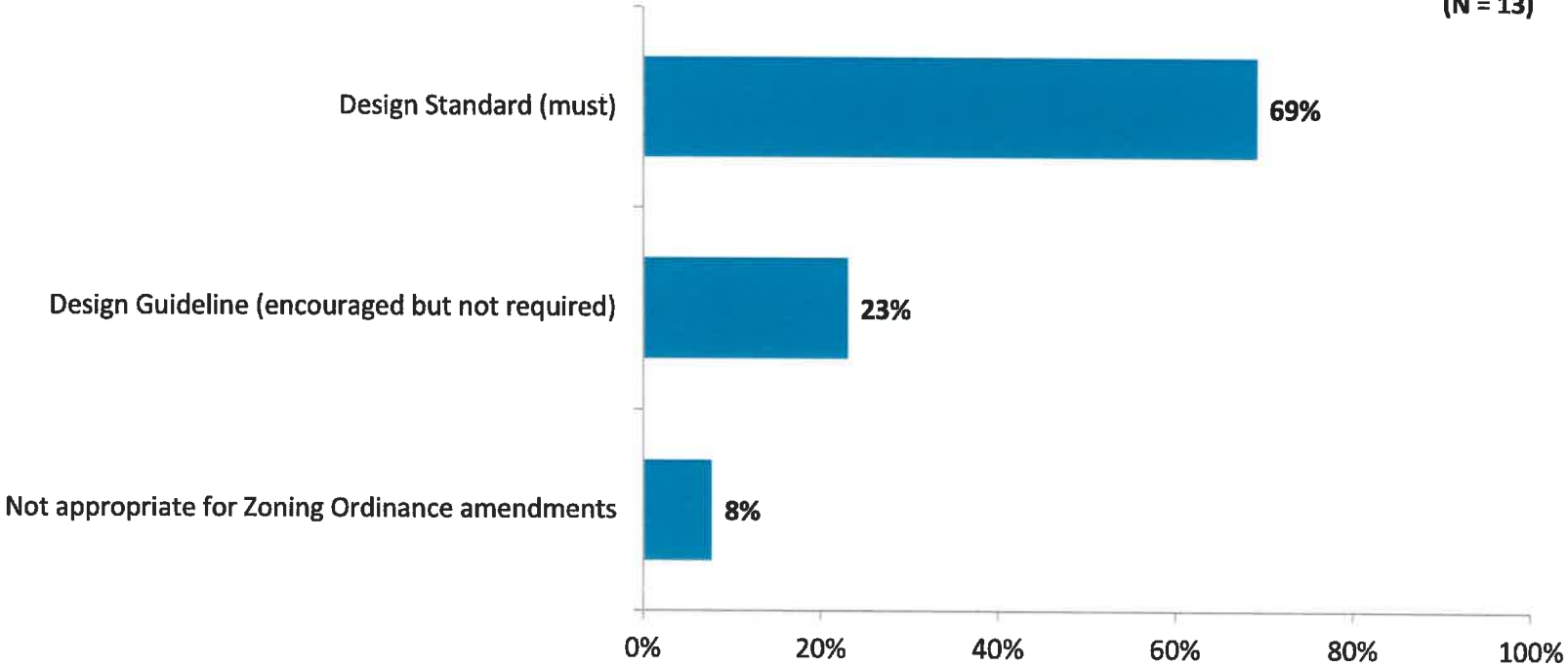
**Service Areas, Utilities & Mechanical Equipment (location, screening, lighting, location, number of areas)**

Response	Count (N)	Percentage (%)
Design Standard (must)	10	77%
Design Guideline (encouraged but not required)	3	23%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	



**Stormwater Management (low impact development principles, maximize stormwater quality, stormwater management as site amenity)**

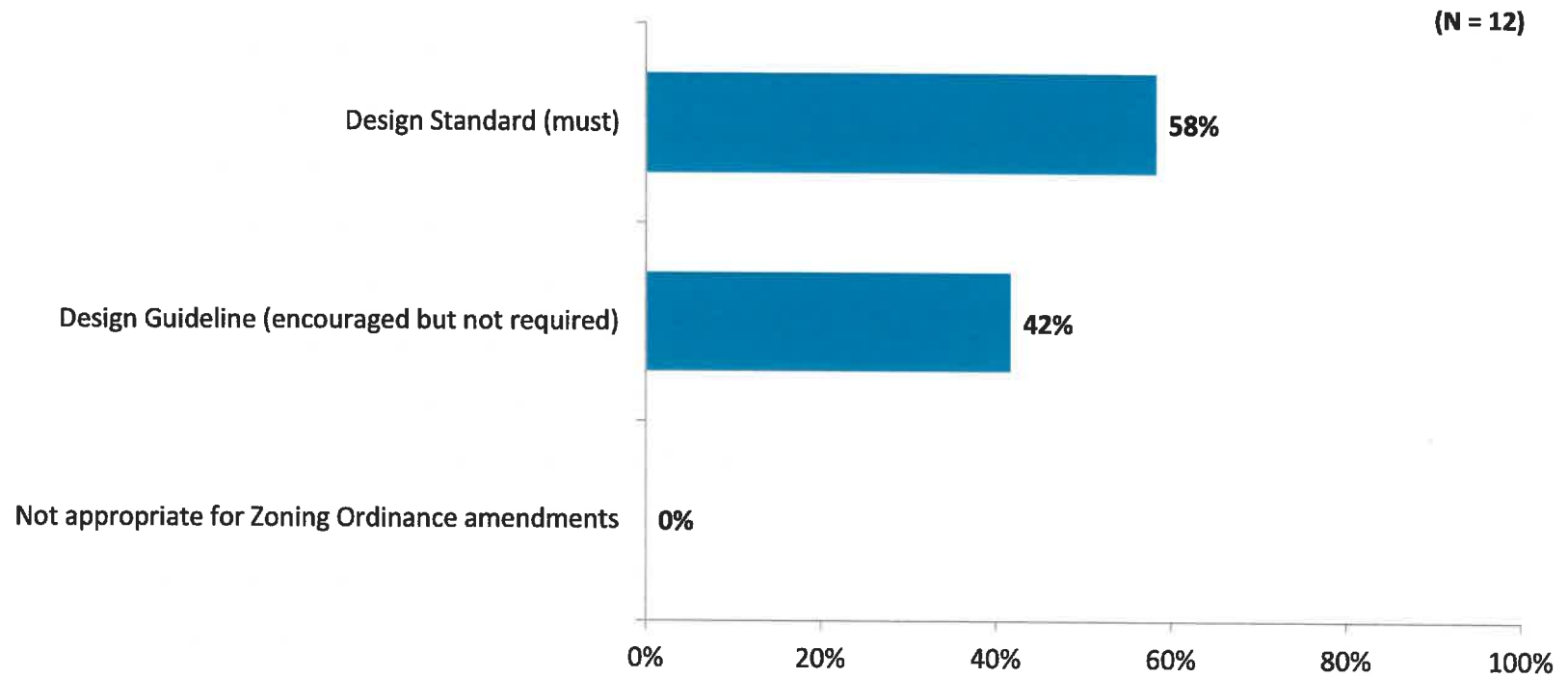
(N = 13)



**Stormwater Management (low impact development principles, maximize stormwater quality, stormwater management as site amenity)**

Response	Count (N)	Percentage (%)
Design Standard (must)	9	69%
Design Guideline (encouraged but not required)	3	23%
Not appropriate for Zoning Ordinance amendments	1	8%
Total Responses	13	

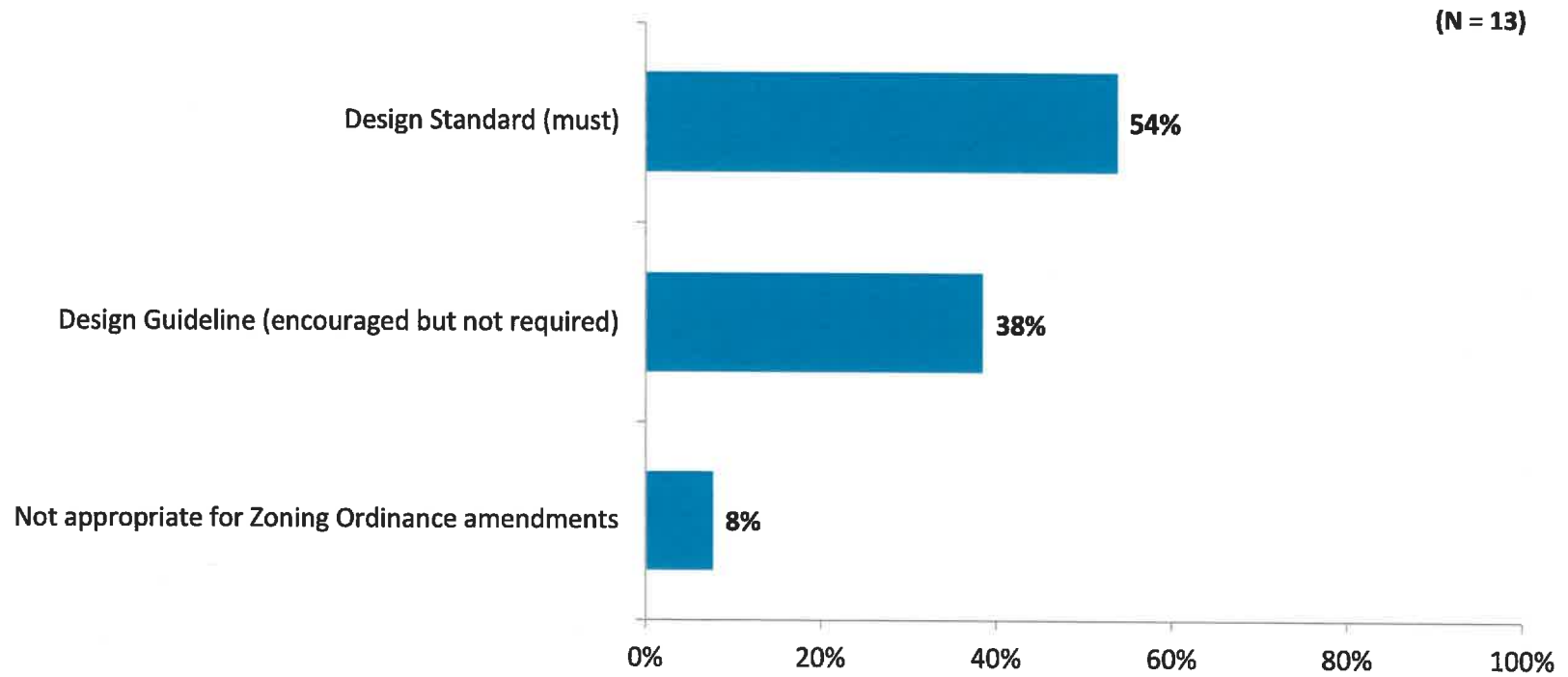
**Neighborhood Transitions (design, screening, amenities for adjacent neighborhood, pedestrian/bike/vehicular connections)**



**Neighborhood Transitions (design, screening, amenities for adjacent neighborhood, pedestrian/bike/vehicular connections)**

Response	Count (N)	Percentage (%)
Design Standard (must)	7	58%
Design Guideline (encouraged but not required)	5	42%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	12	

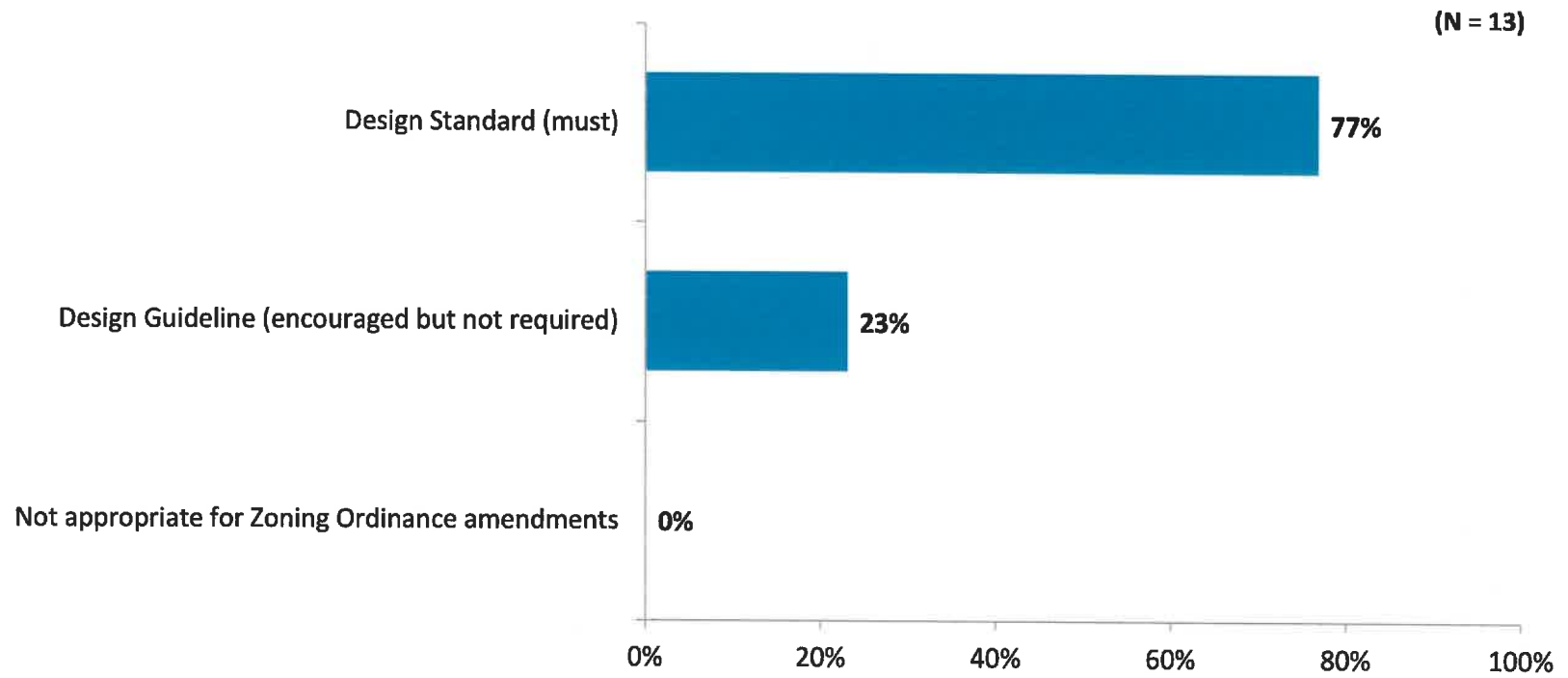
**Architectural Character (fit with context, create pedestrian-friendly environment)**



**Architectural Character (fit with context, create pedestrian-friendly environment)**

Response	Count (N)	Percentage (%)
Design Standard (must)	7	54%
Design Guideline (encouraged but not required)	5	38%
Not appropriate for Zoning Ordinance amendments	1	8%
Total Responses	13	

**Building Mass & Scale (building height and articulation)**

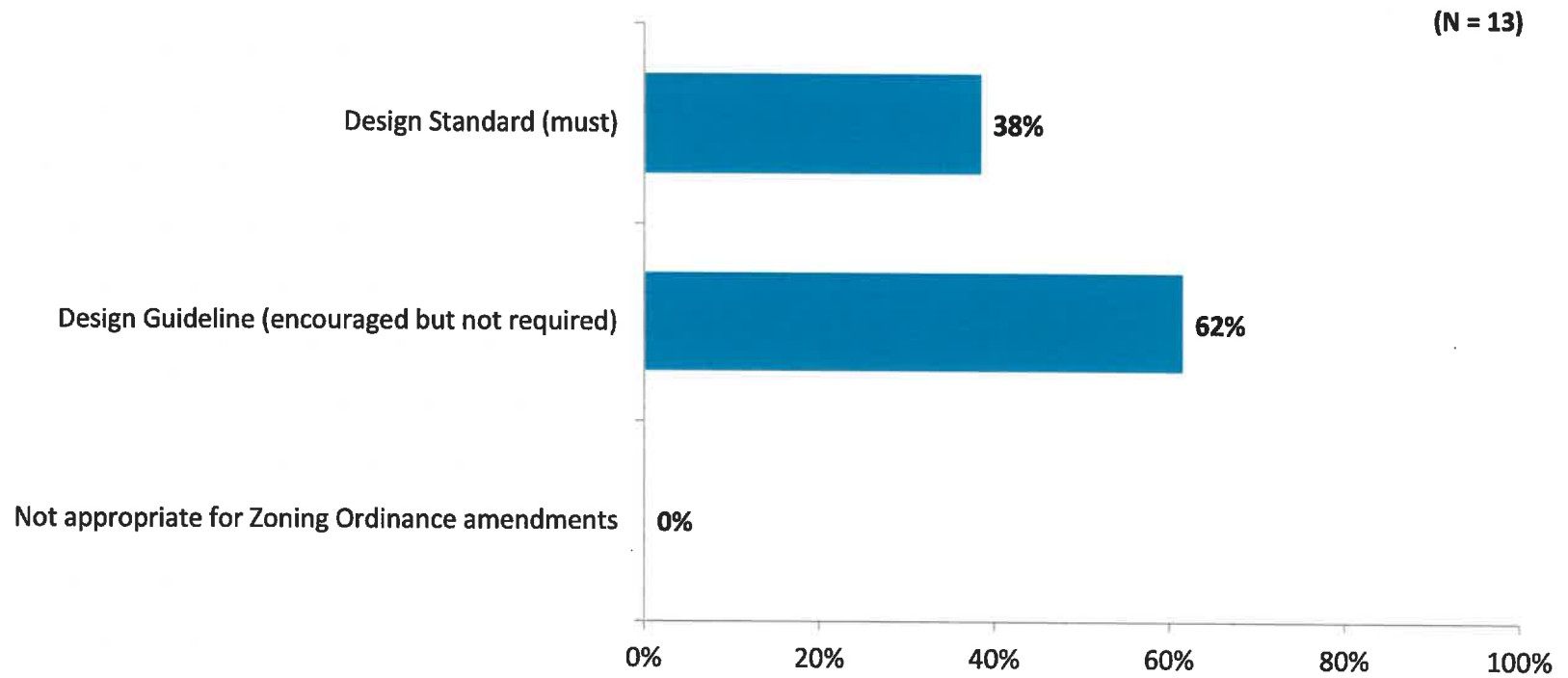


### Building Mass & Scale (building height and articulation)

Response	Count (N)	Percentage (%)
Design Standard (must)	10	77%
Design Guideline (encouraged but not required)	3	23%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	



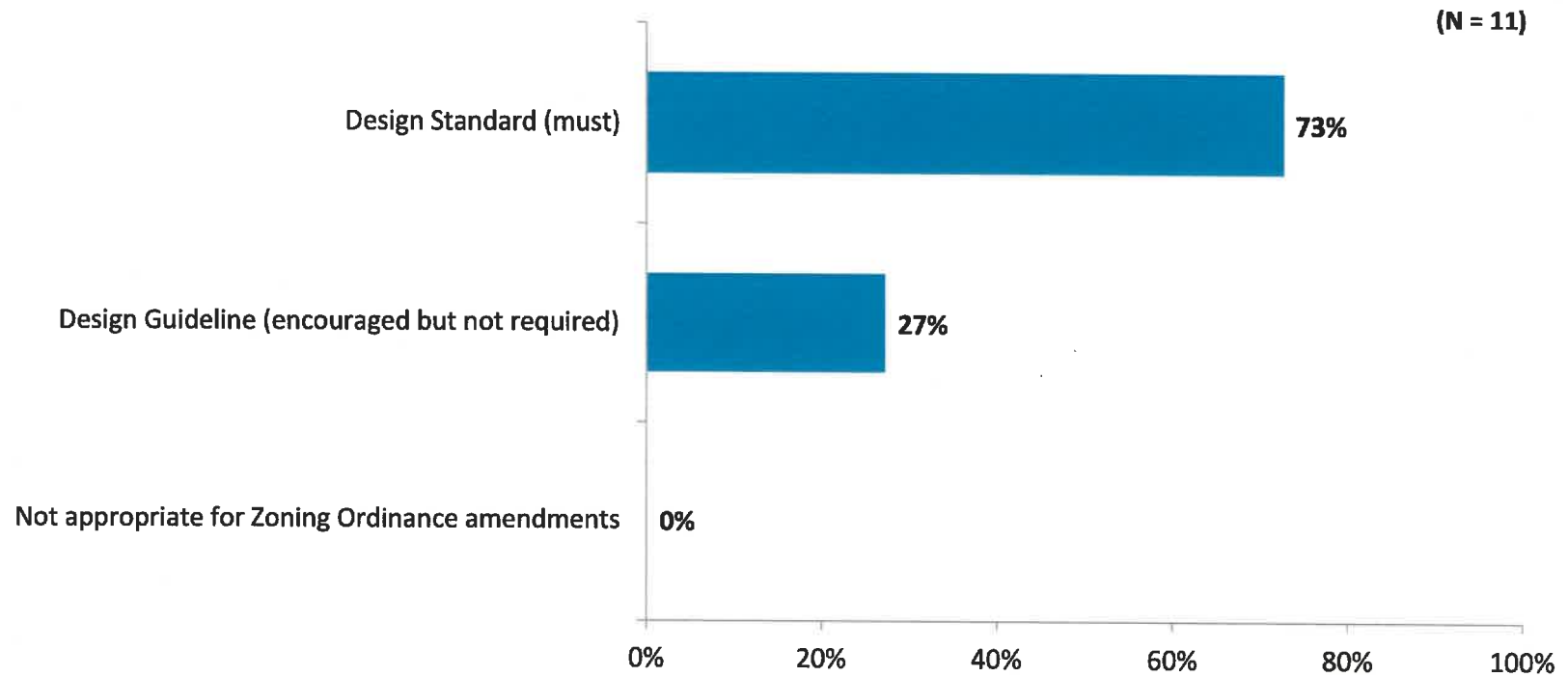
**Overall Facade Character (enhance community image, compatible with context, convey visual interest)**



**Overall Facade Character (enhance community image, compatible with context, convey visual interest)**

Response	Count (N)	Percentage (%)
Design Standard (must)	5	38%
Design Guideline (encouraged but not required)	8	62%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	

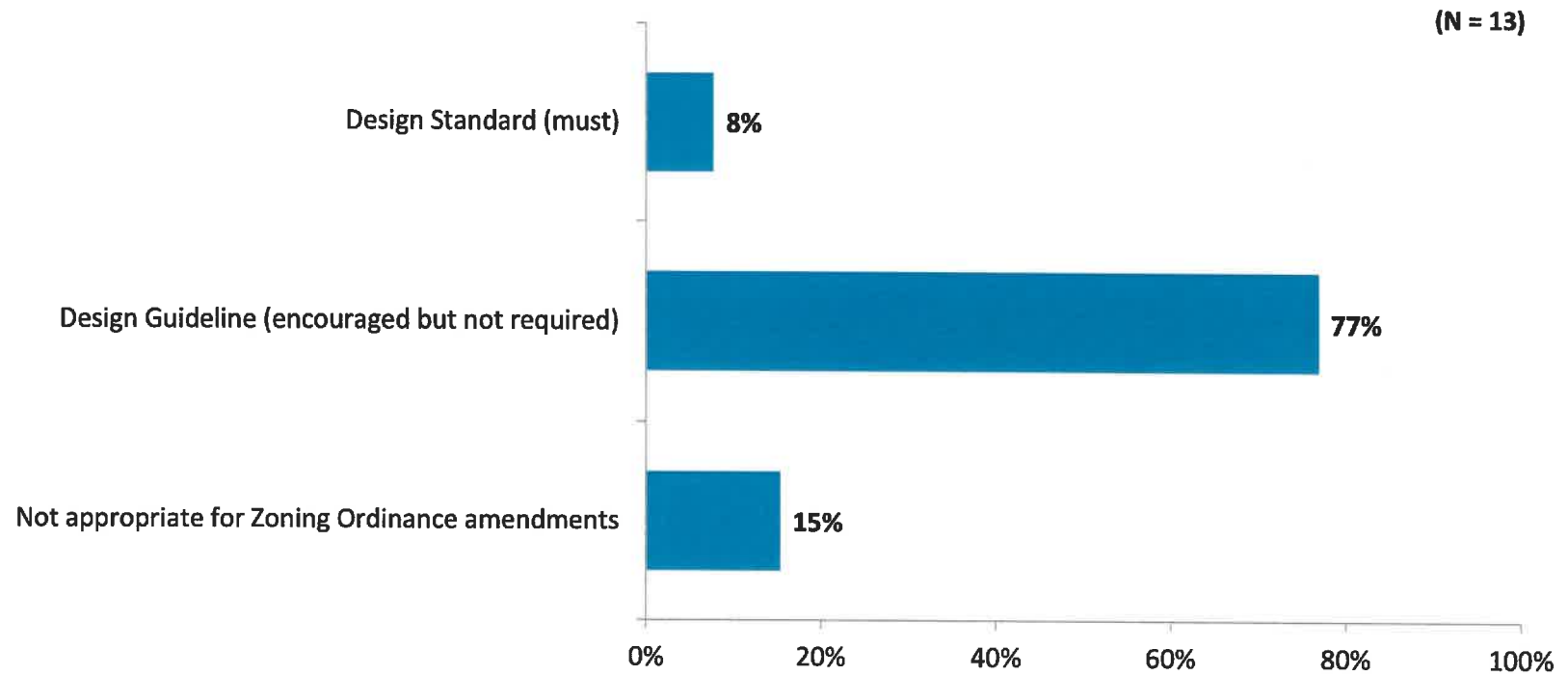
**Ground Floor Design (recessed entries or courtyards, windows, avoid blank walls, high percentage of windows, changes in materials, design and orientation of primary building entrance, awnings and canopies)**



**Ground Floor Design (recessed entries or courtyards, windows, avoid blank walls, high percentage of windows, changes in materials, design and orientation of primary building entrance, awnings and canopies)**

Response	Count (N)	Percentage (%)
Design Standard (must)	8	73%
Design Guideline (encouraged but not required)	3	27%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	11	

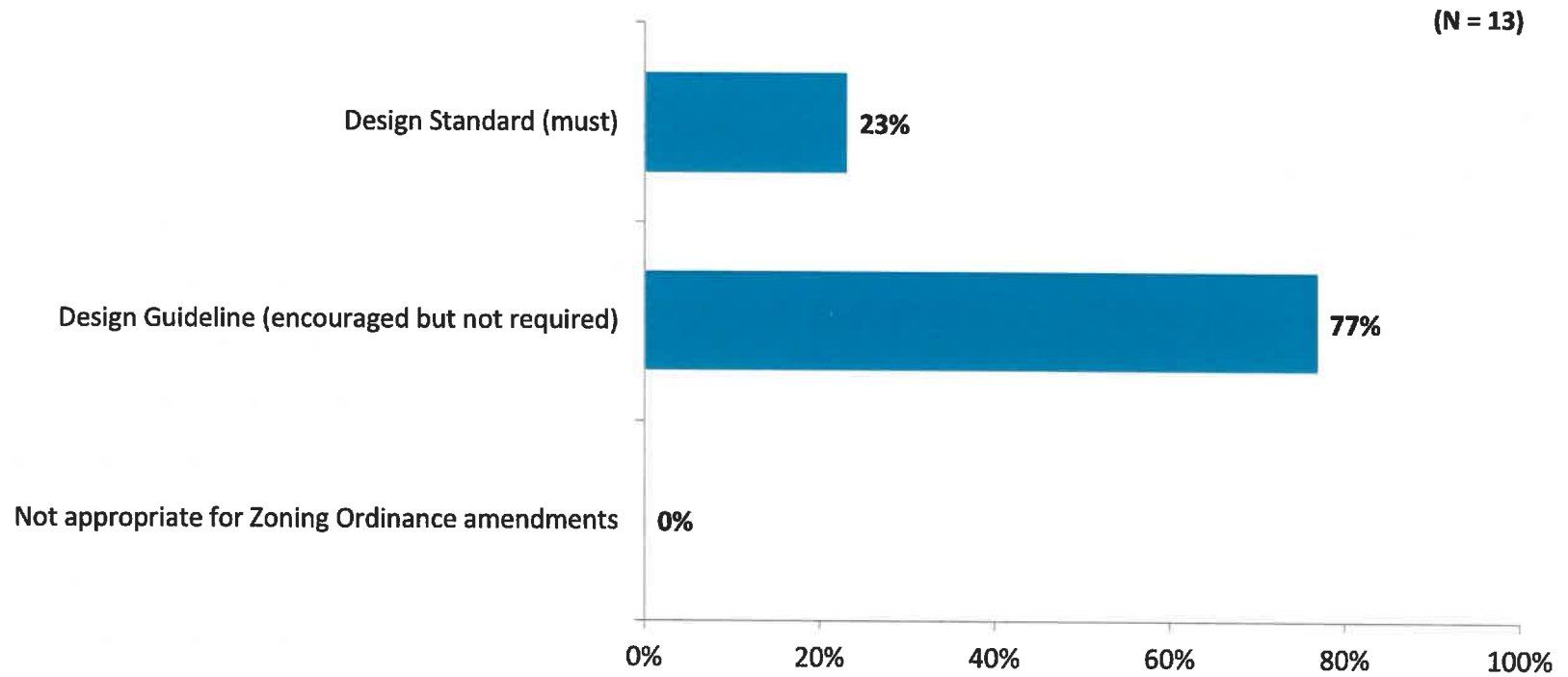
**Iconic Design Features (at certain locations)**



### Iconic Design Features (at certain locations)

Response	Count (N)	Percentage (%)
Design Standard (must)	1	8%
Design Guideline (encouraged but not required)	10	77%
Not appropriate for Zoning Ordinance amendments	2	15%
<b>Total Responses</b>	<b>13</b>	

**Building Elements (forecourts, plazas, arcades, porches, visual consistency with adjacent buildings)**

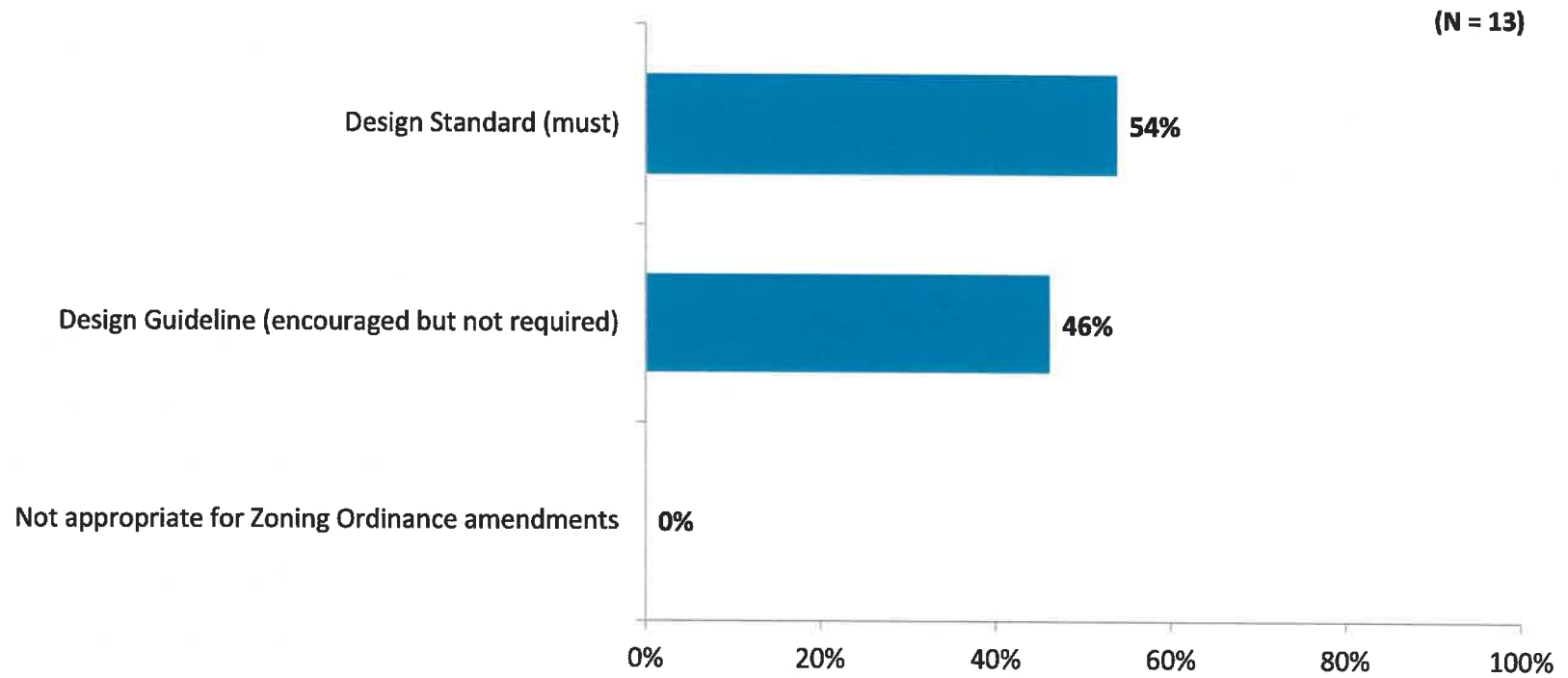


**Building Elements (forecourts, plazas, arcades, porches, visual consistency with adjacent buildings)**

Response	Count (N)	Percentage (%)
Design Standard (must)	3	23%
Design Guideline (encouraged but not required)	10	77%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	



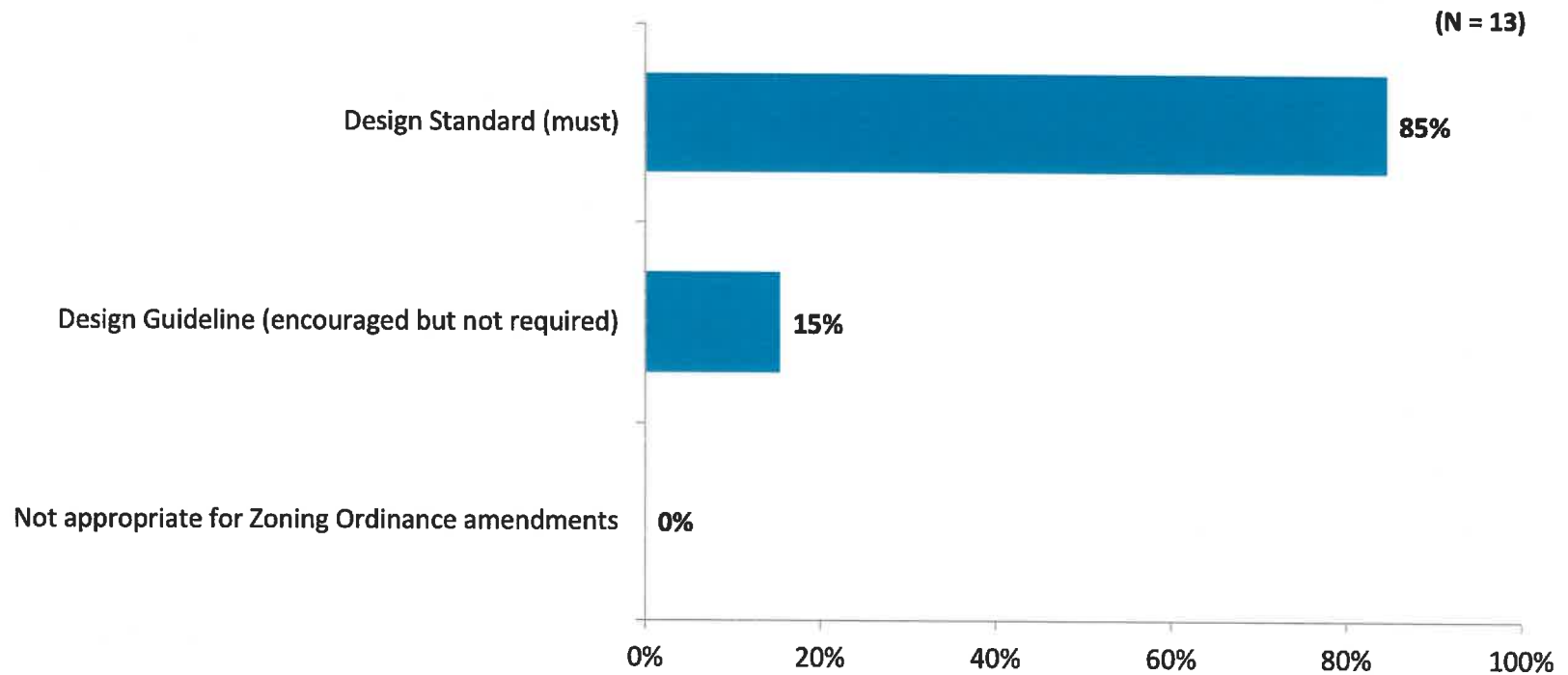
**Building Materials (required or allowed materials, design, materials as accents only)**



**Building Materials (required or allowed materials, design, materials as accents only)**

Response	Count (N)	Percentage (%)
Design Standard (must)	7	54%
Design Guideline (encouraged but not required)	6	46%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	

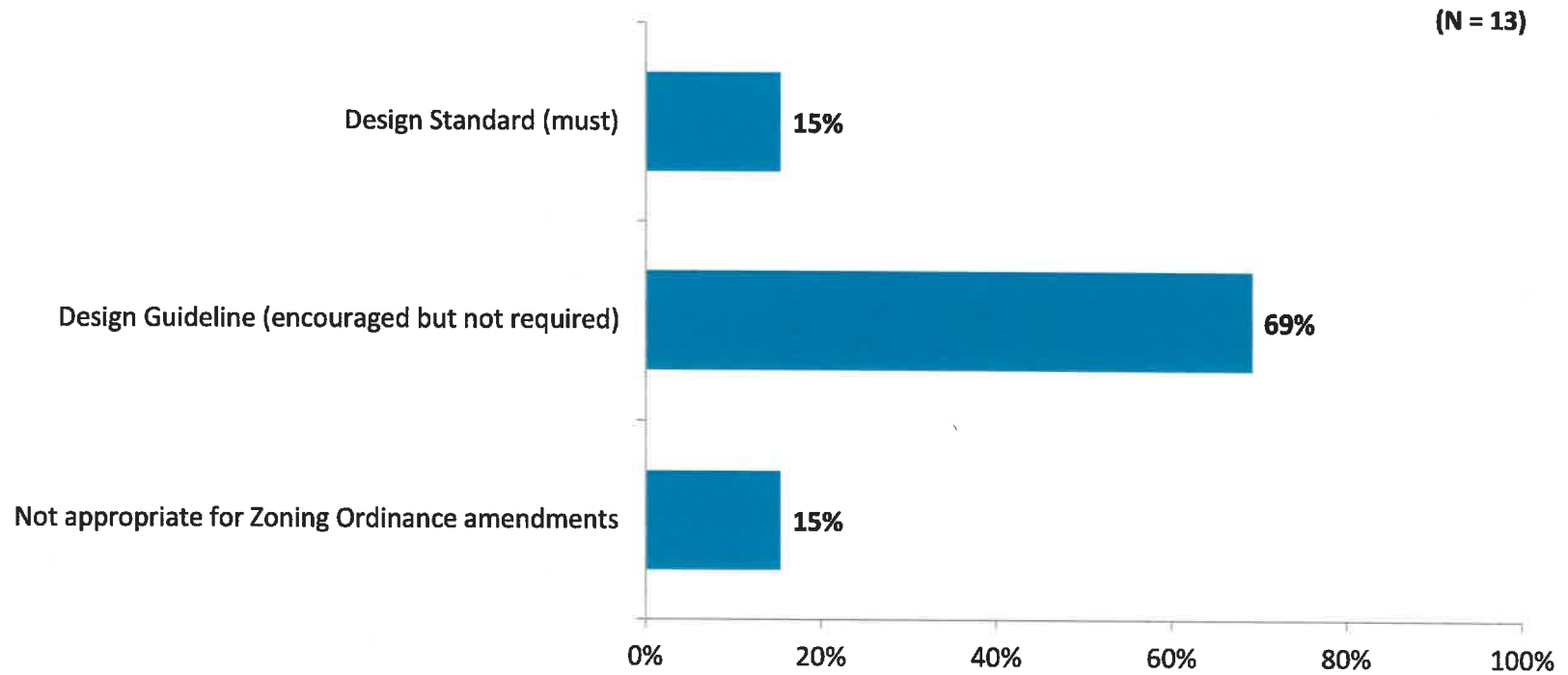
**Exterior Lighting (improve pedestrian realm, highlight distinctive features of a site, minimize impact on adjacent properties, shielded/focused light sources, coordinate fixture design with abutting properties)**



**Exterior Lighting (improve pedestrian realm, highlight distinctive features of a site, minimize impact on adjacent properties, shielded/focused light sources, coordinate fixture design with abutting properties)**

Response	Count (N)	Percentage (%)
Design Standard (must)	11	85%
Design Guideline (encouraged but not required)	2	15%
Not appropriate for Zoning Ordinance amendments	0	0%
Total Responses	13	

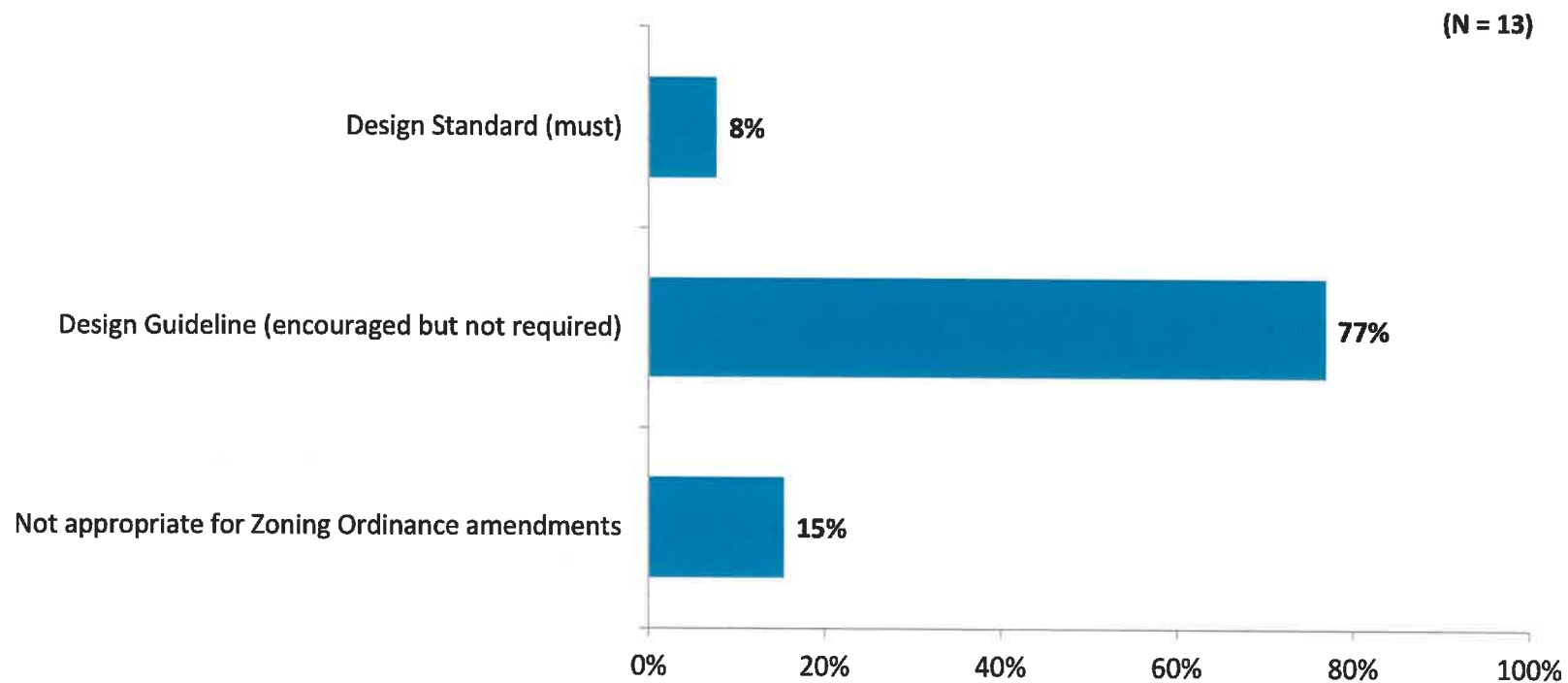
**Energy Efficiency, Collection and Conservation (sustainable building design, energy efficiency)**



### Energy Efficiency, Collection and Conservation (sustainable building design, energy efficiency)

Response	Count (N)	Percentage (%)
Design Standard (must)	2	15%
Design Guideline (encouraged but not required)	9	69%
Not appropriate for Zoning Ordinance amendments	2	15%
Total Responses	13	

**Environmental Performance in Building Elements (sustainable building materials, natural environmental control, minimize visual impacts of energy devices)**



**Environmental Performance in Building Elements (sustainable building materials, natural environmental control, minimize visual impacts of energy devices)**

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<b>Response</b>	<b>Count (N)</b>	<b>Percentage (%)</b>
Design Standard (must)	1	8%
Design Guideline (encouraged but not required)	10	77%
Not appropriate for Zoning Ordinance amendments	2	15%
<b>Total Responses</b>	<b>13</b>	



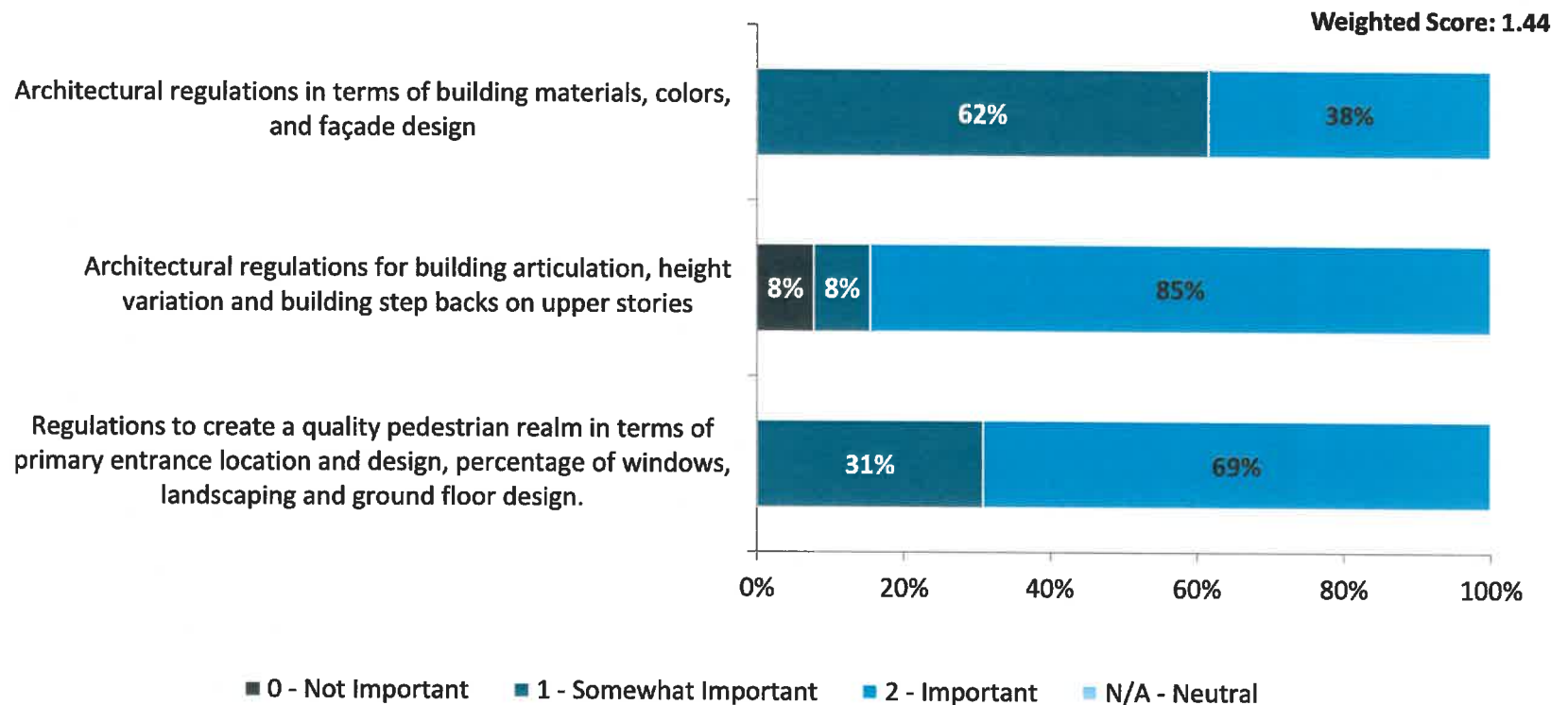
## Do you have anything to add to clarify your choices in the above question?

Response No	Answer text
1	This was really hard because there are so many nuances to the chapters. Some parts of a chapter could be encouraged, while others in the ordinance. Additional stormwater things would be great, but not to replace the retention/detention requirements of new development. And I just think the likelihood of a parking structure is very, very low. Outdoor dining should be allowed by right, but we need to come up with criteria for that. So many parts to deal with!

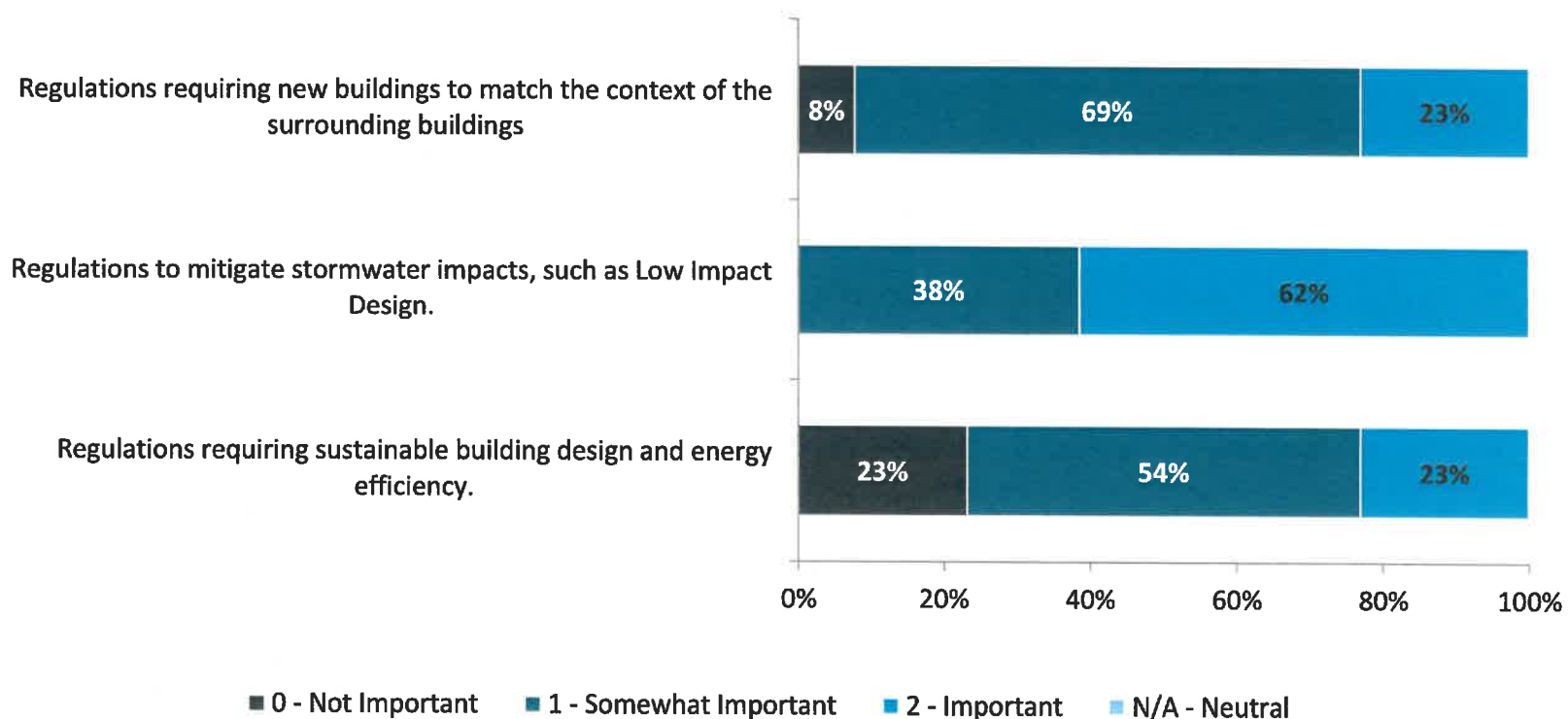
## Do you have anything to add to clarify your choices in the above question? (Continued)

Response No	Answer text
2	item k: screening and connections are different subjects - screening a must, connections encouraged. item o: mostly 'must, but not all
3	Landscaping plantings should be specified but site furniture does not need to required in every case. Lighting standards for shielding/impact on adjacent properties must be included but all others could be encouraged.

Please rank in terms of importance the inclusion of the following types of regulations for new developments, other than single-family, in the Zoning Ordinance amendments to implement DDA Design Guidelines:



Please rank in terms of importance the inclusion of the following types of regulations for new developments, other than single-family, in the Zoning Ordinance amendments to implement DDA Design Guidelines: (Continued)



Please rank in terms of importance the inclusion of the following types of regulations for new developments, other than single-family, in the Zoning Ordinance amendments to implement DDA Design Guidelines:

Response	0 - Not Important	1 - Somewhat Important	2 - Important	N/A - Neutral	Weighted Score	Total Responses
Architectural regulations in terms of building materials, colors, and façade design	0% 0	62% 8	38% 5	0% 0	1.38	13
Architectural regulations for building articulation, height variation and building step backs on upper stories	8% 1	8% 1	85% 11	0% 0	1.77	13

Please rank in terms of importance the inclusion of the following types of regulations for new developments, other than single-family, in the Zoning Ordinance amendments to implement DDA Design Guidelines: (Continued)

Response	0 - Not Important	1 - Somewhat Important	2 - Important	N/A - Neutral	Weighted Score	Total Responses
Regulations to create a quality pedestrian realm in terms of primary entrance location and design, percentage of windows, landscaping and ground floor design.	0%	31%	69%	0%	1.69	13
Regulations requiring new buildings to match the context of the surrounding buildings	8%	69%	23%	0%	1.15	13

Please rank in terms of importance the inclusion of the following types of regulations for new developments, other than single-family, in the Zoning Ordinance amendments to implement DDA Design Guidelines: (Continued)

Response	0 - Not Important	1 - Somewhat Important	2 - Important	N/A - Neutral	Weighted Score	Total Responses
Regulations to mitigate stormwater impacts, such as Low Impact Design.	0%	38%	62%	0%	1.62	13
Regulations requiring sustainable building design and energy efficiency.	23%	54%	23%	0%	1	13
Weighted Score: 1.44						

## What additional input would you like to share?

Response No	Answer text
1	We also need to look at allowed uses. Are we sticking with character areas or going with FLU map idea of gateway corridors?
2	don't want to be design police. keep it simple - some communities we are currently working in have ordinances/overlay districts/visions that are almost incomprehensible.



## What additional input would you like to share? (Continued)

Response No	Answer text
5	<p>I think guiding principles to determine if something should be a standard or guide is safety first. This would apply to pedestrians, traffic, general public and any other properties adjacent to the DDA areas. Energy and environmental items would be next to land as a standards with some as guidelines. Aesthetic type items should mainly land in guidelines, but some elements maybe in a grey area-these are probably the ones to debate.</p>

**FRANKLIN**

HAZEL PARK

**BERKLEY**

BIRMINGHAM

**LAKE ORION**

HOLLY TOWNSHIP

**PONTIAC**

HURON CORRIDOR

**OXFORD**

OAK PARK • WIXOM

**FARMINGTON**

LATHRUP VILLAGE

**ROYAL OAK**

GROVELAND TOWNSHIP

**CLAWSON**

SOUTH LYON

**ORTONVILLE**

LEONARD • CLARKSTON

**FERNDALE**

AUBURN HILLS

**HIGHLAND**

CLARKSTON

**HOLLY**

LYON TOWNSHIP

**ROCHESTER**

MADISON HEIGHTS

# Main Street Oakland County SUMMIT

By Invitation Only | In Person & Virtual



**Oakland County  
Executive Office  
Building – 41W**  
Conference Center  
2100 Pontiac Lake Road  
Waterford

RSVP BY MARCH 14 AT  
[AdvantageOakland.EventBrite.com](https://www.advantageloakland.com/EventBrite.com)

Following the past two years, let's take some time to come together, reflect and begin to outline a course for the future. You and your community have faced many challenges quickly, creatively and effectively. Oakland County leadership and staff remain your partners. We want to hear from you. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic corridors for success.

**Questions? Contact:** John Bry, Supervisor, Main Street  
Oakland County Coordinating Program  
[bryj@oakgov.com](mailto:bryj@oakgov.com) | (248) 858-5444





## Spirit of Main Street Micro Business Startup Grant Program *Description*

In an effort to support the attraction, retention and growth of small businesses in our historic downtowns and commercial corridors, Main Street Oakland County (MSOC) has partnered with Genisys Credit Union to create the Spirit of Main Street Micro Business Startup Grant Program. This grant program is designed to complement MSOC economic vitality efforts and support entrepreneurship at the local community level.

### Eligible Grant Applicants (Community Main Street Programs)

Auburn Hills, Berkley, Clarkston, Clawson, Farmington, Ferndale, Franklin, Highland, Holly, Lake Orion, Ortonville, Oxford, Pontiac, Rochester, Royal Oak, Wixom

### Eligible Activities Include:

- Location renovations/preparations
- Signage
- Marketing materials/efforts
- Required permits and fees
- Other uses deemed appropriate to support the creation, relocation or expansion of a micro business

Pop-up businesses are eligible provided they have been open in the downtown district on a consistent basis over a period of 6 months. One time event pop-up businesses **are not** eligible.

**Conditions:** All applications are reviewed by and award determinations made by representatives of Genisys Credit Union and MSOC. Genisys Credit Union and MSOC reserve the right to decline grant applications that are not consistent with the National Main Street Program and/or the vision and masterplan of the local Main Street community. All projects must have appropriate zoning, permitting and historic district approvals if required by the municipality.

**Business Plan Requirement:** All approved businesses must have a completed business plan.

**Grants and Match:** The maximum grant award is \$2,500. A minimum dollar-for-dollar match must be provided by the applicant. The cost of labor and materials can go towards grant match. After the proposed project has been completed and final costs have been verified, the grant funds will be issued directly to the local Main Street program, paid as a reimbursement. The local Main Street will be responsible for monitoring approved projects and programs to ensure compliance with the grant program guidelines.

### For More Information Contact:

John Bry, *Main Street Oakland County Program Coordinator*  
bryj@oakgov.com | (248) 858-5444





# Spirit of Main Street Micro Business Startup Grant Program Application

**Deadline:** April 1, 2022 at 5:00 P.M.

**Apply To:** Oakland County Economic Development and Community Affairs

**Attn:** John Bry  
Bldg. 41 W | 2100 Pontiac Lake Road  
Waterford, MI 48328

[bryj@oakgov.com](mailto:bryj@oakgov.com)

## Main Street Applicant Information

ORGANIZATION NAME: Berkley Downtown Development Authority

ADDRESS: 3338 Coolidge Highway Berkley, MI 48072

CONTACT: Michael McGuinness

EMAIL: [mmcguinness@berkleymich.net](mailto:mmcguinness@berkleymich.net)

## 1. Business Information

Business

Address

Contact (applicant/business)

Email

Phone #

Website

Social Media

## 2. Business Description

Date Business Founded (month/year) \_\_\_\_\_ Number of Employees \_\_\_\_\_

- Start Up Business       Pop Up Business       Existing Business

### Business Entity

- Sole Proprietorship     General Partnership     Corporation     Limited Liability Company (LLC)  
 Limited Liability Partnership     Low Profit Limited Liability Company (LC3)

### Business Industry

- Construction     Creative     Education     Entertainment  
 Farming     Food     Hospitality     Information  
 Manufacturing     Medical     Retail     Service  
 Technology     Transportation     Home Based     Other

## 3. Grant Request/Use

Describe the proposed use of grant funds. How will the potential grant impact your business? (Optional)  
Submit up to five supporting documents that may be helpful in the review of your request, such as  
business plan, press clippings, brochures, letters of support, etc.

*275 words or less*

# Spirit of Main Street Micro Business Startup Grant Program | Application

**Committed Funding/Local Match (Identify dollar amount and sources) - 150 words or less**

---

**Total Project/Program Budget**

---

**Grant Request Amount**

---

**Anticipated Start Date**

---

**Anticipated Completion Date**

## Acknowledgement

I / We certify that all information set forth in this application is a true representation of the facts pertaining to the subject project/property/program for the purpose of obtaining funding under the Genisys Credit Union Spirit of Main Street Micro Business Start Up Grant Program. I understand and acknowledge that any willful misrepresentation of the information contained in this application could result in disqualification from the program, requiring any funds already disbursed to be repaid in full.

If a determination is made by overseeing staff that program funds have not been used for eligible program activities, the Applicant agrees that the proceeds shall be returned, in full, and acknowledges that, with respect to such proceeds so returned, he/she shall have no further interest, right, or claim. It is understood that all funding commitments are contingent upon the availability of program funds.

The applicant further certifies that he/she has read, understands and has signed the GENISYS CREDIT UNION SPIRIT OF MAIN STREET MICRO BUSINESS STARTUP GRANT PROGRAM AGREEMENT.

---

**Signature**

---

**Name/Title**

---

**Date**

# Apply for Business Resources (ABR) through the Growing MI Business Grant

The State of Michigan is launching a grant program to distribute up to \$409 Million of its American Rescue Plan Act funds. The program will support certain businesses as defined by Public Act 132 of 2021.

## Application Opens

Tuesday, March 1  
at 8 a.m. EST

March 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Application Closes

Thursday, March 31  
at 11:59 p.m. EDT

March 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Informational Webinars

- February 17, 2022,  
9 a.m. - 10 a.m.
- February 22, 2022,  
10 a.m. - 11 a.m.
- March 7, 2022,  
1 p.m. - 2 p.m.

All webinars will be recorded and can be located at [www.michigan.gov/abr](http://www.michigan.gov/abr)

## Eligible Businesses

In order to be eligible to apply for business resources you must be one of the following business types listed below and not tax exempt, and not a government entity.

- ✓ **Entertainment Venue\***, here are subcategories:
  - Auditorium
  - Arena
  - Banquet hall
  - Cinema
  - Concert hall
  - Conference center
  - Performance venue
  - Sporting venue
  - Stadium
  - Theater
- ✓ **Recreational Facility or Public Place of Amusement\***, here are subcategories:
  - Amusement park
  - Arcade
  - Bingo hall
  - Bowling alley
  - Casino
  - Nightclub
  - Skating rink
  - Water park
  - Trampoline park
- ✓ **Cosmetology or Barber Services\***
- ✓ **Exercise Facility/Gym\***
- ✓ **Food Service Establishment\***
- ✓ **Nursery Dealer or Grower\***
- ✓ **Athletic Trainer\***
- ✓ **Body Art Facility\***
- ✓ **Hotel or Bed & Breakfast\***



\*Detailed definitions related to all eligible business categories and additional eligibility requirements can be found at [www.michigan.gov/abr](http://www.michigan.gov/abr)

## Information Requirements

Businesses will need to complete an online application, provide supporting documents and make a series of certifications. Eligible businesses will also need to submit electronically the following:

- **Financial Documentation and Information** to verify their decline in Michigan total sales from calendar year 2019 to calendar year 2020 for businesses that were in operation on October 1, 2019.
- **Financial Documentation and Information** to verify their fixed costs for calendar year 2020 for businesses that were not in operation on October 1, 2019, but started before June 1, 2020.
- **Beneficiary Agreement** with terms and conditions that has been electronically signed.

## Award Methodology

- ❑ **Eligible Businesses that were in operation on October 1, 2019**, may receive a grant based on the % decline in year-to-year total sales in Michigan (2020 from 2019) up to a cap that is the lesser of the amount of “financial hardship” or \$5 Million. Businesses must add into total sales any forgiven Paycheck Protection loan(s), a percentage of any federal Restaurant Revitalization receipts, and any other state or local awards received.

Percent Decline in Total Sales		Grant Award
20% or more	=	100% of financial hardship*
≥ 15% but < 20%	=	75% of financial hardship*
≥ 10% but < 15%	=	50% of financial hardship*
≥ 5% but < 10%	=	25% of financial hardship*

- ❑ **Eligible businesses that were not in operation on October 1, 2019, but started before June 1, 2020**, may receive a grant of 25% of their “financial hardship,” which represents their calendar year 2020 fixed costs. Financial hardship is calculated in the same manner for all eligible businesses.

*If the Growing MI Business Grants program becomes oversubscribed, awards will be prorated on an equal basis among all eligible businesses as defined by PA 132..*

**\*Financial Hardship** is defined in PA 132 and calculated as the following:

<b>Base Hardship</b>	(i) For an eligible business that pays property taxes, the amount of Michigan (non-residential) property taxes paid for calendar year (CY) 2020	<b>OR</b>	(i) For an eligible business that leases business premises, 17% of the lease costs in 2020
<b>+</b>			
<b>% of SUI Paid</b>	(ii) 50% of the state unemployment insurance (SUI) taxes paid for CY 2020		
<b>+</b>			
<b>Select Fees Paid</b>	(iii) Any on-premise liquor license fee during CY 2020 (iv) Any license or food inspection fee paid in CY 2020 under the Michigan Food law (v) Any license or inspection fee paid in CY 2020 (not including any on-premise liquor or food establishment license fee)		

## How Do Businesses Apply?

An online application is available at: [Michigan.gov/abr](http://Michigan.gov/abr). The application will open on Tuesday, March 1, 2022. Grants will not be based on a first-come, first-service basis. All applications must be submitted no later than 11:59 p.m. EDT on March 31, 2022. Paper applications will not be accepted. Applications must be submitted online only.

For assistance, please reach out to our grant assistance email address at [Treas-abr@michigan.gov](mailto:Treas-abr@michigan.gov). The call center is available Monday through Friday from 8 a.m. – 5 p.m. EST beginning February 17, 2022.

## For More Information

### ABR Growing MI Business Website

[www.michigan.gov/abr](http://www.michigan.gov/abr)

### Report Fraud

If you suspect fraud by an individual or a business seeking a Growing MI Business Grant email [Treas-ABRFraudReporting@michigan.gov](mailto:Treas-ABRFraudReporting@michigan.gov) safely, easily and anonymously (if you wish).

### Grant Assistance Help Line

[\(866\) 507-8462](tel:(866)507-8462)

### Grant Assistance Email Address

[Treas-abr@michigan.gov](mailto:Treas-abr@michigan.gov)



Telephone assistance is available using TTY through the Michigan Relay Service by calling 711



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BUSINESSES**

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**\$10,000**

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BUSINESSES**

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**\$10,000**

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**\$10,000**

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