

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
Wednesday, July 13, 2022  
8:30 AM – 9:30 AM  
Berkley Public Safety - 2nd Floor Conference Room**



*MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.*

**DOWNTOWN  
DEVELOPMENT  
AUTHORITY**

**AGENDA**

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
  - A. Regular Meeting of June 8, 2022
- V. **Liaison Reports**
  - A. City Council – Steve Baker
  - B. Planning Commission – Lisa Kempner
  - C. Community Development – Megan Masson-Minock and Kristen Kapelanski
  - D. Public Works – Shawn Young and Ric Chalmers
  - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
- VII. **Action Items**
  - A. Michigan Graphics & Awards Façade Grant Application
  - B. Sum Girls Boutique Mural Program Application
  - C. Consideration of Social Media Strategic Changes
  - D. Board of Directors Committee Assignments for the Year
- VIII. **Discussion Items**
  - A. Berkley Art Bash, Berkley Street Art Fest Activities
  - B. Berkley Pride Block Party Success, News Coverage
  - C. Robina Public Space Design Concepts Review
  - D. Downtown Design Guidelines Progress
  - E. Downtown Master Plan Formal Adoption Progress
  - F. Coolidge Crosswalks Activation, Enhancements Progress
  - G. Public Space at Coolidge and Catalpa Progress, Naming Determination
  - H. Main Street Reaccreditation Presentation at Berkley City Council July 18 at 7 pm
  - I. Economic Vitality Session with Oakland County July 22 at 9 am
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
  - A. Art & Design – Matteo Passalacqua
  - B. Business Development – Jenna Hance
  - C. Downtown Events – Erin Brick
  - D. Marketing Strategies – Ashley Poirier
  - E. Organization – Scott Francis
  - F. West Twelve Mile – Brian Zifkin
- XI. **Executive Director Updates**
  - A. Downtown Berkley Business and Real Estate Updates
  - B. Downtown Berkley Recent Media Coverage
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

## APPROVAL OF MINUTES

### REGULAR MEETING OF THE BOARD OF DIRECTORS FOR JUNE 8, 2022



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## RECOMMENDATION:

### MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF JUNE 8, 2022

## BACKGROUND:

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Board of Directors, which took place on Wednesday, June 8, 2022. She shared an initial draft of minutes with Executive Director McGuinness to review for corrections, and then circulated the draft minutes to the entire Board of Directors weeks ahead of this Board Meeting.

Please advise if there are any corrections needed. Once all corrections have been made, and upon an affirmative vote by the Board of Directors approving the June 8, 2022 meeting minutes, I shall post the adopted minutes to the Downtown Development Authority's website in order for the public, as well as members of this body, to access as needed in the future. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- Mike McGuinness, Executive Director. July 5, 2022.

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, June 8, 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 8:33 AM with Chair Andy Gilbert presiding.
- II. ROLL CALL:**
- Present:* Andrew Agbay (arrived 9:00 AM, notified)  
Matthew Baumgarten  
Erin Brick  
Donna Dirkse  
Scott Francis  
Andy Gilbert  
Chris Gross  
Jenna Hance  
Ashley Poirier  
Razur Rahman  
Garrett Wyatt  
Brian Zifkin
- Absent:* Ailya Siddiqi – *excused*  
Tim Barnes  
Matteo Passalacqua – *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 Dirkse and second by Baumgarten, the agenda was unanimously approved by the Board.
- IV. APPROVAL OF MINUTES**
- A. Regular Meeting of May 11, 2022**  
On motion by Francis and second by Dirkse, the minutes were unanimously approved by the Board.
- V. LIAISON REPORTS**
- A. City Council – Steve Baker**  
Baker reported that he had been out of town when the meeting was held, but Council approved some capital equipment purchases and approved a change in the professional firm that the City employs to audit its finances. They also approved eliminating fines for overdue children’s books.
- Almost unanimously, Council also approved the DDA sponsored June 26 Berkley Pride Block Party and closing Robina Avenue North at 12 Mile Road at the request of DDA Executive Director Mike McGuinness, who addressed Council and thanked them for their support. Community members who spoke at the meeting were also in support of the event.

**B. Planning Commission – Lisa Kempner**

Kempner reported the Commission had held two meetings and approved two applications from cannabis businesses and reviewed a sketch plan from a third.

**Community Development – Megan Masson-Minock**

Masson-Minock reported working with the developers for the planned apartment building behind the LaSalette school building. There will be a public hearing on 6/28 about the distillery at Dorothea and Coolidge and their request to have special use outdoor seating. There was also discussion about the planned Coolidge clothing store and coffee roaster on 12 Mile (former Berkley Laundry). Aqua Tots will seek a sign variance from the Zoning Board of Appeals.

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

Murad reported that the upcoming Art Bash has accepted 150 artists, and the event can use more volunteers, especially at set up and shut down times. Planning for the Coolidge Art Fest and Restaurant Weekend is ongoing. They've distributed the school passes to use at Chamber businesses and plan to make them available to the general public. The annual multi-Chamber meeting will be held Sept. 23.

**VI. TREASURER'S REPORT:**

Gross reported available revenues for the remainder of 2020/21 are \$52,000.00; net monthly expenditures were \$56,000.00 (\$7,000.00 MSOC technical assistance grant funds for branding refresh, \$26,000.00 on the Berkley Plaza, \$15,000.00 for flowers, \$10,000 on Streetscape Improvements, and normal benefits).

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

**VII. ACTION ITEMS:**

**A. Ashley Poirier Board Reappointment Recommendation to City Council**

McGuinness noted Poirier filled the seat of Jennifer Finney when Finney became Executive Director, and that term expires at the end of June. The Organization Committee recommended that Poirier be reappointed to a full term, to be approved by the Board and City Council. There will be two additional seats to fill as soon as qualified candidates are identified and are reviewed and recommended by the committee.

Dirkse moved to approve Poirier's' Board Reappointment, Brick seconded, and the motion was unanimously approved by the Board.

**B. June and December Mural Program Request**

McGuinness submitted renderings of the proposed mural to the Board for their review. The application requests a DDA contribution of \$850.00 to the cost of the mural, which will be painted on the rear of the building at 2670 Coolidge, facing the high school practice field and visible from Catalpa and the high school. The artist is a Berkley High student (and daughter of the business owners). Samples from her portfolio were also included in the application.

There is a strong possibility that the mural can be finished in time for Berkley Street Art Test in July.

Zifkin moved to approve June and December's Mural Program Request, Dirkse seconded, and the motion was unanimously approved by the Board.

**C. Nova Chiropractic Mural Program Request**

McGuinness submitted renderings of the proposed mural to the Board for their review. The original mural at 2745 Coolidge, approved by the Board years prior, had been damaged when a vehicle struck the building. Cost to replace the mural on the side of the building is estimated to exceed \$5,000.00, the usual maximum allowed DDA contribution.

It is not known at this time if any insurance, either the vehicle owner's or the building owner's, will cover any costs of the mural replacement.

Baumgarten moved to approve Nova Chiropractic's Mural Program Request in an amount not to exceed \$5,000.00, Hance seconded, and the motion was unanimously approved by the Board.

**D. Downtown Development Authority Bylaws Revision Adoption**

McGuinness included for the Board's consideration a red-lined version of the bylaws, reviewed by the DDA's attorney with suggested changes included, that was submitted to the Board approximately one year ago about the time of the transition from the past Executive Director to the Interim Director who is now permanent Executive Director. McGuinness suggested also considering revisions to the section dealing with standing committees to merge the former Public Art Committee and Design Committee into Art and Design and splitting Marketing/Promotions into two, Marketing Strategies and Downtown Events. Upon adoption by the Board, the bylaws will also need City Council approval.

Francis moved to approve the Downtown Development Authority Bylaws Revision Adoption, Brick seconded, and the motion was unanimously approved by the Board.

**VIII. DISCUSSION ITEMS**

**A. Thank You to Departing Board Members Andrew Agbay and Razur Rahman**

Gilbert thanked Agbay and Rahman for their time and service to the DDA over their terms. Agbay noted the progress the organization has made during his term, and Rahman added it has been a great experience for him and is exciting to see the direction of the downtown. Both signed resignation letters delivered to them.

**B. Next Downtown Block Party (Berkley Pride) on June 26 – Hard Luck Barbershop Grand Opening in Conjunction with Block Party**

McGuinness reported that closure of Robina Avenue North had been approved by Council. Dr. Benson of Be Well Medical signed on as sponsor with a \$2,000.00 donation. Poirier said there would be at least 10 vendors, and volunteers were needed. The New Hard Luck Barbershop will hold its grand opening celebration, and businesses close to the party location will be open.

**C. American Flags Installed on Streetlights Along Coolidge, Twelve Mile**

McGuinness reported that the DPW had installed American flags throughout the city, and the DDA provided financial support for putting up the flags in the district along 12 Mile and Coolidge. The Streetscape line item also included ordering bike racks.

**D. Downtown Design Guidelines Progress**

Masson-Minock reported that the group had been very busy working on new cannabis business applications, and she expressed optimism about making progress on the guidelines in July to be followed by public hearings.

**E. Coolidge Crosswalks Activation, Enhancements Progress**

McGuinness reported meetings with the mayor and City Manager, and noted that the Coolidge road diet issues had been decoupled from the reopening the crosswalks. Action to move forward can be an administrative decision, and the next step is for engineering professionals to work with public safety on moving forward. McGuinness also reported he's working on lining up the necessary elements needed for reopening. Poirier suggested having social media posts promoting the crosswalks re-launch.

**F. Public Space at Coolidge and Catalpa Progress, Naming Determination**

McGuinness reported the three entities (City, School District, and DDA) were working together on the art installation details at the Plaza and around the downtown and renaming the Plaza space. A survey about renaming has been sent to Board members.

**G. Grant Applications Submitted for Design Firm Technical Assistance**

McGuinness reported seeking funding for an Oakland County technical service grant for \$7,000.00 for design firm PEA.

**IX. STUDENT BOARD MEMBER UPDATES**

Wyatt reported school would be ending the following week. Sports for all the teams has been going well. He offered to reach out to the NHS to recruit event volunteers. Poirier said she would create and send him a link to use for recruiting. He noted students use the Plaza area for lunch, especially if they're walking rather than driving. Brick noted that the Plaza needs a garbage can.

**X. BOARD COMMITTEE UPDATES:**

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

- 1. Acupuncture Institute of Michigan Mural Completion**
- 2. Berkley Public Library Door Mural Completion**

In Passalacqua's absence, McGuinness reported both murals have been completed.

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

In Hance's absence, McGuinness reported a lot of interest from prospective new businesses.

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

Poirier reported the committee would be meeting that night. Inflatable flamingos marked participating businesses at the last Ladies Night Out. Reduex Antiques had its ribbon cutting as well, and Monger's Provisions was a full participant. McGuinness would like to bolster Coolidge business participation. Reusable banners have been ordered for the next Ladies Night Out.

**D. Organization Committee – Scott Francis**

Francis reported the committee needs applications from those who have expressed interest in joining the Board. They're also working on restructuring the various committees.

**E. West 12-Mile Improvements – Brian Zifkin**

Zifkin reported the committee did not meet. He installed better parking barriers in his lot and is discussing redoing landscaping with McGuinness. He's also following up on the idea of the DDA leasing the vacant property near his building.

**XI. EXECUTIVE DIRECTOR UPDATES**

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

McGuinness reported Artsy Umbrella had a ribbon cutting. Casa Amato would like to host a belated grand opening. Owners of a Mixology School on 12 Mile are moving forward for approval. Developers of the Veterans Building property are interested in having a mural done.

**B. Downtown Berkley Recent Media Coverage**

McGuinness reported the Pride Block Party has gotten some media coverage. Brick asked about having a social media manager and if it could have a budget as part of Marketing. McGuinness said that could be put on the July Board meeting agenda.

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

Zifkin noted that a kosher eatery at the former Berkley Laundromat would create an entirely new demographic of customers.

**XIII. PUBLIC COMMENTS:** The opportunity for public comment was offered, and there were no in-person requests to address the body. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

**XIV. Adjournment:**  
The meeting adjourned at 9:49 AM on motion by Zifkin and second by Agbay.

## **TREASURER'S REPORT**

### **JUNE 2022 BALANCE SHEET, REVENUE AND EXPENDITURE REPORT FOR DDA**



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## **RECOMMENDATION:**

### **MOTION TO ACCEPT THE TREASURER'S REPORT**

## **BACKGROUND:**

The City of Berkley Finance Department has provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the month of June 2022. Each month they are received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness, prior to full Board review.

As reflected in the Balance Sheet for the period ending June 30, 2022, the Fund Balance for the Berkley Downtown Development Authority was \$308,817.44 as of June 30, 2022.

All questions are welcomed and encouraged.

- Mike McGuinness, Executive Director. July 11, 2022.



Fund 814 DDA

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
Cash			
814-000-001-000	CASH IN BANK	379,768.01	307,775.37
814-000-005-000	PETTY CASH	300.00	300.00
	Cash	<u>380,068.01</u>	<u>308,075.37</u>
Accounts Receivable			
814-000-026-000	DELINQUENT PPT RECEIVABLE	7,809.21	5,339.65
814-000-040-001	ACCOUNTS RECEIVABLE - MANUAL	26.97	0.00
	Accounts Receivable	<u>7,836.18</u>	<u>5,339.65</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>313,415.02</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	1,482.50
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	593.99
814-000-285-000	UNEARNED REVENUE	0.00	1,264.16
	Liabilities-ST	<u>1,256.94</u>	<u>4,597.58</u>
	<b>Total Liabilities</b>	<b><u>1,403.44</u></b>	<b><u>4,597.58</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>(77,683.31)</b>
	<b>Ending Fund Balance</b>		<b>308,817.44</b>
	<b>Total Liabilities And Fund Balance</b>		<b>313,415.02</b>

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 06/30/2022  
 % Fiscal Year Completed: 100.00

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	ACTIVITY FOR MONTH 06/30/22 INCR (DECR)	YTD BALANCE 06/30/2022 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	0.00	39,273.58	(1,593.58)	104.23
814-001-401-001	PROPERTY TAX CAPTURE - DDA	302,073.83	315,000.00	315,000.00	0.00	332,840.02	(17,840.02)	105.66
814-001-401-850	PPT - CURRENT YR DEL	4,787.24	(2,500.00)	(2,500.00)	0.00	0.00	(2,500.00)	0.00
814-001-401-900	PROPERTY TAXES - CHARGEBACKS	0.00	0.00	0.00	0.00	(1,170.37)	1,170.37	100.00
814-001-445-000	INTEREST AND PENALTIES ON TAXE	0.00	0.00	0.00	0.00	186.58	(186.58)	100.00
814-001-539-000	STATE GRANTS	5,775.62	0.00	1,500.00	0.00	8,500.00	(7,000.00)	566.67
814-001-573-000	LOCAL COMMUNITY STABILIZATION	14,569.46	14,000.00	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS	1,011.62	3,000.00	3,000.00	0.00	1,003.67	1,996.33	33.46
814-001-674-005	MERCHANDISE REVENUE	0.00	250.00	250.00	4,520.00	4,795.00	(4,545.00)	1,918.00
814-001-675-005	CORPORATE DONATIONS	0.00	0.00	47,500.00	8,578.73	56,004.66	(8,504.66)	117.90
814-001-675-117	COOPERATIVE ADVERTISING INCOME	0.00	15,000.00	15,000.00	0.00	0.00	15,000.00	0.00
814-001-675-814	EVENT SPONSORSHIPS	0.00	2,500.00	2,500.00	3,750.00	3,880.00	(1,380.00)	155.20
Total Dept 001 - REVENUES		366,722.98	384,930.00	433,930.00	16,848.73	445,313.14	(11,383.14)	102.62
TOTAL REVENUES		366,722.98	384,930.00	433,930.00	16,848.73	445,313.14	(11,383.14)	102.62
Expenditures								
Dept 175 - DDA ADMINISTRATION								
814-175-704-000	FULL TIME EMPLOYEES	52,856.07	69,360.00	69,360.00	5,769.22	66,654.36	2,705.64	96.10
814-175-715-000	FICA	4,006.47	5,306.00	5,306.00	436.93	5,063.96	242.04	95.44
814-175-728-000	OFFICE SUPPLIES	199.33	1,500.00	1,500.00	1,348.60	2,815.03	(1,315.03)	187.67
814-175-814-001	WEBSITE	225.77	0.00	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	0.00	3,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	0.00	4,000.00	4,000.00	210.00	942.50	3,057.50	23.56
Total Dept 175 - DDA ADMINISTRATION		57,287.64	83,166.00	83,166.00	7,764.75	75,475.85	7,690.15	90.75
Dept 265 - CITY HALL								
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX R	0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Total Dept 265 - CITY HALL		0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
Dept 822 - DDA OPERATIONS								
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	10,000.00	10,000.00	10,000.00	0.00	7,500.00	2,500.00	75.00
814-822-730-000	POSTAGE-PRINTING-MAILING	0.00	300.00	300.00	0.00	98.00	202.00	32.67
814-822-803-000	MEMBERSHIPS AND DUES	937.00	1,030.00	1,030.00	0.00	350.00	680.00	33.98
814-822-807-000	AUDIT SERVICES	1,470.00	1,500.00	1,710.00	0.00	1,710.00	0.00	100.00
814-822-817-000	CONSULTANT	0.00	15,000.00	15,000.00	0.00	0.00	15,000.00	0.00
814-822-818-205	SECRETARIAL SERVICES	1,825.00	2,000.00	2,000.00	150.00	1,800.00	200.00	90.00
814-822-824-000	LEGAL SERVICES	573.75	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	488.17	600.00	600.00	40.41	485.70	114.30	80.95
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON	25.00	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	0.00	300.00	300.00	0.00	0.00	300.00	0.00
814-822-904-000	PRINTING	0.00	300.00	300.00	0.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		15,318.92	35,030.00	35,240.00	190.41	11,943.70	23,296.30	33.89
Dept 824 - SPECIAL EVENTS								

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GL NUMBER	DESCRIPTION	END BALANCE 06/30/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/22 INCR (DECR)	YTD BALANCE 06/30/2022 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	3,614.85	18,812.34	(4,112.34)	127.98
814-824-817-015	HOLIDAY LIGHTS	25,001.44	30,000.00	31,000.00	0.00	32,723.03	(1,723.03)	105.56
814-824-901-000	ADVERTISING	580.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 824 - SPECIAL EVENTS		26,327.82	44,700.00	45,700.00	3,614.85	51,535.37	(5,835.37)	112.77
Dept 826 - MARKETING AND ADVERTISING								
814-826-814-000	WEBSITE	0.00	312.00	312.00	0.00	312.00	0.00	100.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITU	0.00	1,500.00	1,500.00	1,500.00	1,500.00	0.00	100.00
814-826-818-000	CONTRACTUAL SERVICES	390.00	6,000.00	6,000.00	0.00	6,000.00	0.00	100.00
814-826-901-000	ADVERTISING/MARKETING	38,990.27	29,000.00	29,000.00	1,719.99	28,795.54	204.46	99.29
814-826-901-001	MAP UPDATE & REPRINT	1,390.00	1,500.00	1,500.00	72.00	72.00	1,428.00	4.80
Total Dept 826 - MARKETING AND ADVERTISING		40,770.27	38,312.00	38,312.00	3,291.99	36,679.54	1,632.46	95.74
Dept 829 - STREETScape & DESIGN								
814-829-818-000	CONTRACTUAL SERVICES	0.00	0.00	2,000.00	0.00	1,615.00	385.00	80.75
814-829-818-200	FLOWER BASKET PROGRAM	32,410.85	28,000.00	28,000.00	2,584.17	30,014.19	(2,014.19)	107.19
814-829-818-201	PUBLIC ART/PLACEMAKING	11,416.67	25,000.00	30,000.00	4,924.52	39,851.00	(9,851.00)	132.84
814-829-818-207	PEST CONTROL	480.00	500.00	500.00	40.00	360.00	140.00	72.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	12,408.00	15,000.00	15,000.00	5,000.00	12,862.77	2,137.23	85.75
Total Dept 829 - STREETScape & DESIGN		56,715.52	68,500.00	75,500.00	12,548.69	84,702.96	(9,202.96)	112.19
Dept 940 - PUBLIC IMPROVEMENT								
814-940-974-002	STREETScape IMPROVEMENTS	1,615.00	55,000.00	55,000.00	3,458.67	41,039.69	13,960.31	74.62
814-940-974-003	SIDEWALK REPAIR	0.00	25,000.00	25,000.00	0.00	17,599.48	7,400.52	70.40
814-940-974-005	WAYFINDING	71,202.75	55,000.00	60,000.00	0.00	57,943.59	2,056.41	96.57
814-940-974-007	BERKLEY PLAZA PROJECT	0.00	60,000.00	90,000.00	0.00	126,703.07	(36,703.07)	140.78
Total Dept 940 - PUBLIC IMPROVEMENT		72,817.75	195,000.00	230,000.00	3,458.67	243,285.83	(13,285.83)	105.78
Dept 952 - ACTIVE EMPLOYEE BENEFITS								
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	1,000.00	1,000.00	1,000.00	230.76	1,834.55	(834.55)	183.46
814-952-716-500	HEALTH CARE COSTS - BC/BS	9,437.65	10,300.00	10,300.00	0.00	5,644.06	4,655.94	54.80
814-952-718-000	RETIREMENT-DB MERS	25,937.17	26,520.00	26,520.00	0.00	11,894.59	14,625.41	44.85
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		36,374.82	37,820.00	37,820.00	230.76	19,373.20	18,446.80	51.22
TOTAL EXPENDITURES		305,612.74	505,028.00	548,238.00	31,100.12	522,996.45	25,241.55	95.40
Fund 814 - DDA:								
TOTAL REVENUES		366,722.98	384,930.00	433,930.00	16,848.73	445,313.14	(11,383.14)	102.62
TOTAL EXPENDITURES		305,612.74	505,028.00	548,238.00	31,100.12	522,996.45	25,241.55	95.40
NET OF REVENUES & EXPENDITURES		61,110.24	(120,098.00)	(114,308.00)	(14,251.39)	(77,683.31)	(36,624.69)	67.96
BEG. FUND BALANCE		325,390.51	386,500.75	386,500.75		386,500.75		
END FUND BALANCE		386,500.75	266,402.75	272,192.75		308,817.44		

07/11/2022 07:59 AM  
User: mpollock  
DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

Page: 3/3

PERIOD ENDING 06/30/2022

% Fiscal Year Completed: 100.00

NEWLY CREATED FUND REV AND EXP REPORT

GL NUMBER	DESCRIPTION	END BALANCE	2021-22	2021-22	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT
		06/30/2021	ORIGINAL	AMENDED BUDGET	MONTH 06/30/22	06/30/2022	BALANCE	
		NORM (ABNORM)	BUDGET		INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	USED

---

## ACTION ITEM – A

### **MICHIGAN GRAPHICS & AWARDS FAÇADE GRANT APPLICATION APPROVAL**



retro feel. metro appeal.

### **RECOMMENDATION:**

**MOTION TO APPROVE THE 3742 W. TWELVE MILE ROAD  
DOWNTOWN COMMERCIAL FAÇADE GRANT PROGRAM  
APPLICATION FOR \$4,300**

### **BACKGROUND:**

Existing downtown business Michigan Graphics & Awards has a long and prominent facility along our Twelve Mile Road corridor. Their façade has substantial wooden portions that were rotting and becoming unsightly, and we are pleased to report they are proceeding with upgrades that would resolve that visible deterioration. They are removing that wooden portion, keeping the brick that was beneath exposed, painting it to work with the existing brick façade, and trimming it out to support the new exposed areas.

The DDA Art & Design Committee reviewed the application, and the feedback received was supportive of program funding support for the work, but wanted to see this or future funding leveraged to incentivize further enhancements to the facade. The aesthetic and design improvements planned for the property will improve the downtown and advance the Downtown Development Authority's mission. The application meets the parameters of this grant program. They intend for future phases to address window issues and more, but that overall cost is substantial and exceeds their current available resources.

- Mike McGuinness, Executive Director. July 12, 2022.

**BERKLEY DDA** DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT  
Retro Feel. Metro Appeal. PROGRAM

**GENERAL INFORMATION**

1. Applicant's Name: Toni Hood
2. Property Address: 3742 W. 12 mile Rd BERKLEY 48072
3. Is the applicant the property owner? Yes  No
4. Is the property occupied? Yes  No
5. Business Name: MICHIGAN GRAPHICS & AWARDS
6. Business Owner Name: TONI HOOD
7. Business Mailing Address: 3742 W. 12 mile Rd BERKLEY 48072
8. Business Owner Phone: 248.398.6400
9. Business Owner Email: thood@michigangraphics.com
10. Property Owner Name: TONI HOOD
11. Property Owner Address: 3742 W. 12 mile Rd BERKLEY 48072
12. Property Owner Phone: 248.398.6400
13. Property Owner Email: thood@michigangraphics.com
14. Number of Building Stories: 1 Linear frontage of building: \_\_\_\_\_
15. Present use of building? Retail  Office  Service  Mixed  Other
16. Have you secured all financial resources necessary for this renovation project including the matching grant funds that would be reimbursed to you? Yes  No

17. On a separate sheet of paper, please give a detailed explanation of the work that you propose performing. Give as much information as you have, including drawings and photos. Bids or quotes for the proposed work must be included. Requested grant amount must also be part of this explanation.

I (we) have reviewed the Berkley DDA Façade & Parking Lot Improvement Guidelines and understand that our renovations must conform. I (we) certify that the information contained in this application is, to the best of my (our) knowledge, correct and accurate as of this date. I (we) understand that this application does not obligate me (us) or the DDA to any additional financial arrangements made under this Façade & Parking Lot Grant Program.

I (we) further certify that all work to be done under the Façade & Parking Lot Grant Program must meet all applicable State of Michigan and Berkley City building codes.

I (we) agree to maintain the improvements made to my (our) building and/or parking lot through the Façade & Parking Lot Grant Program.

Property Owner Signature: *Sani Hoaf* Date: 7.8.22

Business Owner Signature: *Sani Hoaf* Date: 7.8.22

The DDA reserves the right to approve and reject any and all requests. Partial or full funding may be awarded.

Proskurovsky  
ap. propainting 18@gmail

AP Pro Painting 278 N. Wixom Rd  
248-935-2364 Wixom, Michigan  
48389  
United States

Prepared For  
John Rau  
3742 W 12 Mile RD  
Berkley, MI

Estimate Date  
06/30/2022

Estimate Number  
378

Description	Rate	Qty	Line Total
Exterior Demo and Paint Demo exterior wood board	\$2,500.00	1	\$2,500.00
Block Paint-Power wash all the block, fix any wholes, prime any bare block and apply two finish coats of SW exterior paint.	\$3,900.00	1	\$3,900.00
Wood Replacement Replace any bad boards, prime and paint	\$400.00	1	\$400.00
Install Roof Tarp	\$1,300.00	1	\$1,300.00
Replace any bad block \$100 a block	\$0.00	1	\$0.00
40 yard dumpster on site	\$600.00	1	\$600.00
	<b>Subtotal</b>		8,700.00
	<b>Tax</b>		0.00
	<b>Estimate Total (USD)</b>		<b>\$8,700.00</b>

deposit 7/5/22 4300.00

4400.00

Terms

All materials and labor will be provided by AP PRO PAINTING



Google Maps 3742 Twelve Mile Rd



Image capture: Nov 2021 © 2022 Google



3742 Twelve Mile Rd

All

Street View & 360°



PARK in DEAR  
3730

Supermarket



# Covering

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- Clocks
- Cups
- Custom
- Desk Accessories
- Display Cases
- Frames
- Glass
- Medals
- Pins & Patches
- Plaques
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248-398-6400

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9:00 AM TO 5:30 PM

SW 7061  
Night Owl

## **ACTION ITEM B**

### **SUM GIRLS BOUTIQUE MURAL PROGRAM APPLICATION**



retro feel. metro appeal.

#### **OPTIONS:**

**MOTION TO APPROVE SUM GIRLS BOUTIQUE PROPOSED MURAL INSTALLATION AT 3015 TWELVE MILE ROAD, AND AUTHORIZE MURAL EXPENSES OF \$5,000 (or another amount)**

**MOTION TO POSTPONE SUM GIRLS BOUTIQUE PROPOSED MURAL INSTALLATION AT 3015 TWELVE MILE ROAD, WITH FEEDBACK PROVIDED TO APPLICANT ON MURAL CONTENT**

#### **BACKGROUND:**

**Sum Girls Boutique is located at 3015 Twelve Mile Road, and they wish to pursue a mural installation on the rear of their building which is set up in a courtyard format. They had a privately funded mural there for years, but it greatly peeled and faded. The artist they have identified is Mattie Dugan, who created the interior mural at Pinspiration Berkley. Their desired concept is intentionally designed to serve as a photographic background and spur more foot traffic for this courtyard that they share with neighboring retailer The Artsy Umbrella.**

**The DDA Art & Design Committee members have reviewed the proposed mural and expressed their support for the design. Enclosed are application materials, including the proposed mural composition rendering.**

**- Mike McGuinness, Executive Director. July 12, 2022.**





# ESTIMATE

**Mattie Dugan**  
690 Silman Street  
Ferndale, MI 48220

mattie@mattiedugan.com  
+1 3132414055

# Mattie Dugan

## Mike McGuinness

**Bill to**  
Mike McGuinness

**Ship to**  
Berkley DDA

**Estimate details**  
Estimate date : 6/21/22  
Expiration date : 8/21/22

Product or service		Amount
1. <b>Mural Design + Painting</b>	336 units × \$13.00	\$4,368.00
Mural design + execution @ \$13/square foot.		
2. <b>Wall Prep Labor</b>	336 units × \$1.00	\$336.00
Wall preparation for mural painting.		
3. <b>Estimated Supplies</b>		\$400.00
Estimated cost of supplies including colorfast, outdoor rated spray paint and primer.		
	Sales tax	\$0.00
	<b>Total</b>	<b>\$5,104.00</b>
	Expiry date	8/21/22



## **ACTION ITEM C**

### **CONSIDERATION OF SOCIAL MEDIA STRATEGIC CHANGES**



retro feel. metro appeal.

#### **OPTIONS:**

**MOTION TO REQUEST MARKETING STRATEGIES COMMITTEE TO BRING RECOMMENDATIONS TO BOARD ON STRENGTHENING SOCIAL MEDIA STRATEGY FOR DOWNTOWN BERKLEY**

**MOTION TO CONTINUE WITH CURRENT VENDOR CATALYST MEDIA FACTORY FOR SOCIAL MEDIA PROFESSIONAL SERVICES FOR NEXT SIX MONTHS (OR MONTH-TO-MONTH)**

#### **BACKGROUND:**

Individual members of the Board of Directors, including those active with the DDA Marketing Strategies Committee and the DDA Events Committee, have shared ideas on how to strengthen our organization's communication efforts via our social media platforms. They have requested a consideration of alternative options beyond the current approach, and for the Board of Directors to consider pursuing those options.

Provided is the DDA's recently concluded contract with our current vendor for social media communications services, Catalyst Media Factory, that also provides Media Relations professional services.

- Mike McGuinness, Executive Director. July 12, 2022.



**Proposal and Letter of Agreement for  
DOWNTOWN BERKLEY  
Dec. 30, 2021**

This Agreement describes terms under which Catalyst Media Factory (the “Consultant” or “CMF”) will provide public relations and related communications services to Downtown Berkley and will serve as the contract and project outline between the two parties.

**Purpose**

The purpose of this Agreement is to provide the Client with professional expertise that will enable the organization to continue communicating effectively with the public through proactive communications, media relations and social media for Downtown Berkley.

CMF will work to raise visibility and overall awareness of Downtown Berkley and its businesses with the intent of generating interest and action from reporters and media outlets resulting in consumer excitement surrounding annual and new events, restaurants and retailers.

**Services**

Consultant will provide to Client public relations counsel as an independent contractor and not as an employee or agent of the Client. Under this contract, CMF would serve as a representative of Downtown Berkley in matters relating to public relations and communications within the term of this Agreement.

**Meeting and Counsel**

Consultant will make reasonable efforts to attend selected Client business functions and meetings related to the purpose of this Agreement and to be available in person, by telephone and by email during normal business hours within the scope of this Agreement. Consultant will provide advice and counsel as required, including recommendations on key messaging, story angles, interview opportunities of which to partake.

**Proposal Scope**

**MEDIA RELATIONS – January through June 2022  
(Up to an average of 12 hours per month at \$1,500 per month)**

- Meet with Michael McGuinness to prioritize merchants and strategize outline of overall media plan
  - A CMF team member will attend Marketing Committee Meetings as frequently as possible. Jennifer Foster currently has a conflict with the Tuesday night schedule.



MEDIA AND SOCIAL RELATIONS

- Draft and distribute press releases announcing Berkley Block Party in February, May and June
  - Target key media, such as: Fox 2, WXYZ-TV, WDIV-TV, Detroit News, Detroit Free Press, Oakland Press, CBS Detroit, Oakland County Megacast, Daily Tribune, Woodward Talk, Oakland County Times, WWJ Newsradio 950; HOUR Detroit, SEEN magazine, PrideSource and more
  - Conduct follow up with select media regarding news release to gauge interest and ensure coverage
  - Submit information to event calendar listings for multiple outlets
    - WXYZ, Click On Detroit, Oakland Press, Daily Tribune, Detroit News, Metro Times, Patch and more
- Pitch Super Bowl Tailgating ideas (Feb. 13)
  - Need to identify restaurant
- Support Downtown Berkley retailers by pitching several of them surrounding Valentine's Day
  - Invite media out for multiple TV interview segments highlighting restaurants offering special pricing or menu items, great places to purchase wine and gifts
- Create and distribute a pitch for Downtown Leprechauns Scavenger Hunt
- Reach out to media regarding new restaurants
  - Pitch cooking/food segments
  - Draft email pitch to print and digital media outlets, such as The Detroit News, Detroit Free Press, The Oakland Press, Metro Times and Eater Detroit
  - Pursue segments surrounding "national days" for new and longstanding restaurants
- Draft and distribute a press release for Ladies Night Out in April and June
  - Pitch segment to TV stations surrounding one or more of the participating vendors or restaurants
  - Submit information to event calendar listings for multiple outlets
- Pitch spring fashion TV segment for clothing shops
- Conceptualize pitch surrounding Mother's and Father's Day
- Work with Downtown Berkley to remain flexible and adjust media outreach schedule as outlined above for best maximum coverage and as priorities change
- Provide advertising recommendations as needed
- Provide recap of media coverage\*

*\*Broadcast clips that do not appear in monitoring reports may be able to be purchased from an outside company for a small additional fee; broadcast clips in monitoring service are typically available only about two weeks.*

**SOCIAL MEDIA – January through June 2022**  
**OPTION A (\$600 a month-existing level of service)**

- Develop and maintain a social media editorial calendar
  - Strategize content topics with Downtown Berkley's propose topics of interest to the DDA's audience

71 Garfield St., Suite 140A Detroit Michigan 48201 313.462.0808



MEDIA AND SOCIAL RELATIONS

- Create and post approximately five posts per week on the DDA's Instagram account, Facebook page and Twitter account
  - Includes most generic photography
  - Light graphic design or animation using drag-and-drop tools
- Provide page comment monitoring support, checking comments or questions throughout the week
- Share client provided video content as made available to CMF
- Work to grow account followings through strategic follows and likes

Additional packages which include a complete brand guide, including stylized fonts, colors and higher end graphics can be quoted upon request.

### **Ordinary Expenses**

Typical and ordinary expenses, such as local travel to meetings and normal office expenses are included. Travel (mileage) is billed at standard IRS rate.

### **Services Not Covered**

Payment to vendors, advertising buys, client-authorized subcontractors and other client requested outside services are not covered by this agreement.

### **Fees & Billing**

CMF will be retained for media relations and social media services, as outlined above, for **\$2,100 each month with social media package A from January 2022 through June 30, 2022**. Please note that pricing may change with changes to scope of agreement.

Hours beyond those outlined in this contract are billed at a discounted rate of \$130 per hour and only billed with prior approval from Client.

### **Terms**

Contract quote is valid through Feb. 1, 2022, and may be terminated without cause by either party upon 30-day written notice. If this agreement is terminated prior to the end of that period, Client agrees to pay Consultant for hours performed on Client's behalf and not already included in monthly payments. Invoice will be issued upon receipt of signed contract.

No rights or liabilities shall arise with relationship to unfinished work, regardless of any plans that may have been made for future services.

Client shall defend, indemnify and hold the Consultant, its officers, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits, including

## **ACTION ITEM D**

### **BOARD OF DIRECTORS COMMITTEE ASSIGNMENTS FOR THE YEAR**



retro feel. metro appeal.

### **OPTIONS:**

**ART & DESIGN COMMITTEE**

**BUSINESS DEVELOPMENT COMMITTEE**

**DOWNTOWN EVENTS COMMITTEE**

**MARKETING STRATEGIES COMMITTEE**

**ORGANIZATION COMMITTEE**

**WEST TWELVE MILE COMMITTEE**

### **BACKGROUND:**

The DDA's Organization Committee has been reviewing strategies to improve the effectiveness of our DDA committee structure, and how to best engage DDA Board of Directors with their respective committee assignments.

Through that process, it has been discussed that it may be more fruitful for members of the Board of Directors to identify each year which committee(s) they wish to commit to for that year, and revisit the matter annually to reaffirm or refresh their committee assignments as desired. That was a great idea and July of each year seems like a fitting time for us to annually check in, review, and change committee assignments for the DDA Board of Directors.

- **Mike McGuinness, Executive Director. July 5, 2022.**

## **DISCUSSION ITEM A**

### **BERKLEY ART BASH, BERKLEY STREET ART FEST ACTIVITIES**



retro feel. metro appeal.

### **BACKGROUND:**

Since the last Board of Directors meeting, the Berkley Art Bash held their 20<sup>th</sup> Annual offering and it was a massive success. The Berkley Area Chamber of Commerce did such a stellar job with what is a huge undertaking. It was a wonderful showcase of our downtown. The Berkley Downtown Development Authority was a Sponsor of that event at the \$500 level, and a thank you letter for our financial support from Events & Operations Manager RoseAnn Nicolai is enclosed for your review. Next year's Berkley Art Bash is scheduled for June 10, 2023 and we intend to support as Sponsors once more.

The Berkley Area Chamber is working their magic in Downtown Berkley yet again, with their Berkley Street Art Fest happening on Saturday, July 16, 2022 along Coolidge. The Berkley Downtown Development Authority is a Sponsor of that event at the \$1,000 level.

On behalf of the Downtown Development Authority, and the entire downtown Berkley ecosystem, a resounding thanks to the Berkley Area Chamber for the continued efforts bringing to life these two signature events in our downtown.

- Mike McGuinness, Executive Director. July 5, 2022.



**Berkley**  
AREA CHAMBER

June 30, 2022

Berkley Downtown Development Authority  
Mike McGuiness  
3338 Coolide Hwy.  
Berkley MI 48072

Dear Mike,

Thank you for being a sponsor at the 20<sup>th</sup> Annual Berkley Art Bash that took place on Saturday, June 11, 2022. We had record crowds and your support helped us turn downtown Berkley into a fabulous street party where people had the chance to buy art, crafts and other goods along with children's activities I hope you also found it a worthwhile day.

Again, thank you so much for participating. Please consider being part of the 21<sup>st</sup> Berkley Art Bash next year, June 10, 2023.

Sincerely,

RoseAnn B. Nicolai  
Events & Operations Manager  
248-376-0200

## DISCUSSION ITEM B

### **BERKLEY PRIDE BLOCK PARTY SUCCESS, NEWS COVERAGE**



retro feel. metro appeal.

#### **BACKGROUND:**

Well, we sure generated a lot of news coverage of Downtown Berkley last month! So much so that you probably are well acquainted with many of the newspaper articles, television news spots, and social media exchanges – but I wanted to ensure the Board of Directors was well apprised of the coverage of our organization, our event, and our downtown.

The first Berkley Pride Block Party, an event of the Berkley DDA held on June 26 of this year, was a massive success. I mean, epic. It was great on so many levels. Over 1,500 attendees were estimated.

On behalf of the Downtown Development Authority, and the entire downtown Berkley ecosystem, a resounding thanks to Event Chair Ashley Poirier for leading a beautifully planned and executed successful event. She was so masterful, I mean it. And a sincere thank you to the many community members who volunteered to help bring it to life; this event generated many, many new volunteers who greatly added to the success of the gathering.

While the Berkley City Council meeting where the road closure decision was considered generated a great deal of attention, and I want this Board to be aware of that tangential impact with the Berkley DDA, it by no means overshadows or diminishes the wonderful effort and wonderful outcome of this successful event. Kudos.

- **Mike McGuinness, Executive Director. July 5, 2022.**





(<https://www.candgnews.com/summertimefun>)

## Berkley DDA to hold first big Pride event

By: Mike Koury (/reporterbio/Mike-Koury) | **Woodward Talk**  
(<https://www.candgnews.com/newspaper/woodwardtalk>) | Published June 22, 2022

BERKLEY — The Berkley Downtown Development Authority will be holding its first big Pride event this weekend.

The first Berkley Pride Block Party will be held from noon to 4 p.m. Sunday, June 26, on Robina Avenue north of 12 Mile Road. The block party is a part of the DDA's Block Party series, where the downtown activates a space for the community to come together.



(<https://www.candgnews.com/admin/articles/temp-image/85f50fc36e56050c70e5796f0525f6a2.jpeg>)  
**Shutterstock image**

DDA Executive Director Mike McGuinness said the shortness of the event and the day it takes place, on a Sunday, was intentional, as organizers wanted the block party to take place when there is generally less foot traffic in the downtown in order to boost downtown foot traffic and support downtown businesses.

"It's really inspired by the friendliness, the neighborhood emphasis and the block party celebrations that happen in Berkley neighborhoods and have for decades," he said. "We're taking that same vibe and applying it in our downtown."

The event will feature a variety of food trucks; arts and crafts; a DJ; and family friendly games such as cornhole, giant bowling, giant Jenga and more. There also will be interactive art projects and activities for attendees of all ages to participate in, such as finger knitting outside the business "... have you any Wool?" located at 3455 Robina Ave.

Throughout the festivities, there will be four drag queens interacting with guests and joining in on the games and activities. The Berkley High School Gay Straight Alliance club will be in attendance as well to hand out pronoun buttons and share information about their advocacy at the middle school and high school level.

McGuinness said the plan is to evaluate this year's event and let it grow organically.

“We’ll let it grow organically and see how the community responds and where the neighbors and residents would like to take it for future years,” he said.

McGuinness also noted that many downtown Berkley businesses will be expanding their hours and operating on that Sunday when they might not otherwise be open.

“It’s having a multiplier effect through the downtown, since there will be increased visitors that day — Berkley residents and neighbors from nearby communities,” he said. “So we’re maximizing it for the attendees’ benefit and for our downtown businesses’ benefit.”

The block party is sponsored by Be Well Medical Center, Berkley Realty Group and Woodward Corner Market. According to Be Well Medical Center Chief Nursing Officer Chris Petrat, the office is highly involved with the LGBTQ+ community, as more than 85% of its patients identify within the community.

Because Berkley hasn’t done anything like this event previously, Petrat stated they thought it was important for the representation of the community that they help and serve as a sponsor.

“I think a lot of people have been a little desensitized to a lot of the stigma and discrimination that the community still faces to this day,” he said. “It’s important just to create these safe spaces, not only to encourage the LGBTQ+ community that there is support for them, but also just kind of reinforce to people who might not be familiar with the community that there are no special interests. We’re honestly just here in support of one another.”

For more information about the event, visit [www.downtownberkley.com/berkeleypride](http://www.downtownberkley.com/berkeleypride).

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## LOCAL NEWS

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# Upcoming Berkley Pride Block Party is a first



The last downtown Berkley Block Party was a “Fam Jam,” above, at Flipside Records last month. This month the downtown plans its first Berkley Pride Block Party. (Berkley DDA photo)



Berkeley will have its first pride event with a block party in the city's downtown for Pride month.

The Berkeley Pride Block Party is set for noon to 4 p.m. June 26 and volunteers are already working on the upcoming event.

It is one in a series of downtown block parties that the city's Downtown Development Authority puts on throughout the year, said Mike McGuinness, DDA executive director.

One of the reasons the DDA board chose to do a LGBTQ pride themed event was because it hadn't been done before.

"It was a community-led decision," McGuinness said. "We have volunteers and they are the driving force behind deciding activities in the downtown."

The event is set to take place on Robina Avenue, just north of 12 Mile Road, and is billed as a pride-themed celebration that families can enjoy.

Among the activities are a DJ, arts and crafts, food trucks, and games such as giant bowling, cornhole, giant Jenga and others.

Satellite Food Truck will have meat and vegan foods, while the House of Mac will offer a variety of mac and cheese dishes.

Also on hand will be the Motor City Sweet Treats food truck with ice cream, and an iced tea cart from the downtown Berkeley shop Ullman's Health & Beauty.

Four drag queens, including Rita Pamphlet and Roxanne Paper Scissors, will stroll throughout the block party, interact with guests and join in games and other activities.

Berkeley Common is hosting a Drag Queen Brunch starting at noon the day of the event.

A number of LGBTQ centers and nonprofits will have booths at the event, including the Ruth Ellis Center, The Oakland University Gender and Sexuality Center, Affirmation, Straight Docket and Free Mom House.





Berkley High School's Gay Straight Alliance will take part in the Pride Block Party. The club plans to hand out gender pronoun buttons and share information about the group's advocacy at the middle school and high school levels.

"It's an honor to work closely with a community that is as loving and accepting as Berkley and we want to spread that love and acceptance to all families for pride month," McGuinness said.

As word of the upcoming pride block party has spread, the response has been enthusiastic, he added.

"Volunteers are offering to make it a supportive and successful event," McGuinness said.

Many stores near 12 Mile and Robina in the downtown plan to extend their hours for the pride block party and offer pride-related promotions and merchandise.

The free family event is on a Sunday and parking is free that day.

For more information visit [downtownberkley.com/berkeleypride](https://downtownberkley.com/berkeleypride).



## Mike McConnell | Multimedia Journalist

Mike McConnell is a multimedia journalist for the Daily Tribune in Royal Oak.

[mmcconnell@medianewsgroup.com](mailto:mmcconnell@medianewsgroup.com)



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## BETWEEN THE LINES

### Abigail's Pride, and Other New Prides in Michigan: Checking in with Five First-Time Organizers

Five new Prides worth adding to your calendar

By [Ellen Shanna Knoppow](#) | June 2nd, 2022 | [Michigan, News, Pride Guide](#)

## In a First for Berkley, a Block Party that Coalesces Around Pride

Everyone loves a block party, and in Berkley, it shows — the city has been holding popular, well-attended block party events for many years. Mike McGuinness, executive director of the Downtown Development Authority (DDA), said this year's new event is being held in response to resident requests to add a Pride-themed block party to the calendar.

"It's a really big part of the caring and communal vibe that Berkley residents love and have enjoyed for decades," said McGuinness. "It's a resident-driven and LGBTQ community member-led initiative where we're bringing the community together, but in the downtown and coalescing around Pride."

McGuinness said partygoers can expect community resource booths representing organizations like the Berkley Gay-Straight Alliance and the [Ruth Ellis Center](#). Interactive games, entertainment, music and an art project will also be part of the fun. In addition, many of the downtown Berkley businesses that otherwise would not be open on a Sunday are expanding their hours and hosting Pride-focused activities and promotions to coincide with the event.

In the past few years, Berkley has grown increasingly inclusive of its LGBTQ+ residents. The city council has enacted a conversion therapy ban, issued a resolution in support of adopting an updated nondiscrimination policy and they've begun introducing a Pride Month declaration each year.

"Southeast Oakland County is obviously a very welcoming, progressive place," McGuinness said, "and we are excited for downtown Berkley to be emerging as not only a destination during Pride Month, but also all year long, so that way residents and business owners and consumers know that it's a safe, welcoming and enjoyable place."

McGuinness, a resident of Pontiac, is perhaps better known as that community's city council president, one of three out councilmembers there. "As an out, gay man who's been working in [Berkley] for about a year, leading the Downtown Development Authority, the downtown has been very welcoming, very, very proactive and eager to demonstrate that it is a welcoming, hospitable environment," McGuinness said.

McGuinness noted the presence of out LGBTQ+ business owners and establishments that have become destinations for the queer community in Berkley.

“This is a way of coming out for that community that’s been here all along, but hasn’t been as high profile or as formalized with events or commemorations.”

*Berkley Pride Block Party: noon-4 p.m., June 26, Robina Avenue, north of 12 Mile Road*



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## LOCAL NEWS

# Community members demand change after Berkley City Councilman opposes pride block party

Dennis Hennen was repeatedly asked to resign, and some said they would consider a recall

**Mara MacDonald**, Reporter

**Brandon Carr**, Digital Content Producer

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Tags: **Dennis Hennen, Berkley City Council, Pride Month, Pride, Gay Pride, LGBTQ, LGBTQ Community, Berkley City Hall, Berkley City Councilman**





*Community members are demanding action Monday night after a Berkley City Councilman opposes the city's upcoming pride block party, saying he holds deep religious beliefs that homosexuality is wrong. Councilman Dennis Hennen was the only member to vote no on allowing a Pride month block party.*



**BERKLEY, Mich.** – Community members are demanding action Monday night after a Berkley City Councilman opposes the city's upcoming pride block party, saying he holds deep religious beliefs that homosexuality is wrong.

Councilman Dennis Hennen was the only member to vote no on allowing a **Pride month** block party.

Hennen explained his no vote by saying he had deeply held religious beliefs that homosexuality was wrong.

He went on to say he wasn't homophobic because "he felt equally about all kinds of sin."

Those comments enraged the **LGBTQ** community and its allies, who came out to **Berkley City Hall** Monday (June 20) night to demand he resign.

Before the standing-room-only crowd took to the microphone, Hennen apologized.

"I need to learn to speak with more compassion, to reach out to more people when making decisions, and keep my religious views separate from government policies," said Hennen. "Again, I'm sorry."

The apology didn't assuage the crowd's anger.

"It is difficult to grasp what you meant when you compared our lives and our love to all kinds of sin," said Jess Worrall. "We're glad that you now recognize that our community will not tolerate hate from our government, but the harm that you have caused is not so easily undone."

Hennen was repeatedly asked to resign, and some said they would consider a recall.

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# Berkley backlash: Councilman who voted against Pride Block Party issues apology

By Camille Amiri and David Komer online producer | **Published** June 22, 2022 | Berkley | FOX 2 Detroit

## Councilman who voted against Pride Block Party faces Berkley backlash

Berkley City Councilman Dennis Hennen voted against holding a pride event downtown, stating that according to his religious convictions, homosexuality is wrong.

**BERKLEY, Mich. (FOX 2)** - The city of Berkely is holding its first-ever Price Block Party this weekend - despite a councilman who voted against it and is now facing pushback.

"Something that's happening in Berkley lately with our city council has disturbed a lot of people," sad Julie Willhoft.

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And it disturbed Willhoft so much, she put up a sign in front of her house that says 'Bigots don't belong on city council.'

This, after **Berkley City Councilman Dennis Hennen voted against holding a gay pride event** downtown, stating that according to his religious convictions, homosexuality is wrong. He said, "This is not some sort of homophobia" and in his words, he "feels equally about all kind of sins."

Hennen later posted an [apology video](#) to his Facebook page.

"I am truly sorry, I realize I have a lot to learn and I know some may doubt the sincerity of this apology, but I offer it to make amends and humbly ask for forgiveness for the hurt that I caused," he said.

But for many residents - especially those in attendance at Monday's council meeting - it was too little, too late.

"You have put a stain on the Berkley name, and it has made me second guess my further investments in this community," said one man.

"I do ask for your resignation," said one woman. "Because you are entitled to your belief, but not to put your belief on a political stand, which is what you did."

Hennen was the only one to vote against holding the pride event — it's scheduled to be held this Sunday at 12 Mile and Robina.

FOX 2 tried to talk to the councilman, but there was no answer at the door or on the phone.

"My question would be can you trust him now - he's kind of put out there what he believes," said resident Dave Peterka.

"When people tell you who they are, believe them," said Willhoft.

The free Pride Block Party is Sunday from noon to 4 p.m. on Robina, north of 12 Mile.

**The City Council meeting is below, mobile app users - if you can't see the Berkley council meeting video, [CLICK HERE](#).**

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## After 'No' Vote on Pride Parade, Berkley Community Members Call on Councilman Dennis Hennen to Resign

Despite apology, many residents left unsatisfied

By [Jason A. Michael](#) | June 23rd, 2022 | [Michigan, News](#)

Berkley City Councilman Dennis Hennen faced a standing-room only crowd at Monday's Council meeting, with many coming out to call upon him to resign.

Hennen left a lot of Berkley residents bewildered and disappointed at the Council's June 6 meeting when he was the only councilperson to vote against the Berkley Pride Block Party, scheduled for Sunday, June 26. Prior to casting his vote, Hennen said he was not homophobic because he felt equally "about all kinds of sin." The remarks did not go over well with those in attendance, or even among his fellow councilmembers. Hennen's was the lone vote against Pride.

The backlash was swift, including a Facebook page calling for his resignation and urging city residents to come out to yesterday's Council meeting to demand it. And they did — en masse.

Hennen tried to temper the crowd's anger with a preemptive apology, saying, "I need to learn to speak with more compassion, to reach out to more people when making decisions and keep my religious views separate from government policies. Again, I'm sorry."

His apology was met with mixed emotions, and not everyone was appeased.

Former Ferndale City Councilwoman and Ferndale Pride Executive Director [Julia Music](#), whose child goes to Berkley schools, read a letter from her child's stepmother, Cheryl Collins, a Berkley resident who could not attend the meeting. In her letter, Collins said she would have never voted for Hennen had she known he would "make decisions for our city based on your religion that is discriminatory and bigoted, not only against my child, but our LGBTQ+ citizens of Berkley."

After reading Collins' letter, Music went on to speak for herself as a former city councilmember.

"I know you love the City of Berkley," Music started. "However, the residents who voted for you feel deceived. Resignation tonight would not show weakness. It would show some humility to those who voted for you without the understanding that you would use church to make governmental decisions."

Despite the outpouring of those calling for it, Hennen did not resign by the end of the meeting.

# Residents Asking for Berkley Councilperson's Resignation after Vote Against Pride Event, Remark About Sin

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Residents Asking for Berkley Councilperson's Resignation after Vote Against Pride Event, Remark About Sin

(Crystal A. Proxmire, June 9, 2022)

Berkley, MI – Jess has lived in Berkley for 16 years. She and her wife have been together for 15 years, and they have an eight year old daughter. She's also a lesbian who won't give her last name for this article because privacy is a concern for people who live in a world where others cast hate and judgment towards them because of who they love.

Jess and other LGBTQ+ members of the Berkley community, as well as straight allies, are coming together after City Councilmember Dennis Hennen cast a "no" vote to approving the Downtown Development Authority's request to approve the Berkley Pride Picnic event on June 26. The vote took place at the June 6 city council meeting where he was the only one to vote against closing a street for the event.

Berkley Pride Block Party is the first of it's kind in Berkley, taking place on Robina Street at 12 Mile. "This free, family-friendly event will feature a DJ, food trucks, entertainment, games, crafts for the kids, booths, and more," says the DDA's Facebook event. "Gather your friends and family and hang out with us for the afternoon in Downtown Berkley Downtown Berkley Pride Block Party welcomes all LGBTQ+ community members, allies, and organizations to come together for an afternoon celebrating diversity and inclusion."



DDA Executive Director Mike McGuinness spoke about the event, saying the purpose of DDA events is to try visitors to the downtown. He said that on Sundays the downtown isn't as busy as other days and this is a chance to welcome people in. The event is hosted by the Downtown Development Authority, which is funded with tax-captured dollars from businesses property tax that are located in the downtown district.

Hennen opposed the event, stating "I'll be voting no. It's my deeply held religious conviction that homosexuality is wrong. And to be clear, this is not some sort of homophobia. For example, I feel equally about all kinds of sin. I support the city's annual pride resolution that supports respect and equal treatment of the LGBTQIA+ community. There are many things that come before council that I personally find objectionable, and I can accept those when the source is private. But I must draw the line at a city-run event that requires my personal endorsement."

In support of the event, a Berkley resident spoke about her transgender daughter looking forward to the event. "It is events like this that give them the courage to forge ahead, or even feel a little more comfortable in their own skin," she said. She also said marginalized neighbors should not just stand up for themselves but that non-marginalized neighbors should stand up with them.

Councilperson Natalie Price thanked members of the community for sharing their stories. "When we step up and we say yes, you for you are welcome and supported here, people who have been marginalized, who have been abused, who have been shut out of society and we say you are welcome to be who you are here, not only does that save lives for those individuals – but it makes our entire school, our entire community, safer and stronger because we all feel safe to be who we are. And I just don't understand how it's an option to vote any other way than accepting people, loving them, who they are, and saying that loudly and proudly as a city."

Bridget Dean is a resident, business owner, and Councilperson. Her shop "Have You Any Wool" is located on Robina, and for the Berkley Pride Block Party she'll be giving free finger-knitting lessons to anyone who's interested. She said didn't expect to be having a religious discussion, but wanted to share her feelings. "I do believe in a God who is loving and kind and accepting and understanding, and I think we have a responsibility as human beings... to be kind and to be accepting and to be compassionate and to not be threatened when somebody is different from you." She added praise for the Berkley DDA and the series of events they've been having to attract visitors to local businesses. "I'm grateful to the DDA for bringing business to my front door," she said.

Mayor Dan Terbreck also supported the event. "It's incumbent on us as leaders, to lead, and we're elected to lead... I operate based on doing what is best for our residents... and that means being welcoming and inclusive," he said.

While the event was approved, Jess and others in the community are still upset by Hennen's vote and his words. "The residents are shocked and saddened to see a council member use his religious belief that homosexuality is a sin, to guide his decisions when he is supposed to be a voice for the people.



“During his campaign, Dennis did not disclose to the residents that these same beliefs would be used to sway his votes. Instead of what’s in the best interest of the City, he votes in the best interest of his personal religious beliefs,” she wrote in the description for a [Facebook event](#) that is organizing people to speak at the next City Council meeting. “If Dennis doesn’t resign, we will start the recall process. I will be asking for residents to assist me in that as well,” the event description states.

Oakland County Times reached out to Jess, who said that she and others had been supportive of Hennen in the past. “This was a shock and he stabbed his whole community in the back by deceiving us. Especially the LGBTQ families like mine,” she said. She’s encouraging people to attend the City Council meeting on Monday June 20 to speak at public comment about Hennen’s vote. [The Facebook event](#) has gotten dozens of responses, including comments from those who plan to attend as well as those who can’t make it but want to show support.

Hennen did not respond to requests to comment for this article.

UPDATE: On June 14 Hennen released a statement:

“I want to give my sincere apology to the Pride and Ally communities for my comments on the June 6th City Council meeting and on Facebook on June 7th.

After speaking with several members of the community, I understand now why my comments were so hurtful.

While trying to make a statement about my religious convictions, I failed to show love and compassion, and I failed to acknowledge the history of severe persecution the LGBTQIA+ community has experienced, often from religious people and institutions, and the harsh and judgmental ways my words would come across.

Had I taken the opportunity to speak to more people beforehand, I would have understood the hurt my words would cause. In that, I failed.

While my views guide every decision I make, I recognize I can’t force them onto others and must keep them separate from government policy.

I am truly sorry.

I realize I have a lot to learn, and I know that some may doubt the sincerity of this apology, but I offer it to make amends and to humbly ask for forgiveness for the hurt that I caused.

I’ll continue to learn from my mistakes. I plan towards communicating with more compassion and to involve more stakeholders in my decision making process going forward.

Even though we all have different views, the overlap between them is huge. I hope it’s in these areas that we can work together to make Berkley a better place for everyone.”

## **DISCUSSION ITEM C**

### **ROBINA PUBLIC SPACE DESIGN CONCEPTS REVIEW**



retro feel. metro appeal.

#### **BACKGROUND:**

The Board of Directors in recent months voted to proceed with the PEA Group to provide professional design assistance for potential enhancements to the North Robina public spaces, and for concepts that could be replicable for taking that and other parts of our downtown to the next level aesthetically and interactively.

Enclosed for your review and feedback are preliminary streetscape concepts that they have generated. Following our providing them with that feedback, they will take the preliminary concepts and hone it to better hew to the directions we would like to pursue.

These preliminary streetscape concepts have also been shared with the DDA Art & Design Committee.

- **Mike McGuinness, Executive Director. July 5, 2022.**

# City of Berkeley DDA North Robina Preliminary Streetscape Concepts



June 10, 2022  
2022-0362

Setting the Standard. Pushing the Limits.

PEA  
GROUP

# Option A Concept Plan

W 12 Mile Rd.

Existing Tree to Remain

Existing Bldg.

Raised Metal Planter with Wood Seating

Decorative Pedestrian Lighting

Specialty Paving Pattern

Parallel Parking

Robina Ave.

String Lighting Over Gathering Area

Proposed Sculpture Location

Existing Mural

Wood Seating/Stage Deck

Existing Bldg.





Option A  
Precedent  
Images



Raised Metal Planter with  
Wood Seating



Wood Seating/Stage Deck



Specialty Paving  
Pattern



Decorative Pedestrian  
Lighting

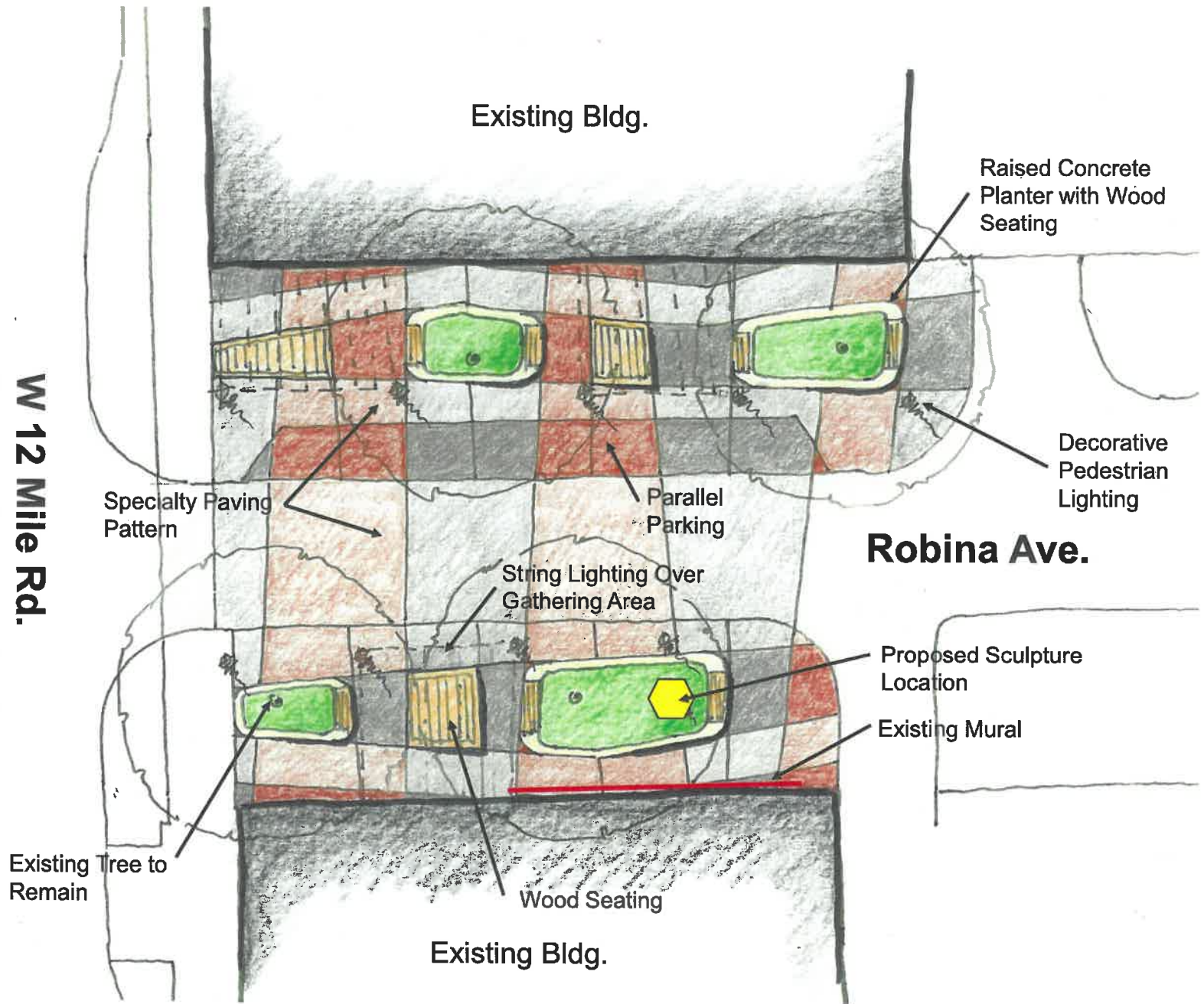


String Lighting Over  
Gathering Area



# Option B Concept Plan

W 12 Mile Rd.





Option B  
Precedent  
Images



Raised Concrete Planter/Seatwall



Wood Seating



Specialty Paving Pattern



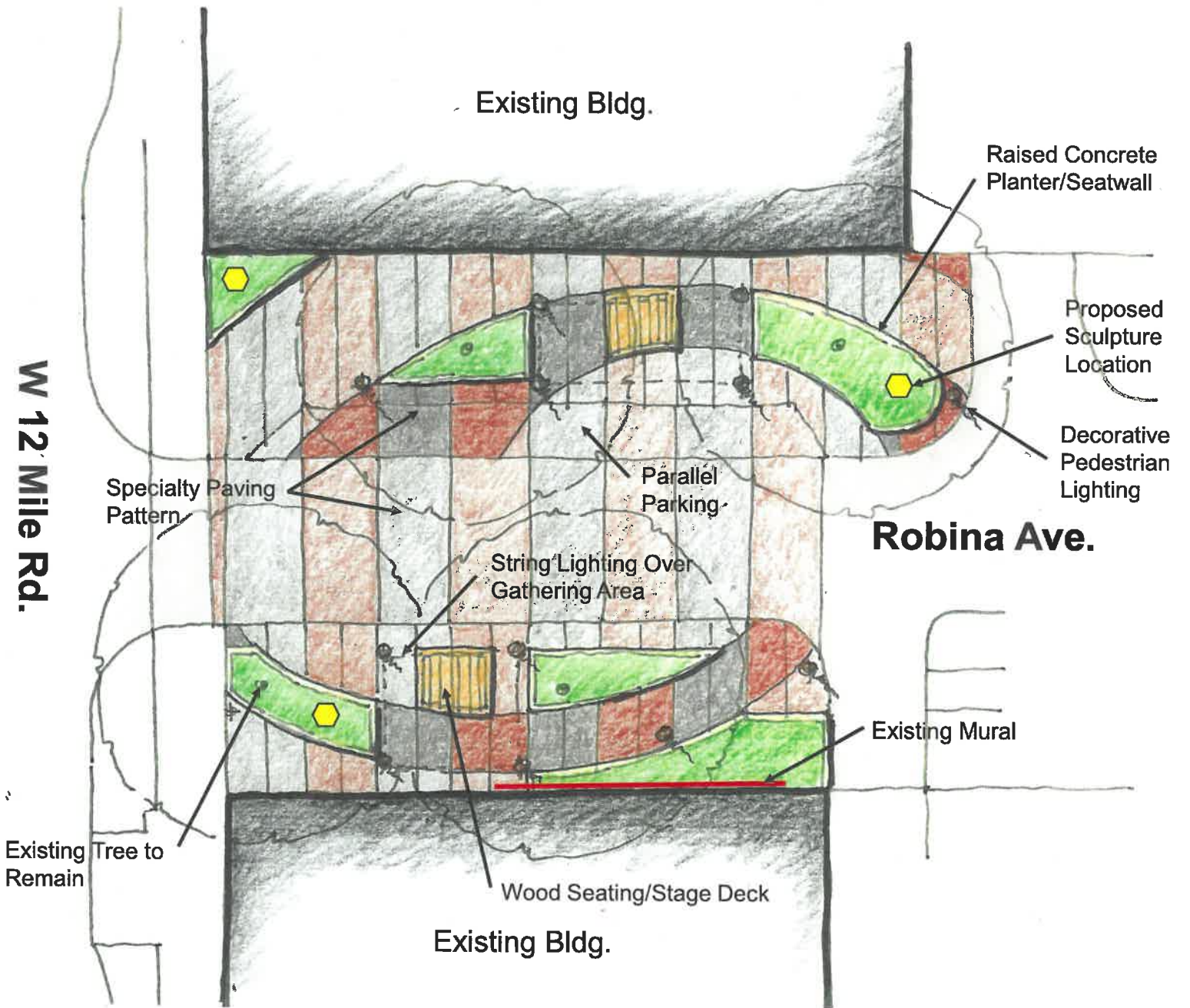
Decorative Pedestrian  
Lighting



String Lighting Over  
Gathering Area



# Option C Concept Plan





Option C  
Precedent  
Images



Raised Concrete Planter/Seatwall



Wood Seating/Stage Deck



Specialty Paving  
Pattern



Decorative Pedestrian  
Lighting



String Lighting Over  
Gathering Area

