

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
Wednesday, February 8, 2023 8:30 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.*

**AGENDA**

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
  - A. Regular Meeting Minutes of January 11, 2023
- V. **Liaison Reports**
  - A. City Council – Steve Baker
  - B. Community Development – Kristen Kapelanski
  - C. Planning Commission – Matteo Passalacqua
  - D. Public Works – Shawn Young and Ric Chalmers
  - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
- VII. **Action Items**
  - A. Election to Fill Board Vice Chair Vacancy
  - B. Proposed DDA Budget for Fiscal Year 2023-2024 (second reading)
  - C. British Indian Cuisine (formerly Grill and Curry) Façade Grant Application
  - D. MHG Jewelry Studio Mural Program Application
  - E. Alice's Perfect Fit Alterations Mural Program Application
  - F. Chazzano Coffee Roasters Mural Program Application
  - G. Mural Program Revisions Consideration
- VIII. **Discussion Items**
  - A. Main Street America Annual Evaluation Process
  - B. Parking Study Progress, Community Engagement
  - C. Coolidge Complete Streets Enactment, Crosswalks Enhancements
  - D. Robina North Design Concepts Progress
  - E. Downtown Promotional Efforts for March
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
  - A. Art & Design
  - B. Business Development
  - C. Downtown Events
  - D. Marketing Strategies
  - E. Organization
  - F. West Twelve Mile
- XI. **Executive Director Updates**
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

## APPROVAL OF MINUTES

### REGULAR MEETING OF THE BOARD OF DIRECTORS FOR JANUARY 11, 2023



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### RECOMMENDATION:

**MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF JANUARY 11, 2023, WITH THE CORRECTION OF NOTING BOARD MEMBER TIM BARNES' ABSENCE AS EXCUSED**

### BACKGROUND:

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Authority Board of Directors, which took place on Wednesday, January 11, 2023. She shared an initial draft of minutes with me 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 January 11, 2023 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. February 3, 2023.**

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, January 11, 2023, 8:30 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



**I. CALL TO ORDER:** The meeting was called to order at 8:40 AM with Chair Andy Gilbert presiding.

**II. ROLL CALL:**

*Present:* Matthew Baumgarten  
Donna Dirkse  
Desiree Dutcher  
Scott Francis  
Andy Gilbert  
Uli Laczkovich  
Matteo Passalacqua  
Ashley Poirier  
Brian Zifkin

*Absent:* Tim Barnes  
Chris Gross – *excused*  
Jenna Hance  
Garrett Wyatt

*Also present:* Steve Baker, City Council Liaison  
John Bry, Main Street Oakland County  
Ric Chalmers, DPW Liaison  
Justin Findling, Berkley High School  
Kristen Kapelanski, Community Development Director  
Mike McGuinness, DDA Executive Director  
Tim Murad, Chamber of Commerce Liaison  
Annaka Norris, Main Street Oakland County  
Erick Phillips, Oakland County Economic Development  
Ray Scriber, Main Street Louisiana  
Talia Wittenberg, Berkley High School

**III. APPROVAL OF AGENDA:**

On motion by Zifkin and second by Dirkse, the agenda was unanimously approved by the Board.

**IV. APPROVAL OF MINUTES**

**A. Regular Meeting of December 14, 2022**

On motion by Francis and second by Dirkse, the minutes of the regular meeting of December 14, 2022 were unanimously approved by the Board. The minutes were corrected to list Councilman Steve Baker as being “also present” at the 12/14/22 meeting.

**B. Informational Meeting Minutes of December 21, 2022**

On motion by Baumgarten and second by Francis, the Informational Meeting minutes of December 21, 2022 were unanimously approved by the Board.

**C. Informational Meeting Minutes of December 22, 2022**

On motion by Dirkse and second by Baumgarten, the Informational Meeting minutes of December 22, 2022 were unanimously approved by the Board.

**V. LIAISON REPORTS**

**A. City Council – Steve Baker**

Baker reported that at their January 9 meeting, Council proclaimed February as Black History Month with a Day of Action scheduled for the following Monday, January 16. Mayor Terbrack retired effective December 31, 2022, and Mayor Pro Tem Bridget Dean was elevated to take his place. Ross Gavin is the new Mayor Pro Tem. That created another vacancy on Council, and candidate presentations from six applicants to fill the vacant seat were held at the meeting. Additionally there was discussion of putting a Headlee override in front of voters on the May 2023 ballot to raise additional needed funds for City operations and avoid cutbacks to services. Baker praised the collaboration between the DDA Board and City administration.

**B. Community Development – Kristen Kapelanski**

Kapelanski said she would give her report when related agenda items came up for discussion.

**C. Planning Commission – Matteo Passalacqua**

Passalacqua deferred to Kapelanski, who reported the Commission will hold a public hearing on a proposed vape ordinance. They have had discussions about a downtown outdoor seating ordinance, and may also hold a public hearing on that issue in the near future.

**D. Public Works – Shawn Young and Ric Chalmers**

Nothing to report. Chalmers said they were pleased with the cooperation of the Board since he's been working directly with them and McGuinness.

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

Murad reported the Chamber held no meeting but was still seeking a replacement coordinator for Nicolai, who is doing consulting for the Chamber to help out in the interim. Their planned kit home tour has five home owners signed up so far. Gilbert noted the Chamber and DDA work closely together on events, and Murad also spoke well of their collaborations.

**VI. TREASURER'S REPORT:**

**A. Financial Report for December 2022**

In Gross's absence, McGuinness reported allocated year-to-date revenues of @\$373,000, expenditures of @\$180,000, and a fund balance of @\$507,500. December expenses were primarily for administrative salaries, events, and marketing/advertising. Most of the Plaza expenses are paid.

Zifkin moved to receive and accept the Treasurer's report for December 2022, Dirkse seconded, and the motion was unanimously approved by the Board.

**VII. ACTION ITEMS:**

**A. Proposed DDA Budget for Fiscal Year 2023-2024 (first reading)**

McGuinness reported the proposed budget is similar to the previous year's and is submitted now to get an early start on priorities. The new revenue streams (sponsorships, merchandise sales) are reflected in the budget, and BOOKley activities are separated from other events. The schedule has the final draft being submitted to the Board in March and a final vote on that at the Board's April meeting. The budget will then be submitted to Council. No vote on the budget is required at this time.

**B. Adoption of Downtown Promotional Events Strategy for 2023**

McGuinness presented a draft list of the DDA's events for 2023 and noted Lisa Kempner is still leading the overall events efforts. The DDA's marketing team works closely with the Chamber. Passalacqua endorsed having the trolley run for many events as it encourages those who attend to spend more time downtown.

Passalacqua moved to approve the adoption of the Downtown Promotional Events Strategy and calendar for 2023, Dirkse seconded, and the motion was unanimously approved by the Board.

## **VIII. DISCUSSION ITEMS**

### **A. Parking Study Progress, Community Engagements**

McGuinness noted again that the cost of the study is being split with the City. Kapelanski reported a planned community engagement session on January 31 where information will be exchanged and input solicited from the public.

### **B. Coolidge Complete Streets Enactment, Crosswalks Enhancements**

McGuinness noted that Council had approved the Coolidge Complete Streets configuration, and the costs of enhancements needed for crosswalk restart will be presented to the Board when those costs are finalized.

### **C. Robina North Design Concepts Progress**

Passalacqua reported receiving one recommendation for a different firm to prepare a bid package to submit to contractors. The PEA Group can give the DDA an *estimate* of the construction cost of the project.

### **D. ArtSpace at Coolidge and Catalpa Progress**

Formal opening is expected in Spring.

### **E. Strategic Approaches to Enhancing Mural Program**

McGuinness and Gilbert proposed revisiting the earlier decision on contributing to the cost of MHG Studio's proposed mural on the alley side of the building. It was clarified that the DDA mural contribution is *not* a match grant like the façade improvement program grant. There was consensus that the guidelines need to be clarified and ambiguity eliminated before future applications are considered. MHG's application will be put up for reconsideration at the next monthly Board meeting.

### **F. Main Street America Annual Evaluation Process**

McGuinness opened the discussion to the Main Street visitors to speak about their annual evaluation process. John Bry, Main Street Oakland County, reported that there are 28 recognized Main Street districts in Oakland County. Select level communities, like Berkley, are evaluated annually. There are 18 select level communities in the County. Main Street America has new evaluation standards this year, reduced from ten to six.

After listening to the mural program discussion, Bry encouraged the Board to make a "public art blueprint" of the city as well as a public spaces master plan. He noted there can be financial support from MSOC for a placemaking strategy. A mural "tour" fits into that strategy, and McGuinness mentioned the MOGO mural bike tour. Bry noted that Royal Oak actually has created an alley strategy.

Bry talked about the success of running a trolley between Berkley and a neighboring community like Oxford and Lake Orion have done after the school shooting in Oxford in 2021. Annaka Norris, also from MSOC, recounted that @2010 there was a Thursday trolley that ran between Ferndale, Royal Oak, and Berkley one summer.

Main Street Technical Assistance funds (@\$7,000) could be used to partially pay for the Robina North project bid package.

Ray Scriber, Main Street Louisiana, is doing the actual face to face interactions with members of the community (Board members, City administration, business owners, and residents). He listed the standards and asked how Berkley was responding to each. Available to select level Main Street communities is a T-Mobile \$50,000.00 Hometown Grant that Berkley could pursue.

McGuinness will be attending, free, the National Main Street Conference in Boston, and free registration and a \$500.00 travel stipend is also available for another representative from the Berkley community (Board member or designated stakeholder in the community).

**IX. STUDENT BOARD MEMBER UPDATES**

No report.

**X. BOARD COMMITTEE UPDATES:**

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

No report.

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

Absent – no report.

**C. Downtown Events Committee**

No report.

**D. Marketing Strategies Committee – Ashley Poirier**

No report.

**E. Organization Committee – Scott Francis**

No report.

**F. West 12-Mile Committee – Brian Zifkin**

No report.

**EXECUTIVE DIRECTOR UPDATES**

No update.

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

None.

**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. Adjournment:**

The meeting lost quorum and ended at 10:05 AM. No motion was needed to adjourn.

## **TREASURER'S REPORT**



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### **BACKGROUND:**

The City of Berkley Finance Department has in the past provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the previously concluded month. 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.

Currently, the City of Berkley's Finance Director position is recently vacant. As a result, we have not been able to receive those financial reports prior to this month's Board of Directors meeting. The intention is for the January 2023 and the February 2023 documents to be reviewed at the March 2023 Board of Directors meeting.

In the meantime, I have included once more the January 2023 financial documents for reference.

All questions are welcomed and encouraged.

- Mike McGuinness, Executive Director. February 6, 2023.

Fund 814 DDA

GL Number	Description	PERIOD ENDED 12/31/2021	PERIOD ENDED 12/31/2022
<b>*** Assets ***</b>			
Cash			
814-000-001-000	CASH IN BANK	490,241.69	527,535.41
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,630.04)
814-000-005-000	PETTY CASH	300.00	300.00
Cash		<u>490,541.69</u>	<u>521,205.37</u>
Accounts Receivable			
814-000-026-000	DELINQUENT PPT RECEIVABLE	2,585.20	2,897.13
Accounts Receivable		<u>2,585.20</u>	<u>2,897.13</u>
Other Assets			
Other Assets		<u>0.00</u>	<u>0.00</u>
<b>Total Assets</b>		<b><u>493,126.89</u></b>	<b><u>524,102.50</u></b>
<b>*** Liabilities ***</b>			
Accounts Payable			
814-000-202-000	ACCOUNTS PAYABLE	0.00	1,090.34
814-000-202-001	ACCOUNTS PAYABLE - MANUAL	0.00	8,244.53
Accounts Payable		<u>0.00</u>	<u>9,334.87</u>
Liabilities-ST			
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	1,598.96	2,668.87
814-000-241-000	FICA TAXES	89.32	171.64
814-000-257-000	ACCRUED PAYROLL	1,167.61	2,266.47
814-000-259-000	ACCRUED HEALTH CARE	904.12	892.73
814-000-285-000	UNEARNED REVENUE	(1,586.87)	1,264.16
Liabilities-ST		<u>2,173.14</u>	<u>7,263.87</u>
<b>Total Liabilities</b>		<b><u>2,173.14</u></b>	<b><u>16,598.74</u></b>
<b>*** Fund Balance ***</b>			
Unassigned			
814-000-390-000	FUND BALANCE	386,500.75	314,861.13
Unassigned		<u>386,500.75</u>	<u>314,861.13</u>
<b>Total Fund Balance</b>		<b><u>386,500.75</u></b>	<b><u>314,861.13</u></b>
<b>Beginning Fund Balance</b>		<b>386,500.75</b>	<b>314,861.13</b>
<b>Net of Revenues VS Expenditures</b>		<b>104,453.00</b>	<b>192,642.63</b>
<b>Ending Fund Balance</b>		<b>490,953.75</b>	<b>507,503.76</b>
<b>Total Liabilities And Fund Balance</b>		<b>493,126.89</b>	<b>524,102.50</b>



REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 12/31/2022  
 % Fiscal Year Completed: 50.41

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 12/31/2022 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2022 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDDT USED
Fund 814 - DDA						
Revenues						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	37,000.00	35,733.73	451.86	1,266.27	96.58
814-001-401-001	PROPERTY TAX CAPTURE - DDA	361,000.00	326,455.40	4,128.03	34,544.60	90.43
814-001-539-000	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS (LOSSES)	3,000.00	2,909.31	0.00	90.69	96.98
814-001-674-005	MERCHANDISE REVENUE	500.00	1,728.49	0.00	(1,228.49)	345.70
814-001-675-005	CORPORATE DONATIONS	5,000.00	500.00	0.00	4,500.00	10.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	5,696.25	0.00	(3,196.25)	227.85
Total Dept 001 - REVENUES		433,000.00	373,023.18	4,579.89	59,976.82	86.15
TOTAL REVENUES		433,000.00	373,023.18	4,579.89	59,976.82	86.15
Expenditures						
Dept 175 - DDA ADMINISTRATION						
814-175-704-000	FULL TIME EMPLOYEES	77,250.00	38,538.40	5,942.30	38,711.60	49.89
814-175-715-000	FICA	5,909.00	2,918.69	450.04	2,990.31	49.39
814-175-725-000	WORKERS COMPENSATION	255.00	0.00	0.00	255.00	0.00
814-175-728-000	OFFICE SUPPLIES	500.00	0.00	0.00	500.00	0.00
814-175-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	568.21	345.21	2,431.79	18.94
Total Dept 175 - DDA ADMINISTRATION		88,914.00	42,025.30	6,737.55	46,888.70	47.27
Dept 265 - CITY HALL						
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 265 - CITY HALL		2,000.00	0.00	0.00	2,000.00	0.00
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	20,000.00	5,000.00	0.00	15,000.00	25.00
814-822-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	1,100.00	250.00	0.00	850.00	22.73
814-822-807-000	AUDIT SERVICES	1,800.00	900.00	900.00	900.00	50.00
814-822-818-205	SECRETARIAL SERVICES	2,000.00	900.00	150.00	1,100.00	45.00
814-822-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	600.00	201.98	40.34	398.02	33.66
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
814-822-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Total Dept 822 - DDA OPERATIONS		29,000.00	7,251.98	1,090.34	21,748.02	25.01
Dept 824 - SPECIAL EVENTS						
814-824-817-004	DDA - EVENTS	24,000.00	38,155.20	10,743.29	(14,155.20)	158.98
814-824-817-015	HOLIDAY LIGHTS	40,000.00	0.00	0.00	40,000.00	0.00
814-824-901-000	ADVERTISING	0.00	136.25	136.25	(136.25)	100.00
Total Dept 824 - SPECIAL EVENTS		64,000.00	38,291.45	10,879.54	25,708.55	59.83

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 12/31/2022  
 % Fiscal Year Completed: 50.41

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 12/31/2022 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2022 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BGD USED
Fund 814 - DDA						
Expenditures						
Dept 826 - MARKETING AND ADVERTISING						
814-826-814-000	WEBSITE	500.00	0.00	0.00	500.00	0.00
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	205.02	0.00	2,794.98	6.83
814-826-818-000	CONTRACTUAL SERVICES	7,200.00	9,284.91	4,484.91	(2,084.91)	128.96
814-826-901-000	ADVERTISING/MARKETING	37,800.00	4,214.99	150.00	33,585.01	11.15
814-826-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 826 - MARKETING AND ADVERTISING		50,000.00	13,704.92	4,634.91	36,295.08	27.41
Dept 829 - STREETScape & DESIGN						
814-829-818-200	FLOWER BASKET PROGRAM	28,000.00	10,336.68	0.00	17,663.32	36.92
814-829-818-201	PUBLIC ART/PLACEMAKING	40,000.00	27,405.86	0.00	12,594.14	68.51
814-829-818-207	PEST CONTROL	500.00	200.00	0.00	300.00	40.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	15,000.00	5,000.00	0.00	10,000.00	33.33
Total Dept 829 - STREETScape & DESIGN		83,500.00	42,942.54	0.00	40,557.46	51.43
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	60,000.00	17,754.91	181.07	42,245.09	29.59
814-940-974-005	WAYFINDING	7,000.00	0.00	0.00	7,000.00	0.00
814-940-974-007	BERKLEY PLAZA PROJECT	5,500.00	600.00	0.00	4,900.00	10.91
Total Dept 940 - PUBLIC IMPROVEMENT		72,500.00	18,354.91	181.07	54,145.09	25.32
Dept 952 - ACTIVE EMPLOYEE BENEFITS						
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,000.00	1,541.58	237.70	1,458.42	51.39
814-952-716-500	HEALTH CARE COSTS - BC/BS	12,800.00	5,567.37	0.00	7,232.63	43.50
814-952-718-000	RETIREMENT-DB MERS	27,000.00	10,700.50	0.00	16,299.50	39.63
Total Dept 952 - ACTIVE EMPLOYEE BENEFITS		42,800.00	17,809.45	237.70	24,990.55	41.61
TOTAL EXPENDITURES		432,714.00	180,380.55	23,761.11	252,333.45	41.69
Fund 814 - DDA:						
TOTAL REVENUES		433,000.00	373,023.18	4,579.89	59,976.82	86.15
TOTAL EXPENDITURES		432,714.00	180,380.55	23,761.11	252,333.45	41.69
NET OF REVENUES & EXPENDITURES		286.00	192,642.63	(19,181.22)	(192,356.63)	17,357.56
BEG. FUND BALANCE		314,861.13	314,861.13			
END FUND BALANCE		315,147.13	507,503.76			

## **ACTION ITEM – A**

### **ELECTION OF BOARD VICE CHAIR**



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### **RECOMMENDATION:**

**RECEIVE NOMINATIONS FOR BOARD VICE CHAIR, EACH OF WHICH NEED TO BE SECONDED AND ACCEPTED, THEN HOLD A VOTE ON THAT POSITION**

### **BACKGROUND:**

**The Board Officers are:**

**Chair**

**Vice Chair**

**Secretary**

**Treasurer**

**These positions are elected annually. At the September 2022 Board of Directors meeting, the election of officers was held. Board Member Jenna Hance was elected Vice Chair for the annual term. As her status as changed related to her Coolidge business, she is no longer serving on the Board of Directors, and the Vice Chair position is now vacant before the annual election of officers.**

**The Board needs to select a new Vice Chair from their members for the balance of this fiscal year, which will run to July 2023.**

**- Mike McGuinness, Executive Director. February 6, 2023.**

## **ACTION ITEM – B**

### **PROPOSED DDA BUDGET FOR FISCAL YEAR 2023-2024 (SECOND READING)**



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### **RECOMMENDATION:**

**REVIEW PROPOSED BUDGET FOR A SECOND TIME, PROVIDE ADDITIONAL CHANGES SOUGHT, VOTE TO ADOPT PROPOSED BUDGET OR TABLE FOR ONE MONTH FOR FURTHER REVIEW**

### **BACKGROUND:**

The Board of Directors reviewed the proposed 2023-2024 Fiscal Year Budget for a first reading at the January 11, 2023 Board Meeting. Enclosed is that proposed budget as presented last month. Feedback was sought from the Board on budgetary priorities. At that meeting and in the following weeks, these changes have been suggested from Board members so far:

- In Operations: Increase Consultant Line Item from \$0 to \$6,000
- In Events: Increase from \$25,000 to \$45,000 (for Trolleys, BOOkley)
- In Events: Increase Holiday Lights from \$40,000 to \$50,000
- In Streetscape & Design: Increase Streetscape Improvements from \$60,000 to \$160,000 (for Robina North Enhancements)

Please share additional suggested changes as we continue to hone and finalize the budget for the next Fiscal Year.

Also included as a reference for this item is an analysis of our organization's revenue sources, which may be helpful to orient ourselves when considering the budget.

- **Mike McGuinness, Executive Director. February 6, 2023.**

**DOWNTOWN DEVELOPMENT AUTHORITY**

Description	2023-24 PROPOSED 1- 11-23	2022-23 Amended Budget
<b>---Estimated Revenues---</b>		
<b>001: REVENUES</b>		
PROPERTY TAXES	37,000.00	37,000.00
PROPERTY TAX CAPTURE - DDA	361,000.00	361,000.00
PPT - CURRENT YR DEL	0.00	0.00
STATE GRANTS	10,000.00	10,000.00
LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	14,000.00
INVESTMENT EARNINGS	3,000.00	3,000.00
MERCHANDISE REVENUE	5,000.00	5,000.00
CORPORATE DONATIONS	5,000.00	5,000.00
COOPERATIVE ADVERTISING INCOME	0.00	0.00
EVENT SPONSORSHIPS	20,000.00	20,000.00
<b>TOTAL: REVENUES</b>	<b>455,000.00</b>	<b>455,000.00</b>
<b>---Estimated Appropriations---</b>		
<b>175: ADMINISTRATION</b>		
FULL TIME EMPLOYEES	80,000.00	80,000.00
FICA	7,000.00	7,000.00
OFFICE SUPPLIES	500.00	500.00
BOARD TRAININGS	2,000.00	2,000.00
PROFESSIONAL DEVELOPMENT	3,000.00	3,000.00
<b>175: ADMINISTRATION</b>	<b>92,500.00</b>	<b>92,500.00</b>
<b>265: CITY HALL</b>		
TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	2,000.00
<b>265: CITY HALL</b>	<b>2,000.00</b>	<b>2,000.00</b>
<b>822: OPERATIONS</b>		
POSTAGE-PRINTING-MAILING	300.00	300.00

MEMBERSHIPS AND DUES	1,100.00	1,100.00
AUDIT SERVICES	1,800.00	1,800.00
CONSULTANT	0.00	0.00
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	100.00
SUBSCRIPTION SERVICES	300.00	300.00
PRINTING	300.00	300.00
<b>822: OPERATIONS</b>	<b>9,000.00</b>	<b>9,000.00</b>
<b>824: SPECIAL EVENTS</b>		
DDA - EVENTS	25,000.00	34,000.00
BOOKLEY SKELETONS	20,000.00	0.00
HOLIDAY LIGHTS	40,000.00	40,000.00
<b>824: SPECIAL EVENTS</b>	<b>85,000.00</b>	<b>74,000.00</b>
<b>826: MARKETING &amp; ADVERTISING</b>		
WEBSITE	500.00	500.00
DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	3,000.00
CONTRACTUAL SERVICES	48,000.00	28,200.00
ADVERTISING/MARKETING	17,800.00	27,800.00
MAP UPDATE & REPRINT	1,500.00	1,500.00
<b>826: MARKETING &amp; ADVERTISING</b>	<b>70,800.00</b>	<b>61,000.00</b>
<b>829/940: STREETScape &amp; DESIGN</b>		
FLOWER BASKET PROGRAM	28,000.00	28,000.00
PUBLIC ART/PLACEMAKING	40,000.00	48,000.00
PEST CONTROL	500.00	500.00
FACADE GRANT INCENTIVE PROGRAM	15,000.00	15,000.00
STREETScape IMPROVEMENTS	60,000.00	76,000.00
SIDEWALK REPAIR	0.00	0.00
WAYFINDING	0.00	7,000.00

BERKLEY PLAZA PROJECT	0.00	8,500.00
<b>829/940: STREETScape &amp; DESIGN</b>	<b>143,500.00</b>	<b>183,000.00</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	27,000.00
<b>EMPLOYEE BENEFITS</b>	<b>48,300.00</b>	<b>48,300.00</b>
<b>Total Estimated Revenue:</b>	<b>455,000.00</b>	<b>455,000.00</b>
<b>Total Estimated Appropriations:</b>	<b>451,100.00</b>	<b>469,800.00</b>
<b>Net of Revenues &amp; Appropriations:</b>	<b>3,900.00</b>	<b>(14,800.00)</b>

# REVIEW OF DDA REVENUE SOURCES

## BACKGROUND:

As we tackle the DDA budget setting process, I wanted to share this analysis of where the organization revenues originate. In the 2021-2022 fiscal year, the entire revenue total for the Berkley Downtown Development Authority was \$457,593. That breaks down as follows:

- \$346,541 in tax increment revenue
- \$61,805 in grants, donations, and shared project contributions
- \$37,682 in property taxes from the DDA Millage
- \$10,422 in State of Michigan reimbursement for PPT loss
- \$1,143 in interest

In the 2021-2022 fiscal year, there was \$346,541 in tax increment revenues received by the Berkley Downtown Development Authority. That breaks down as follows:

- \$248,269 from the city millages
- \$55,935 from the county millages
- \$20,985 from community college millage
- \$13,609 from public transportation authority millage
- \$4,834 from county parks and recreation millage
- \$2,909 from Huron Clinton Metroparks millage

*Note: Our Authority does not capture revenues from local or intermediate school districts*

\$98,272 was captured in non-city millage revenues to invest in Downtown Berkley this past fiscal year. Again, \$248,269 was captured from city millage revenues.

The initial (base year) assessed value within the Berkley Downtown Development district was \$17,089,430. For this past fiscal year, that current taxable value was \$31,533,030; both of those figures are for ad valorem non-Primary Residence Exemption real property, which is the dominant property type within our downtown district -- meaning that for that dominant property type, the total captured value is \$14,443,600.

For all property types, the base year total value was \$20,676,910, the total current taxable value is \$34,615,275, and the total captured value is \$13,938,365. For ad valorem commercial personal property, it has captured less value overall since the base year due to state changes to commercial personal property laws and deduction allowances.

All of these above figures are from the Tax Increment Financing Plan with the Michigan Department of Treasury (Fiscal Year ending in 2022). Please let me know if you have any questions.



**retro feel. metro appeal.**

- **Mike McGuinness, Executive Director. February 6, 2023.**



## **ACTION ITEM – C**

### **NAWAB BRITISH INDIAN CUISINE FAÇADE GRANT APPLICATION APPROVAL**



retro feel. metro appeal.

### **RECOMMENDATION:**

### **MOTION TO TABLE THE 3354 W. TWELVE MILE ROAD DOWNTOWN COMMERCIAL FAÇADE GRANT PROGRAM APPLICATION**

### **BACKGROUND:**

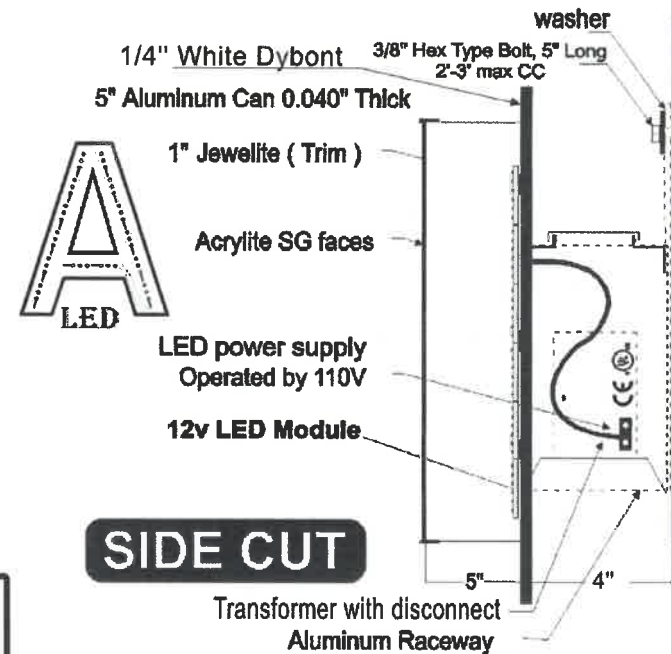
At this address has been the Grill & Curry restaurant in Downtown Berkley for a number of years. There is a new restaurant in the space, Nawab British Indian Cuisine. They have requested façade grant program support from the Berkley DDA. The work proposed so far is the removal of the faded canopy awning and replacement with a sign. The sign content has been submitted, but budgetary documentation has not been received. I recommend it be tabled until that additional information is submitted, and that the business owners can be consulted with further on additional façade enhancement opportunities for the front and rear of the building.

- **Mike McGuinness, Executive Director. February 6, 2023.**

ONT



- 1- channel letter sign  
raceway mount  
aluminum returns  
acrylic faces  
1"jewelite trim  
internally lit w/LED's
- 2- capsule box  
race mount  
aluminum returns  
acrylic face  
1" jewelite trim  
internally lit w/led's  
vinyl graphics



thickness of the channel letters usually they are 5 inches but for chann letters with LED we are doing them at 3 inches thick or 2 and 1/2 inch depending on the city ordnance or the way the customer orders. The reason we do it 3 in is because the LED doesnot require tube supports to make it bigger. the electrical specs are Input 100-240 volts AC the output just only 12 volt 0.5A and 50/60 Hz it means that it is very safe and you can touch it by hand, doesnt cause fire. since the channel letters are LED the sign will be very light it doesnt require raceway like neon signs and we can hang it easily using 1 by 1 inch galvanized metal just to keep it in the same level and to hold it against the wall actually the weight of thus particular sign is no more then 40-50 lb.

**3354 TWELVE MILE RD  
BERKLEY MI 48072**

# **MHG JEWELRY STUDIO MURAL PROGRAM APPLICATION APPROVAL**



retro feel. metro appeal.

## **RECOMMENDATION:**

### **MOTION TO APPROVE THE 2689 COOLIDGE MURAL PROGRAM PROPOSAL FOR \$2,500**

## **BACKGROUND:**

Existing downtown business MHG Jewelry Studio at 2689 Coolidge is a longtime part of the downtown community, and proprietor Matthew Gross volunteered as a DDA Board of Directors member for years.

MHG Jewelry Studio has applied for the DDA Mural Program and their vision is for a mural on the rear exterior of their building. They've connected with mural artist Luna Shaaya, who recently completed the mural at Nova Chiropractic, to undertake the project. They have shared that the mural can be completed for \$2,500.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

A copy of the mural rendering is enclosed.

- **Mike McGuinness, Executive Director. August 8, 2022.**

## **MHG JEWELERS APPEAL OF MURAL PROGRAM APPLICATION DENIAL**



retro feel. metro appeal.

### **POSSIBLE BOARD OPTIONS:**

- **MOTION TO REVERSE DENIAL, APPROVE**
- **LET PREVIOUS MURAL DENIAL STAND**
- **TABLE DECISION TO LATER DATE**

### **BACKGROUND:**

**MHG Jewelry Studio, located at 2689 Coolidge in Downtown Berkley, is a longstanding business. Proprietor Matthew Gross is an important part of the downtown community and previously served for many years on this DDA Board. Mr. Gross applied this summer for DDA funding through our Mural Program. He sought to have a mural scene painted on the rear of his building, with funding support of \$2,500 for the project.**

**At the September 14, 2022 Board Meeting, the Board of Directors voted to deny the funding for the proposed mural. They found the business, the building, the proprietor, and the artwork all deserving – but the deliberations centered on the impact and value of the proposed mural considering its placement. Facing the alley that sees very limited public usage, they felt it was not a prudent use of the limited funds available for mural initiatives downtown.**

**Mr. Gross would like to appeal that denial, and has prepared a presentation to amplify his case.**

- **Mike McGuinness, Executive Director. October 8, 2022.**



## **ACTION ITEM – E**

### **Alice's Perfect Fit Alterations Mural Program Application**



retro feel. metro appeal.

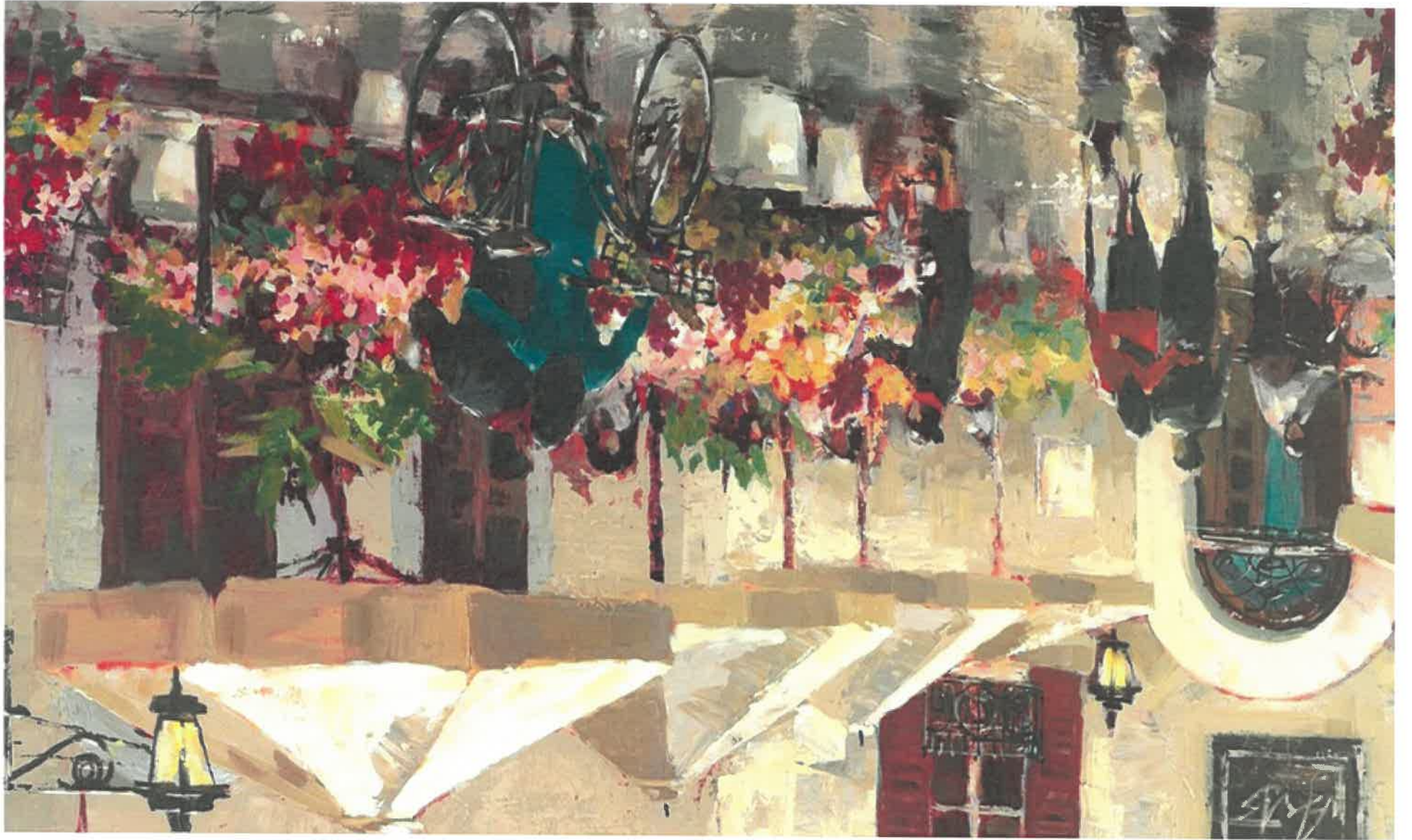
## **RECOMMENDATION:**

**APPROVAL OF \$5,000 FOR MURAL INSTALLATION AT ALICE'S PERFECT FIT ALTERATIONS, LOCATED AT 3013 W. TWELVE MILE**

## **BACKGROUND:**

This prominent location at Robina and Twelve Mile Road is an ideal mural target. Proprietor Kathy Abrahamian has identified the subject matter, the aesthetic, and the artist that she wishes to pursue. The proposed design is included for your consideration. The mural artist is Lisa Littell.

- **Mike McGuinness, Executive Director. February 6, 2023.**







## **ACTION ITEM – E**

### **Chazzano Coffee Roasters Mural Program Application**



retro feel. metro appeal.

## **RECOMMENDATION:**

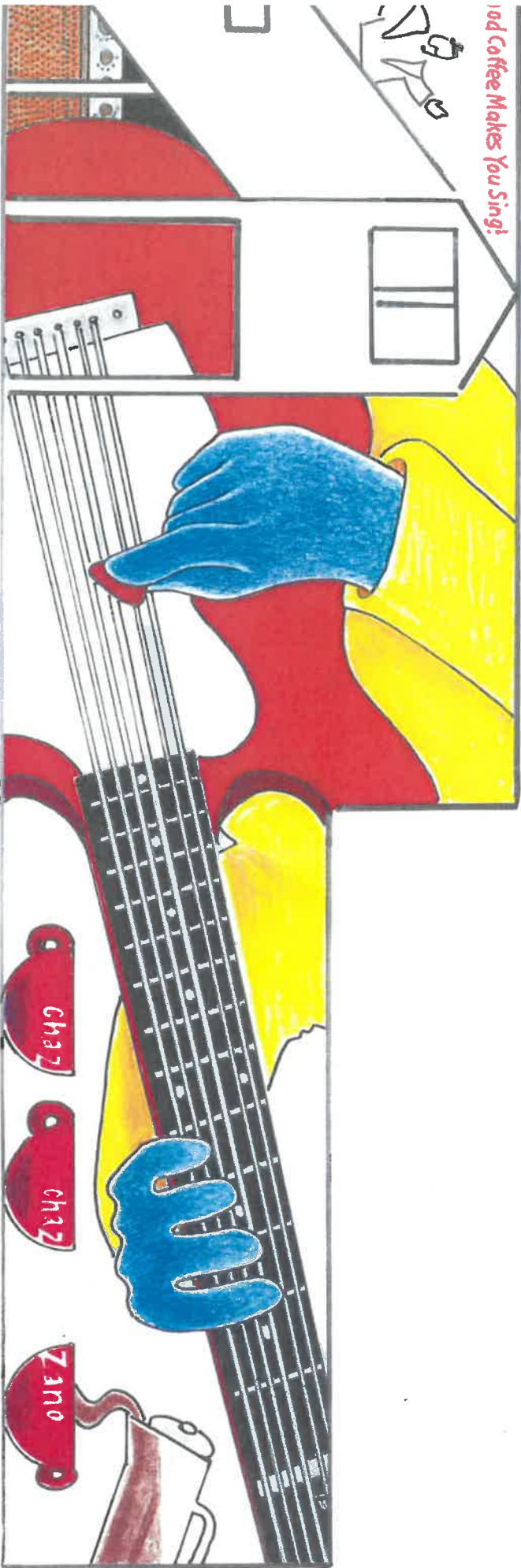
**APPROVAL OF \$5,000 FOR MURAL INSTALLATION AT CHAZZANO  
COFFEE ROASTERS, LOCATED AT 2725 W. TWELVE MILE**

## **BACKGROUND:**

This prominent location at Cumberland and Twelve Mile Road is an ideal mural target. Proprietor Frank Lanzkron has identified the subject matter, the aesthetic, and the artist that she wishes to pursue. The proposed design is included for your consideration. The mural artist is Howard Fridson.

- **Mike McGuinness, Executive Director. February 6, 2023.**

God Coffee Makes You Sing!



HOWARD FRIDSON 2023



# BERKLEY DDA MURAL PROGRAM

## Overview

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

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

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

## Eligibility

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

*Applicants may be:*

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

## Mural Requirements

Every applicant must demonstrate that they will:

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

## Approval Criteria

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

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

## Mural Approval Process

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

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

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

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

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

# BERKLEY DDA MURAL PROGRAM APPLICATION

## *Applicant Information*

---

Name of Applicant or Sponsoring Organization

---

Name of Contact Person

Email

---

Phone

## *Artist Information*

---

Artist's Name

---

Artist's Signature

---

Email

Website

---

Artist's Mailing Address

City/State/Zip

---

Phone

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

***Property Information***

---

Proposed Mural Location (building or business name)

---

Street Address/Intersection

---

Property Owner's Name

Property Owner's Email

---

Property Owner's Phone

---

Property Owner's Signature

---

Start Date

Completion Date

**SUBMIT MATERIALS TO:**

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



## **CHECKLIST OF REQUIRED MATERIALS**

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

### **SUBMIT MATERIALS TO:**

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