

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, May 10, 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 April 12, 2023
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Shawn Young and Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
- VII. **Action Items**
 - A. Downtown Berkley Farmers Market Creation
 - B. Coordination with City Department of Public Works on Sidewalk Cleanings
 - C. Berkley BP Gas Station Mural Content Approval (*No Cost to DDA*)
 - D. Downtown Berkley Mural Program Application Updates
 - E. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates
- VIII. **Discussion Items**
 - A. Successful Ladies Night Out with Star Wars Theme
 - B. Berkley Outdoor Social Scene (B.O.S.S.) Social District Approval Status
 - C. Parking Study Progress, Community Engagement
 - D. Coolidge Complete Streets Implementation, Including Crosswalks Enhancements
 - E. ArtSpace Plaza (on Coolidge Near Berkley High) Finishing Touches Update
 - F. Recent Main Street Oakland County Summit and Awards Ceremony
 - G. Presenting at Michigan Downtown Association June Conference
 - H. Berkley Pride Block Party Status Update
- 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 APRIL 12, 2023



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RECOMMENDATION:

MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF APRIL 12, 2023

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, April 12, 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 ahead of this Board Meeting. The draft minutes are also posted and available on our Downtown Berkley website for public viewing.

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 April 12, 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. May 2, 2023.**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, April 12, 2023, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



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

- II. **ROLL CALL:**
 - A. **Attendance Taken and Quorum Determined**

Present: Tim Barnes
Matthew Baumgarten
Donna Dirkse
Desiree Dutcher
Justin Findling
Katie Forte
Scott Francis
Andy Gilbert
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Talia Wittenberg
Garrett Wyatt

Absent: Chris Gross – *excused*
Brian Zifkin – *excused*

Also present: Kathy Abrahamian and Associate, Alice’s Perfect Fit
Steve Baker, City Council Liaison
Ric Chalmers, DPW Liaison
Matthew Gross, MHG Jewelry
Kristen Kapelanski, Community Development Director
Lisa Kempner, Planning Commission Liaison
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Joel Ulferts, Resident

 - B. **Congratulations to Newest Board Member Katie Forte, Approved by City Council**

 - C. **Congratulations to Berkley City Council Liaison Steve Baker on his Engagement**

- III. **APPROVAL OF AGENDA:**

On motion by Passalacqua and second by Francis, the agenda was unanimously approved by the Board.

- IV. **APPROVAL OF MINUTES**
 - A. **Regular Meeting of March 8, 2023**

On motion by Passalacqua and second by Francis, the minutes of the regular meeting of March 8, 2023 were unanimously approved by the Board.

V. LIAISON REPORTS

A. City Council – Steve Baker

Baker thanked everyone for their volunteer time efforts and reported that at their April 3 meeting, Council designated April as Volunteer Month. They recognized former Council person Natalie Price, elected to the Michigan Legislature in November 2022, for her service on the Council. Art Bash was approved for Saturday, June 10. Katie Price, recommended by the DDA Board for a vacant Coolidge Board seat, was formally approved by Council. He urged voters to visit the City's information page on the May 2 millage vote.

B. Community Development – Kristen Kapelanski

Kapelanski reported that businesses who want to use portable signs (sandwich boards) to advertise in front of their establishments will no longer need a permit to do so, but need to meet other requirements. There will be a public hearing on outdoor dining in April, with consideration of changing from special land use to principle permitted use. The zoning ordinance re-write, a 2-year process, will have four opportunities for public engagement. One of the goals is to have the ordinance comply with the Downtown Master Plan.

C. Planning Commission – Lisa Kempner

No meeting and so no report.

D. Public Works – Ric Chalmers

No report.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber is gearing up for the Art Bash in June and Street Art Fest in July. They are reinstating their podcast and still promoting sales of their discount cards. The kit home tour is being pushed back to September 30. A presentation on kit homes will be held at the Public Library April 12 at 6:30 PM.

VI. TREASURER'S REPORT:

A. Financial Report for March 2023

In Gross's absence, McGuinness reported that no financial report was available for the month of March.

VII. ACTION ITEMS:

A. Downtown Berkley Mural Program Application Updates

McGuinness had outlined proposed modifications to the Mural Program and Façade and Parking Lot Improvement Grant Applications and sent them to Board members prior to the meeting. There was extensive discussion of the proposed changes to the mural program, but no consensus was reached among members. It was agreed to postpone a vote on approval, giving Board members @30 days to contact McGuinness with their opinions on changes and their effects on the program.

B. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates

See above.

C. MHG Jewelry Studio Mural Program Application

Regarding MHG Jewelry Studio's Mural Program application, McGuinness noted the application had come before the Board in 2022 and had been rejected for the amount requested, \$2,500.00. Renderings of the proposed mural had been submitted at that time and were submitted again at the April 12 meeting. Some Board members noted that they had reconsidered their original votes during the elapsed time.

Barnes moved to approve MHG Jewelry Studio's mural application in the amount of \$2,500.00, Baumgarten seconded, and the motion was unanimously approved by the Board.

D. Alice's Perfect Fit Alterations Mural Program Application

Owner Kathy Abrahamian and her associate were present at the meeting, and Abrahamian noted that the business had occupied that same location for 50 years, and she was celebrating 20 years as owner with her husband. A rendering of the proposed mural was included in the Board's information packet. The mural requested a \$5,000.00 DDA contribution. Abrahamian noted her business would gladly comply with any revised mural guidelines. McGuinness noted that the area adjacent to this business is a location for many of the DDA's planned activities.

Passalacqua moved to approve Alice's Perfect Fit Alteration's mural application in the amount of \$5,000.00, Dirkse seconded, and the motion was unanimously approved by the Board.

E. Chazzano Coffee Roasters Mural Program Application

McGuinness reported that this new business, located on 12 Mile Road, has a prominent and visible wall facing east, and will have the wording "Welcome to Berkley" included in the graphic. Local artist Howard Fridson will paint the mural, and the amount of the funding request is \$5,000.00. The DDA will not fund the part of the mural that includes the name of the business.

Passalacqua moved to approve Chazzano Coffee Roasters' mural application in the amount of \$5,000.00, contingent on excluding any branding art/text, Barnes seconded, and the motion was unanimously approved by the Board.

F. Nawab Indian Cuisine Façade Grant Application

McGuinness noted that the façade improvements for which application for funding was made were completed prior to Board approval, and was therefore ineligible for DDA funding according to current guidelines. McGuinness recommended denial of the request.

Passalacqua moved to deny the façade grant application of Nawab Indian Cuisine, Baumgarten seconded, and the motion was unanimously approved by the Board.

Passalacqua moved to apply the criteria in place when the mural applications approved at this meeting were submitted, Baumgarten seconded, and the motion was unanimously approved by the Board. All three mural applicants have agreed that they would comply with proposed revisions to the application process.

Vote on approval of mural and façade grant program application revisions were tabled until the next Board meeting. Passalacqua recommended that all current and future applicants for mural and/or façade grants be informed that there could be delays in their applications coming before the Board.

VIII. DISCUSSION ITEMS

A. Berkley Outdoor Social Scene (B.O.S.S.) Social District Approved by City Council

McGuinness announced that City Council had approved establishment of a Berkley Outdoor Social Scene (B.O.S.S.), social district on 12 Mile in downtown Berkley. Kapelanski noted that the social district next needs approval from the State of Michigan (Liquor Control Commission). At least two businesses must be part of the social district. The district must close by 10:00 PM. Businesses selling alcohol must submit separate applications at a cost of \$250.00. Special beverage cups are required, as are boundary signage and additional trash receptacles. McGuinness will touch base with other nearby communities experienced with social districts.

B. Parking Study Progress, Community Engagement

Kapelanski reported that the steering committee met in March. Overnight parking bans and lower business parking space requirements were part of that discussion, as was additional parking at 12 Mile and Cummings. Preliminary findings indicate that the number of parking spaces downtown is sufficient, but the location of the spaces may not be optimal. Parking must remain free as per the City Charter. The City and DDA are splitting the cost of the study 50/50, \$15,000.00 each.

C. Coolidge Complete Streets Enactment, Crosswalks Enhancements

McGuinness noted that 2/3 of the crosswalk enhancement proposed cost has already been included and approved in the DDA budget. An RFP from contractors will be issued soon. Baumgarten offered that City contribution for improvements to Robina North will be minimal, as their budget is right. The DDA has budgeted for short-term, smaller enhancements to Robina North. Gilbert stressed activating the Coolidge crosswalk lights as soon as possible for safety reasons, and Baumgarten noted all proposed improvements should be done this summer.

D. Main Street Oakland County Summit April 20, 2023 (9-11 AM) at Waterford Oaks

McGuinness announced the event and invited Board members to attend.

IX. STUDENT BOARD MEMBER UPDATES

Wyatt announced spring sports are underway as well as SAT testing. A new inclusive Bocci ball team is under consideration.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

No report.

B. Business Development Committee

1. Collaboration with Oakland County Business Forward Initiative

There is an opportunity to partner in engagement sessions with the County initiative.

C. Downtown Events Committee

1. March Promotional Events Undertaken

The Leprechaun Block party was held, but the weather was very cold and Irish.

2. Ladies Night Out May 4, 2023

The catch phrase for the first Ladies Night Out is “May the Fourth Be With You”

3. Berkley Days Support, Scavenger Hunt

Kempner announced holding an event similar to October’s road rally, finishing at the Berkley Days’ beer tent. The DDA will be a booth sponsor at Berkley Days.

4. Berkley Pride Planning Underway

McGuinness announced planning is underway and that the event space is expanding to Robina and Griffith on the south side of 12 Mile.

D. Marketing Strategies Committee – Ashley Poirier

No report.

E. Organization Committee – Scott Francis

No report.

F. West 12-Mile Committee – Brian Zifkin

No report.

XI. EXECUTIVE DIRECTOR UPDATES

A. Main Street America Annual Conference Participation

No report.

B. Michigan Downtown Association Spring Workshop Presentation

No report.

XII. BOARD OF DIRECTORS' COMMENTS:

Francis reported that the Berkley Schools program for adults with special needs is looking for a building to buy, and would like to be downtown; Be Well Lifestyle is locating in Coco Fairfield's old space; someone is interested in the Smith Counseling building on Franklin; Jewel's Pet Cuisine is moving across from the Neighbors Shoppe; the Pinspiration building will have a new tenant, Dog and Bark Coffee; Linen 'N Things had vehicle damage after opening; and Monger's is waiting for State approval for their redevelopment. Kapelanski announced that Ivy Lofts plans to open June 1; the BP gas station at Coolidge is applying for a DDA façade grant and will be expanding their south-facing mural using BHS student-artists and alumni funding.

XIII. PUBLIC COMMENTS: The opportunity for public comment was offered. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

Ulferts asked if the B.O.S.S. (social district) cups would be sold, and Kapelanski noted the City would provide them free to the participating businesses. He didn't think people would use a 12 Mile/Cummings parking lot if there wasn't a crosswalk on 12 Mile.

XIV. Adjournment:

The meeting was adjourned at 10:06 AM on motion by Passalacqua and second by Barnes.

TREASURER'S REPORT

MARCH 2023, APRIL 2023 BALANCE SHEETS, REVENUE AND EXPENDITURE REPORTS 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 months of April 2023 and March 2023, since that report was unable to be generated ahead of last month's Board of Directors meeting.

These past two months' reports have been received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness. They are included with the meeting materials for the Board of Directors and the public at large for further review.

All questions are welcomed and encouraged.

- **Mike McGuinness, Executive Director. May 9, 2023.**

Fund 814 DDA

GL Number	Description	PERIOD ENDED 04/30/2022	PERIOD ENDED 04/30/2023
*** Assets ***			
814-000-001-000	CASH IN BANK	383,699.56	420,592.68
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,630.04)
814-000-005-000	PETTY CASH	300.00	300.00
814-000-026-000	DELINQUENT PPT RECEIVABLE	2,488.62	2,912.26
Total Assets		386,488.18	417,174.90
*** Liabilities ***			
814-000-202-001	ACCOUNTS PAYABLE - MANUAL	0.00	8,244.53
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	1,482.50	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	758.62	1,050.07
814-000-285-000	UNEARNED REVENUE	(1,586.87)	1,264.16
Total Liabilities		1,911.18	15,665.74
*** Fund Balance ***			
814-000-390-000	FUND BALANCE	386,500.75	314,861.00
Total Fund Balance		386,500.75	314,861.00
Beginning Fund Balance		386,500.75	314,861.13
Net of Revenues VS Expenditures		(1,923.75)	86,648.16
Fund Balance Adjustments		0.00	(0.13)
Ending Fund Balance		384,577.00	401,509.16
Total Liabilities And Fund Balance		386,488.18	417,174.90

PERIOD ENDING 03/31/2023

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	03/31/2023 (NORMAL (ABNORMAL))	MONTH 03/31/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	37,000.00	35,904.04	110.56	1,095.96	97.04
814-001-401-001	PROPERTY TAX CAPTURE - DDA	361,000.00	336,553.42	0.00	24,446.58	93.23
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	7,510.35	1,209.01	(4,510.35)	250.35
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	6,181.45	0.00	(3,681.45)	247.26
Net - Dept 001 - REVENUES		433,000.00	388,377.75	1,319.57	44,622.25	
Dept 175 - DDA ADMINISTRATION						
814-175-704-000	FULL TIME EMPLOYEES	77,250.00	59,336.45	8,913.45	17,913.55	76.81
814-175-715-000	FICA	5,909.00	4,493.83	675.06	1,415.17	76.05
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
814-175-818-000	CONTRACTUAL	0.00	150.00	150.00	(150.00)	100.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	886.75	0.00	2,113.25	29.56
Net - Dept 175 - DDA ADMINISTRATION		(88,914.00)	(64,867.03)	(9,738.51)	(24,046.97)	
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
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	20,000.00	10,000.00	0.00	10,000.00	50.00
814-822-730-000	POSTAGE-PRINTING-MAILING	300.00	520.00	520.00	(220.00)	173.33
814-822-803-000	MEMBERSHIPS AND DUES	1,100.00	725.00	0.00	375.00	65.91
814-822-807-000	AUDIT SERVICES	1,800.00	900.00	0.00	900.00	50.00
814-822-818-205	SECRETARIAL SERVICES	2,000.00	1,200.00	150.00	800.00	60.00
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	323.06	40.36	276.94	53.84
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
Net - Dept 822 - DDA OPERATIONS		(29,000.00)	(13,668.06)	(710.36)	(15,331.94)	
Dept 824 - SPECIAL EVENTS						
814-824-817-004	DDA - EVENTS	24,000.00	39,069.61	326.07	(15,069.61)	162.79
814-824-817-015	HOLIDAY LIGHTS	40,000.00	37,615.15	0.00	2,384.85	94.04
814-824-901-000	ADVERTISING	0.00	136.25	0.00	(136.25)	100.00
Net - Dept 824 - SPECIAL EVENTS		(64,000.00)	(76,821.01)	(326.07)	12,821.01	
Dept 826 - MARKETING AND ADVERTISING						
814-826-814-000	WEBSITE	500.00	40.34	0.00	459.66	8.07
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	205.02	0.00	2,794.98	6.83

GL NUMBER	DESCRIPTION	2022-23		YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BDT USED
		AMENDED BUDGET	NORMAL	03/31/2023	(ABNORMAL)	MONTH	(DECREASE)	NORMAL	(ABNORMAL)	
Fund 814 - DDA										
814-826-818-000	CONTRACTUAL SERVICES	7,200.00		13,484.91		0.00		(6,284.91)		187.29
814-826-901-000	ADVERTISING/MARKETING	37,800.00		13,147.99		8,400.00		24,652.01		34.78
814-826-901-001	MAP UPDATE & REPRINT	1,500.00		0.00		0.00		1,500.00		0.00
Net - Dept 826 - MARKETING AND ADVERTISING		(50,000.00)		(26,878.26)		(8,400.00)		(23,121.74)		
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		27,680.86		0.00		12,319.14		69.20
814-829-818-207	PEST CONTROL	500.00		320.00		40.00		180.00		64.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	15,000.00		5,000.00		0.00		10,000.00		33.33
Net - Dept 829 - STREETSCAPE & DESIGN		(83,500.00)		(43,337.54)		(40.00)		(40,162.46)		
Dept 940 - PUBLIC IMPROVEMENT										
814-940-974-002	STREETSCAPE IMPROVEMENTS	60,000.00		24,051.78		0.00		35,948.22		40.09
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		14,915.00		0.00		(9,415.00)		271.18
Net - Dept 940 - PUBLIC IMPROVEMENT		(72,500.00)		(38,966.78)		0.00		(33,533.22)		
Dept 952 - ACTIVE EMPLOYEE BENEFITS										
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,000.00		2,448.37		431.39		551.63		81.61
814-952-716-500	HEALTH CARE COSTS - BC/BS	12,800.00		6,453.36		0.00		6,346.64		50.42
814-952-718-000	RETIREMENT-DB MERS	27,000.00		12,840.60		0.00		14,159.40		47.56
Net - Dept 952 - ACTIVE EMPLOYEE BENEFITS		(42,800.00)		(21,742.33)		(431.39)		(21,057.67)		
Fund 814 - DDA:										
TOTAL REVENUES		433,000.00		388,377.75		1,319.57		44,622.25		89.69
TOTAL EXPENDITURES		432,714.00		286,281.01		19,646.33		146,432.99		66.16
NET OF REVENUES & EXPENDITURES		286.00		102,096.74		(18,326.76)		(101,810.74)		35,698.1

Fund 814 DDA

GL Number	Description	PERIOD ENDED 03/31/2022	PERIOD ENDED 03/31/2023
*** Assets ***			
814-000-001-000	CASH IN BANK	420,128.42	429,411.22
814-000-005-000	PETTY CASH	300.00	300.00
814-000-026-000	DELINQUENT PPT RECEIVABLE	2,474.36	2,912.26
Total Assets		422,902.78	432,623.48
*** Liabilities ***			
814-000-202-001	ACCOUNTS PAYABLE - MANUAL	0.00	8,244.53
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	1,482.50	2,668.87
814-000-241-000	FTCA TAXES	89.32	171.64
814-000-257-000	ACCRUED PAYROLL	1,167.61	2,266.47
814-000-259-000	ACCRUED HEALTH CARE	823.10	1,050.07
814-000-285-000	UNEARNED REVENUE	(1,586.87)	1,264.16
Total Liabilities		1,975.66	15,665.74
*** Fund Balance ***			
814-000-390-000	FUND BALANCE	386,500.75	314,861.00
Total Fund Balance		386,500.75	314,861.00
Beginning Fund Balance		386,500.75	314,861.13
Net of Revenues VS Expenditures		34,426.37	102,096.74
Fund Balance Adjustments		0.00	(0.13)
Ending Fund Balance		420,927.12	416,957.74
Total Liabilities And Fund Balance		422,902.78	432,623.48

PERIOD ENDING 04/30/2023

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDTG USED
		AMENDED BUDGET	04/30/2023 NORMAL (ABNORMAL)	MONTH 04/30/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	37,000.00	36,563.79	659.75	436.21	98.82
814-001-401-001	PROPERTY TAX CAPTURE - DDA	361,000.00	339,858.26	3,304.84	21,141.74	94.14
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	7,510.35	0.00	(4,510.35)	250.35
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	6,181.45	0.00	(3,681.45)	247.26
Net - Dept 001 - REVENUES		433,000.00	392,342.34	3,964.59	40,657.66	
Dept 175 - DDA ADMINISTRATION						
814-175-704-000	FULL TIME EMPLOYEES	77,250.00	65,278.75	5,942.30	11,971.25	84.50
814-175-715-000	FICA	5,909.00	4,943.87	450.04	965.13	83.67
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
814-175-818-000	CONTRACTUAL	0.00	150.00	0.00	(150.00)	100.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	1,402.14	515.39	1,597.86	46.74
Net - Dept 175 - DDA ADMINISTRATION		(88,914.00)	(71,774.76)	(6,907.73)	(17,139.24)	
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
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	20,000.00	10,000.00	0.00	10,000.00	50.00
814-822-730-000	POSTAGE-PRINTING-MAILING	300.00	520.00	0.00	(220.00)	173.33
814-822-803-000	MEMBERSHIPS AND DUES	1,100.00	725.00	0.00	375.00	65.91
814-822-807-000	AUDIT SERVICES	1,800.00	900.00	0.00	900.00	50.00
814-822-818-205	SECRETARIAL SERVICES	2,000.00	1,200.00	0.00	800.00	60.00
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	323.06	0.00	276.94	53.84
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
Net - Dept 822 - DDA OPERATIONS		(29,000.00)	(13,668.06)	0.00	(15,331.94)	
Dept 824 - SPECIAL EVENTS						
814-824-817-004	DDA - EVENTS	24,000.00	39,893.27	823.66	(15,893.27)	166.22
814-824-817-015	HOLIDAY LIGHTS	40,000.00	37,615.15	0.00	2,384.85	94.04
814-824-901-000	ADVERTISING	0.00	136.25	0.00	(136.25)	100.00
Net - Dept 824 - SPECIAL EVENTS		(64,000.00)	(77,644.67)	(823.66)	13,644.67	
Dept 826 - MARKETING AND ADVERTISING						
814-826-814-000	WEBSITE	500.00	352.34	312.00	147.66	70.47
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	205.02	0.00	2,794.98	6.83

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 04/30/2023

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	04/30/2023 NORMAL (ABNORMAL)	MONTH 04/30/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 814 - DDA						
814-826-818-000	CONTRACTUAL SERVICES	7,200.00	13,484.91	0.00	(6,284.91)	187.29
814-826-901-000	ADVERTISING/MARKETING	37,800.00	23,280.07	10,132.08	14,519.93	61.59
814-826-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Net - Dept 826 - MARKETING AND ADVERTISING		(50,000.00)	(37,322.34)	(10,444.08)	(12,677.66)	
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	27,680.86	0.00	12,319.14	69.20
814-829-818-207	PEST CONTROL	500.00	320.00	0.00	180.00	64.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	15,000.00	5,000.00	0.00	10,000.00	33.33
Net - Dept 829 - STREETScape & DESIGN		(83,500.00)	(43,337.54)	0.00	(40,162.46)	
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	60,000.00	25,051.78	1,000.00	34,948.22	41.75
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	14,915.00	0.00	(9,415.00)	271.18
Net - Dept 940 - PUBLIC IMPROVEMENT		(72,500.00)	(39,966.78)	(1,000.00)	(32,533.22)	
Dept 952 - ACTIVE EMPLOYEE BENEFITS						
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,000.00	2,686.07	237.70	313.93	89.54
814-952-716-500	HEALTH CARE COSTS - BC/BS	12,800.00	6,453.36	0.00	6,346.64	50.42
814-952-718-000	RETIREMENT-DB MERS	27,000.00	12,840.60	0.00	14,159.40	47.56
Net - Dept 952 - ACTIVE EMPLOYEE BENEFITS		(42,800.00)	(21,980.03)	(237.70)	(20,819.97)	
Fund 814 - DDA:						
TOTAL REVENUES		433,000.00	392,342.34	3,964.59	40,657.66	90.61
TOTAL EXPENDITURES		432,714.00	305,694.18	19,413.17	127,019.82	70.65
NET OF REVENUES & EXPENDITURES		286.00	86,648.16	(15,448.58)	(86,362.16)	30,296.5

ACTION ITEM A

DOWNTOWN BERKLEY FARMERS MARKET CREATION



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO UPDATE THE 2023 DOWNTOWN EVENTS ROSTER BY ADDING DOWNTOWN BERKLEY FARMERS MARKET SERIES

BACKGROUND:

At the January 11, 2023 DDA Board of Directors meeting, the Board voted to adopt the Downtown Berkley 2023 Events Roster. A copy of that roster is included for your reference.

In recent weeks, I was approached with a Downtown Berkley Farmers Market concept proposal by two downtown retailers: Janine Braun of The Artsy Umbrella and Nada Abbate of Nada & Co. They have an established cohort of fellow artisans and growers who are interested in coming together to offer a weekly Farmers Market in our downtown, with 20 vendors anticipated for each market. Their proposal is for the Farmers Market to be held on South Robina at 12 Mile Road, near both of their respective shops as a base of operations. I was receptive to their pitch and told them I'd like for us to make a go of it this year.

Participating vendors will pay a weekly fee, which will help defray or completely cover the limited anticipated operational costs.

- **Mike McGuinness, Executive Director. May 5, 2023.**



**YIPPEE FOR
2023!**

Downtown Berkeley Farmers Market

**Thursdays
9 am to 3 pm
12 Mile Road, at S. Robina**

**STARTING JUNE 1ST
RUNS THROUGH OCT. 26TH
DOZENS OF LOCAL VENDORS
FUN DOWNTOWN RETAILERS
FAMILY-FRIENDLY VIBE
INFO: (248) 658-3353**



retro feel. metro appeal.

BERKLEYFARMERSMARKET.COM

DOWNTOWN BERKLEY 2023 EVENTS ROSTER!



retro feel. metro appeal.

Leprechauns Scavenger Hunt	March
Leprechauns Day Out	March 16-19
Downtown Block Party	March 18
Ladies Night Out	May 4
Berkley Art Bash*	June 10
Berkley Pride Block Party	June 25
Street Art Fest*	July 15
Ladies Night Out	August 3
CruiseFest*	August 18
Irish Fest*	September 9

BOO!KLEY 2023

Skeleton Decorating Sign-Up	August
Downtown Skeletons Go Up!	Mid-September
Restaurant Weekend*	October 6-7
Witches Night Out	October 12
Ghost Chase	October 20
Trick or Treat Stroll	October 28
Monster Mash Block Party	October 28

MerriMonth 2023

Small Business Saturday	November 25
Merry & Bright Shopping Night	November 30
Rockin' Robina Block Party	December 2
Holiday Lights Parade*	December 2
Santa Claus at Gazebo*	December 2
Merry & Bright Shopping Night	December 7
Santa Claus at Library*	December 10
Merry & Bright Shopping Night	December 14
Merry & Bright Shopping Night	December 21

To find out more about these events, visit www.DowntownBerkley.com. More events may join the roster as the year progresses, of course, and we'd love your help bringing them to life! We are grateful to the community members whose volunteer support makes these fun activities possible. Listed events with asterisks are amazing, happening in our downtown, and supported by our DDA -- but are organized by other organizations or volunteers. Call Executive Director Mike McGuinness at (248) 658-3353 or email him at director@downtownberkley.com

DOWNTOWNBERKLEY.COM



ACTION ITEM B

COORDINATION WITH CITY'S DEPARTMENT OF PUBLIC WORKS ON DOWNTOWN SIDEWALK CLEANINGS



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE COLLABORATION WITH BERKLEY DEPARTMENT OF PUBLIC WORKS FOR SIDEWALK CLEANINGS

BACKGROUND:

Our organization wants to see to it that our downtown is clean and well-maintained. The clearing of sidewalks of debris from the street is a necessity and, after reviewing options, engaging with the City's Department of Public Works appears to be the most cost-effective and the most efficient option for having consistent, quality cleanings throughout the entire two miles of downtown. Their crews would pick up loose trash, trim weeds from the cracks, blow off the sidewalk areas into the street, and then use a street sweeper to take that up.

Biweekly cleanings, alternating between Coolidge and 12 Mile Roads, would be in the \$500 to \$600 per week range. There is currently accommodations for absorbing this cost in the proposed budget for this Fiscal Year to commence July 1, but we will likely want to entertain a budget amendment as we move through the Fiscal Year to adequately budget for this additional streetscape improvement expense. I wanted to gauge this Board's interest in such an approach.

- Mike McGuinness, Executive Director. May 7, 2023.

ACTION ITEM C

APPROVAL OF BERKLEY BP GAS STATION MURAL CONTENT



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MURAL CONTENT BY BERKLEY HIGH'S STUDENT ARTISTS ON THE BERKLEY BP GAS STATION

BACKGROUND:

There is a mural on the rear of the Berkley BP gas station, facing one of the Berkley High School parking lots. It has been there for a number of years, dating back to when the school had the community garden there. It was done by a then-student artist by the name of Olivia, who now works at the high school. The mural's condition is deteriorating; a current image of the wall and mural in question is included in this packet.

Art teachers at the high school, in concert with Olivia, have engaged student artists for a project about refreshing the mural. Students have sketched a concept for incorporating and expanding the existing mural. Students, under the supervision and guidance of the school's art teachers, would be painting the updated mural. And an alumni group is willing to cover the expenses as a way of giving back to their alma mater. It would not all be completed before this school year concludes, but likely continue on into the new school year.

Murals are permitted in the Downtown Berkley footprint if they get the approval of the Berkley DDA, regardless of whether funding is being given by the DDA. While we are revising our mural program parameters and not considering funding requests until that has been ironed out, it is appropriate for us to at least render a verdict for this student art project on whether the content is approved.

- **Mike McGuinness, Executive Director. May 7, 2023.**

same color →
as the wall















DOWNTOWN BERKLEY MURAL PROGRAM APPLICATION UPDATES



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE UPDATED DOWNTOWN BERKLEY
MURAL PROGRAM APPLICATION WITH CHANGES AS
DECIDED UPON BY THE BOARD OF DIRECTORS**

QUESTIONS TO DETERMINE:

New Language for Financial Impact if Mural Impacted or Building Sold

Whether it Should be a Matching Grant (*currently not a matching grant*)

Level of Limitation to Maximum Financial Support (*currently \$5,000*)

Any Additional Changes Sought by Board of Directors

DOCUMENTS PROVIDED:

Existing Mural Program Application

Draft Application Update with Financial Impact Language Included

- Mike McGuinness, Executive Director. April 7, 2023.

DOWNTOWN BERKLEY MURAL PROGRAM

*Brought to you by the Berkley
Downtown Development Authority*



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 Downtown Development Authority (DDA) has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Art & Design Committee. Applications for new outdoor murals are reviewed by the Art & Design 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 and waives all rights in the art, including copyrights and rights under the Visual Artists Rights Act, if any, so that the public can fully benefit from the art.

Eligibility

Any individual, building owner, or organization wishing to create an outdoor mural within the DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source. If a building owner or artist has been found to violate the terms of the mural program in a previous instance, they are ineligible to participate in a new mural program application project.

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 ensure 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 and Installation 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 Art & Design 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. If any portion of the mural project's costs was approved to receive DDA funding, the DDA Executive Director will submit an invoice for payment for that portion upon confirmation of the mural completion, submission of an invoice from the artist, and submission of a 990-tax form for the artist.
11. 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 of the Berkley DDA's Art & Design Committee to find a suitable artist to do the repairs.

Funding Availability

The Berkley DDA may appropriate as part of their annual budget, funding to support mural projects in the DDA District. No single mural project is able to receive more than

\$5,000 of Berkley DDA funds; it is determined by a vote of the Berkley DDA Board of Directors what level of funding each approved mural project merits receiving.

Duration of Completed Mural

The mural must remain up for a duration of at least five years. If the building owner opts to remove or substantially alter the mural, the Berkley DDA has the right to require the building owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. If a building owner pursues the sale of their building that has the completed mural on that building prior to the conclusion of the five-year duration since the mural was completed, the Berkley DDA has the right to require the building owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. At the conclusion of the five-year duration, the Applicant and the Art & Design Committee may review the condition of the mural and, based on a review, either allow it to remain or makes plan 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 and waives all rights in the art, including copyrights and rights under the Visual Artists Rights Act, if any, so that the public can fully benefit from the art.

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 - a. Concept drawing of proposed mural with colors and dimensions
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 - 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.
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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

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
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Property Owner's Email

Property Owner's Phone

Property Owner's Signature

Start Date

Completion Date

The property owner agrees the mural must remain up for a duration of at least five years. If the building owner opts to remove or substantially alter the mural, the Berkley DDA has the right to require the property owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. If a property owner pursues the sale of their building that has the completed mural on that building prior to the conclusion of the five-year duration since the mural was completed, the Berkley DDA has the right to require the property owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation.

SUBMIT MATERIALS TO:

Mike McGuinness, Executive Director
Berkley DDA,
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: mmcguinness@berkleymich.net

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

**DOWNTOWN BERKLEY FAÇADE AND
PARKING LOT IMPROVEMENT GRANT
APPLICATION UPDATES**



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE UPDATED DOWNTOWN BERKLEY
FAÇADE AND PARKING LOT IMPROVEMENT GRANT
APPLICATION WITH CHANGES AS DECIDED UPON BY THE
BOARD OF DIRECTORS**

QUESTIONS TO DETERMINE:

New Language for Financial Impact if Façade Destroyed or Building Sold

Whether it Should be a Matching Grant (*currently a matching grant*)

Level of Limitation to Maximum Financial Support (*currently \$5,000*)

Any Additional Changes Sought by Board of Directors

DOCUMENTS PROVIDED:

Existing Façade and Parking Lot Improvement Grant Application

Review of All Past Façade Grant Funding Approved Since Inception

- Mike McGuinness, Executive Director. April 7, 2023.

BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT PROGRAM

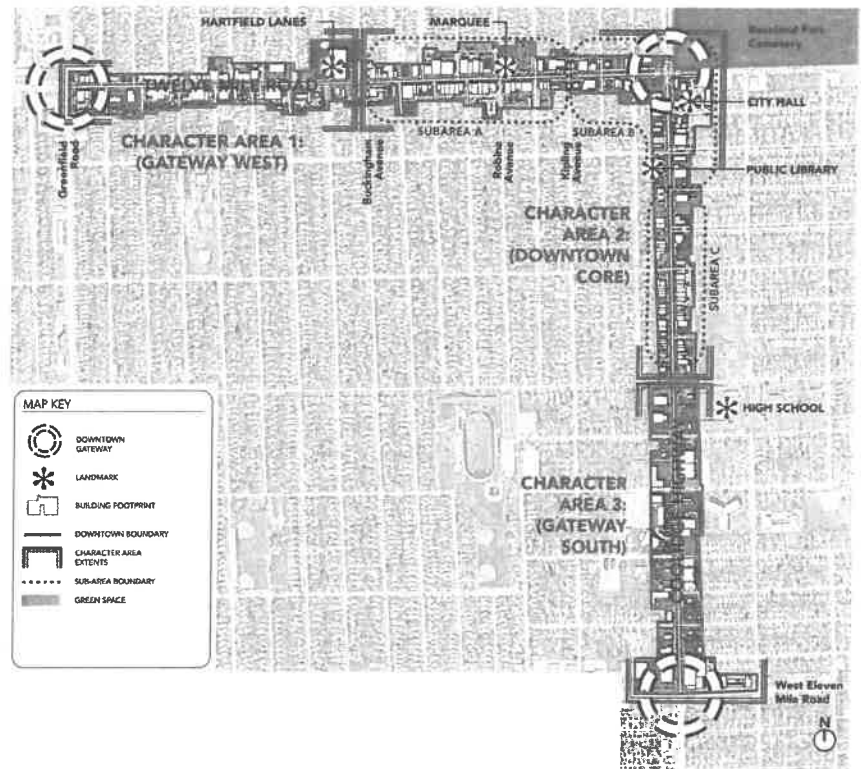
Retro Feel. Metro Appeal.

PROGRAM OBJECTIVES (PLEASE READ CAREFULLY)

The Berkley Downtown Development Authority's (DDA) goal is to improve the quality of life for its citizens and business owners by fostering attractive, economically viable commercial districts along 12 Mile Road and Coolidge Highway. In order to reach this goal, the Berkley DDA has established a Façade & Parking Lot Enhancement Grant Program.

The program is administered by the Berkley DDA's Design Committee. As part of this program, the DDA can offer design assistance and financial support to commercial property owners and business owners within the DDA District seeking to renovate or restore the exterior of their buildings, and/or enhance their private parking lots.

Grant funding will be allocated to building rehabilitation and renovation projects in the form of a 50/50 matching grant. For example, if an applicant is painting his/her building and it costs \$1,500.00 the amount of assistance made would be a maximum of \$750.00. If, for instance, more significant improvements were made to the tune of \$20,000.00, the maximum grant assistance would be up to \$5,000.00.



APPLICANTS ARE NOT GUARANTEED THE MAXIMUM AMOUNT. Funding will be based on how the project measures up to the Grant Criteria (page 2) as well as on the fund's current balance.

Facade Grants will be distributed through a tiered system based on the improvements made (specific examples can be found on page 3):

1. Up to \$1,000 for paint and other basic cosmetic updates
2. Up to \$2,500 for paint, signage, awnings, and lighting
3. Up to \$5,000 for paint, signage, awnings, lighting, glazing, historic building renovations/restoration, and other significant building enhancements.

Parking Lot Enhancement Grants will be distributed as a 50/50 match up to \$5,000 (specific examples can be found on page 4):

- Landscaping or hardscaping that buffers and beautifies the surface parking lot from the street or sidewalk
- Artwork or greenery that camouflages chain link fencing
- Restoration of a surface lot to an activated space such as outdoor dining/sitting area or play area

Applications will be accepted on a rolling basis for the fiscal year (July 1, 20XX to June 30, 20XX). A business or property owner can apply once per fiscal year for either the facade grant or parking lot grant.

ELIGIBILITY CRITERIA

A Facade & Parking Lot Grant application must come to the Berkley DDA *BEFORE* it is seen by the City of Berkley, the City of Berkley Downtown Design Review Board, or the City of Berkley Planning Commission *AND* before any work has begun. All improvements must comply with standards set forth in the Downtown Design Guidelines, City of Berkley Zoning Ordinance, and all applicable Building and Property Maintenance Codes.

AWARDED GRANTS

Funding for façade & parking lot projects will be paid through a reimbursement process. Only after the applicant has paid for work to be done will the applicant be reimbursed for up to 50% of that amount. How much each applicant gets is determined by how many grant applications are received and how the project is scored. New applicants will be given preference.

FUNDING AVAILABILITY

Grant assistance is limited to the amount available to the Berkley DDA. The Berkley DDA reserves the right to discontinue or modify funding for this program; however, all approved grants will be fulfilled as per contracted agreement.

THE EVALUATIVE CRITERIA AND THEIR RESPECTIVE WEIGHTS ARE AS FOLLOWS:

☉IMPACT (50%)

Overall impact of the project on the Downtown Development Authority District. Are inappropriate design elements removed? Will the project eliminate what was previously an eyesore in the commercial district? Does the project seek to restore the historical or architectural significance of the building? Does the project raise the visual appeal of the DDA district?

☉PERMANENCE (20%)

How permanent are the improvements and is there a maintenance plan for improvements? Does the business own the building? If not, how much time remains on the lease? Business and property owners will need to assure the DDA that the improvements will remain in place for a minimum of two to five years based on the level of grant funds they receive.

☉COMMUNITY CONTRIBUTION (30%)

Is the applicant a good neighbor? Is the area around the business clean and free of debris on a consistent basis? Does the business participate in organized DDA promotions or other community activities? Does the applicant actively promote Downtown Berkley and their own business?

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

FIND OUT IF YOU ARE ELIGIBLE TO APPLY

This program is for properties located in the DDA District (see map on page 1). Applicants for participation in the program can be property owners or tenants.

☉TENANT APPLICATIONS*

- Tenants with a minimum of two years remaining on their lease may apply for Level One funding
- Tenants who have three or more years remaining on their lease may apply for Level One, Level Two, or Level Three funding.

**All tenants must have the property owner's signature on the application before the grant can be reviewed.*

NOTE: Taxes for property must be up to date including personal property taxes if applicable.

☉ELIGIBLE FAÇADE IMPROVEMENTS*

Some examples of projects that are eligible for funding (more examples can be found in the DDA Design Guidelines):

- ✓ Removal of materials which cover original architectural details
- ✓ Repair and/or restoration of original architectural details
- ✓ Replacement of original architectural details
- ✓ Signage
- ✓ Repainting and repair of facade*
- ✓ Exterior lighting
- ✓ Glazing and exterior door replacement

***Other improvements can be made if they meet the objectives of the program and have prior written approval from the Berkley DDA.**

☉INELIGIBLE FAÇADE IMPROVEMENTS

Some examples of projects that are ineligible for funding:

- X ANY improvements made prior to Grant proposal
- X Interior improvements
- X Removal of architecturally important features
- X New construction and additions
- X Sweat equity or applicant's own personal labor
- X Planting or landscaping
- X Residential properties, excluding mixed-use

**Suggestions for paint removal and applications are best to be left to the installer but the DDA recommends properly prepping brick exterior walls and using masonry paints that allow the moisture in the wall to escape. Please find the following recommendations for your façade project: Paint/Stain Remover: Smart Strip by Dumond, Masonry Paint: Sherwin Williams - Loxon Concrete & Masonry; Benjamin Moore - Ultra Spec Masonry Elastomeric Waterproof Coating; or Farrow & Ball - Exterior Masonry*

☉ELIGIBLE PARKING LOT IMPROVEMENTS*

Some examples of projects that are eligible for funding (more examples can be found in the DDA Design Guidelines):

✓ Dividing large parking area into small “pods” with a green landscape

✓ Landscaped islands

✓ Signage with greenery and natural elements

✓ Hardscape such as site walls

✓ Decorative fencing

✓ Public art

✓ Bike racks

✓ Converting underutilized parking spaces into adaptive reuse (outdoor dining, passive seating areas, product displays, parklets, etc.) *must meet all City Ordinances and City Codes to confirm correct number of parking spaces remain available*

***Other improvements can be made if they meet the objectives of the program and have prior written approval from the Berkley DDA.**

☉INELIGIBLE PARKING LOT IMPROVEMENTS

Some examples of projects that are ineligible for funding:

X ANY improvements made prior to Grant proposal

X Re-sealing

X Re-striping

X Sweat equity or applicant's own personal labor

X Residential properties, excluding mixed-use

Process for applying for the DDA Façade & Parking Lot Enhancement Grant

1. INTRODUCTORY MEETING WITH BERKLEY DDA EXECUTIVE DIRECTOR

Must take place before any project submission has been made to the city and/or work has begun.

It is strongly encouraged that all potential applicants meet with the DDA Director prior to filling out the application. Staff will assist the applicant by explaining the program, application requirements, selection process. Staff can also explain the opportunity for design assistance, either through Main Street Oakland County or through DDA volunteers.

2. SUBMISSION OF APPLICATION

Must take place before any project submission has been made to the city and/or work has begun.

Applicant will submit their request to DDA Director who will review it to make sure they have supplied all the necessary information including photographs, detailed sketches or drawings (including exact colors, materials to be used, dimensions, etc.), bids from contractors (on letterhead), requested grant amount, and any other information that can assist the application. During this review process, City staff will work on creating an outline of what the property/business owner can expect during the approval process from the DDA/City. This outline will include dates, what can be expected during each step, and contact information in case questions arise. *This effort is to ensure that all approval processes don't slow down the project and that everyone involved is on the same page.* After review by the DDA Director, the Façade & Parking Lot Grant application will be brought to the DDA's Design Committee for feedback and scoring.

3. REVIEW OF APPLICATION/SCORING PROCESS

The Berkley DDA Design Committee will review all applicants and determine which projects get funded and at what amounts each will receive. Applications will be scored based on need, project, and impact to the downtown. Projects that score higher will be given higher funding priority. Projects that do not score high may not be funded or will be funded at a lesser amount. Once approved by the Design Committee, a recommendation will be made to the DDA Board of Directors for final funding approval. *All effort possible will be made to expediently review the application so as not to slow down the improvement process. Please note, the DDA Design Committee and DDA Board of Directors meet once a month. Please contact the Executive Director for exact dates.*

5. COMMENCE WORK

Once the project has been approved by the Berkley DDA Board of Directors and all City permits and approvals are received, the applicant may begin work. Work must start within 60 days of notification of approval. Work must be completed within four months from date of approval. The DDA Director has the right to conduct weekly site inspections. *Any changes in the approved work must be approved by the DDA Executive Director and the DDA Design Committee.*

6. REIMBURSEMENT

Once the project is completed the applicant must submit copies of cost documentation (invoices, etc.) along with copies of all cleared checks to the Berkley DDA for reimbursement. Reimbursement will be made to the applicant within 30 days of receipt of project payment documents.

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

GENERAL INFORMATION

- 1. Applicant's Name: _____
- 2. Property Address: _____
- 3. Is the applicant the property owner? Yes _____ No _____
- 4. Is the property occupied? Yes _____ No _____
- 5. Business Name: _____
- 6. Business Owner Name: _____
- 7. Business Mailing Address: _____
- 8. Business Owner Phone: _____
- 9. Business Owner Email: _____
- 10. Property Owner Name: _____
- 11. Property Owner Address: _____
- 12. Property Owner Phone: _____
- 13. Property Owner Email: _____
- 14. Number of Building Stories: _____ 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: _____ Date: _____

Business Owner Signature: _____ Date: _____

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

April 3, 2023



FAÇADE GRANTS

The Berkley Downtown Development Authority Façade Grant Program was adopted by the Board of Directors at their April 12, 2017 meeting.

Here are all Façade Grants awarded since its inception:

Reforming Foundations – July 5, 2017 – \$2,000
Sum Girls Boutique – September 13, 2017 -- \$2,000
MHG Jewelers – November 29, 2017 -- \$2,000
Country Oven – November 29, 2017 -- \$1,400
Decypher – February 14, 2017 -- \$1,800
Vitrine – April 11, 2018 -- \$2,000
Kopy Katz Salon – June 13, 2018 -- \$700
Tootie and Tallulah's – October 10, 2018 -- \$2,000
Folio Offices – November 14, 2018 -- \$5,000
Chemistry Salon – December 12, 2018 -- \$2,000
Ullman's Health & Beauty – February 13, 2019 -- \$5,000
Pure Cure – July 10, 2019 -- \$1,000
Articipate – August 12, 2020 -- \$1,858
Fresh Collective – August 12, 2020 -- \$950
Amici's Kitchen and Living Room – September 9, 2020 -- \$5,000
Pinspiration Berkley – September 9, 2020 -- \$2,500
Christ the Good Shepherd - June 9, 2021 -- \$3,380.27
Making Waves – October 13, 2021 -- \$2,500
The Lunch Café – October 13, 2021 -- \$1,250
Reware Vintage – October 13, 2021 -- \$732.50
Council Resale – April 13, 2022 -- \$942.50
Peninsulas – April 13, 2022 -- \$5,000
Michigan Graphics & Awards – July 13, 2022 – \$4,300