

I. **CALL TO ORDER:** The meeting was called to order at 8:34 AM with Treasurer Mitchell Moses presiding.

II. **ROLL CALL:**

Present: Andrew Agbay (from Beverly Hills)
Matthew Baumgarten (from Berkley)
Donna Dirkse (from Berkley)
Petro Drakopoulos (from Detroit)
Scott Francis (from Huntington Woods)
Chris Gross (from Huntington Woods)
Mitchell Moses (from Huntington Woods)
Matteo Passalacqua (from Berkley)
Ashley Poirier (from Berkley)
Razur Rahman (from Novi)
Ailya Siddiqi (from Lathrup Village)
Wayne Wudyka (from Berkley)
Garrett Wyatt (from Huntington Woods)

Absent: Andy Gilbert – *excused*
Brian Zifkin – *excused*

Also present: Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director
Jennifer Foster, Catalyst Media
Brad Hanson, Oakland County Brownfield Program
Tom Herbst, 2219 Coolidge, LLC
Ryan Higuchi, PM Environmental
Tim Murad, Chamber of Commerce Liaison

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

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of December 9, 2020

On motion by Gross and second by Baumgarten, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that the DDA is still not yet spending down all the funds budgeted for the current fiscal year, with the exception of the Wayfinding Project, with about 50% invoiced and the remainder due upon completion. He asked about the Public Art budget, and Finney noted some more will probably be spent but probably not the full amount. More Façade grant funds may be used. Two older awards haven't been reimbursed because of delay in completion and invoicing. In spring the Design Committee will do a walking tour of the district to identify possible businesses for façade updates and to educate business owners about the program.

Baumgarten moved to receive and approve the Treasurer's Report, Gross seconded, and the motion was unanimously approved by the Board.

VI. ACTION ITEMS:

A. Interlocal Agreement between the Oakland County Brownfield Redevelopment Authority and the Berkley Downtown Development Authority for the Berkley Redevelopment Project

Finney had e-mailed a copy of the agreement to the Board prior to the meeting. The agreement is between the DDA and Oakland County Brownfield Redevelopment Authority and pertains to the redevelopment and remediation of the old LaSalette property at 2219 Coolidge Highway. City Council approved the agreement for the City on November 16, 2020. Part of the project lies within the DDA District. Rahman asked if the project contained any allocation for affordable housing, and it currently does not.

The developers will be reimbursed (by the OCBRA) for expenses related to remediation. At the end of the 12-year exempt period of the agreement, during which time the City (and DDA) forgo tax capture, the City and DDA will begin to regularly capture TIF funds. Prior to that, they don't lose any TIF because the previous owners (the Archdiocese) were tax-exempt.

On a roll call vote, ten Board members voted in favor of approving the Agreement, two members, Gilbert and Zifkin, were absent, and Wudyka recused himself from voting because of a potential conflict of interest. The Agreement was approved ten to zero.

B. DCAM Concrete and Asphalt Restriping Quote for Parking Lots in Downtown (up to \$5,000)

Finney had e-mailed a copy of the quotation from DCAM Concrete to the Board prior to the meeting. Striping in the city-owned parking lots has faded over time, resulting in accidental double parking in those lots. DCAM submitted a quotation not to exceed \$5,000.00, with actual striping quoted as @\$2500 to \$3000 and \$500 additional for each truck trip needed. The DDA may do outreach to private owners of lots or parts of those lots to have them coordinate restriping when the city-owned lots/portions of lots are striped.

The expense will most likely be paid from the fund balance, as it was not budgeted for 2020/21, and a budget amendment will be presented to the Board at a later date.

Baumgarten moved to approve the quotation from DCAM, and Passalacqua seconded. On a roll call vote, all Board members present voted in favor of approving DCAM to restripe city parking lots in the DDA district for a cost not exceed \$5,000.00. Gilbert and Zifkin were absent. The motion was approved 11 to zero.

C. Main Street Oakland County Tech Visit Request - Marketing/Branding/Advertising Campaign

Finney had e-mailed information regarding acceptable uses of Main Street Tech Visit funds prior to the meeting. She noted discussion about two possible uses at the December meeting: Putting those funds towards the Berkley Plaza project or devoting them to a downtown marketing/re-branding advertising campaign, for which there seemed to be more support. To that end, she researched and found a marketing firm specializing in downtowns, New Moon Visions. New Moon staff would do a walking tour of the downtown, identifying key businesses, to understand what makes Berkley unique. Their recent and similar campaign for Lake Orion was award-winning. She is recommending using the @\$7,000 from Main Street Tech Visit funds for the campaign, with the @\$2275 balance to be pulled from the Marketing account. Launch could start in spring/summer 2021.

Drakopoulos moved to approve using Main Street Tech Visit funds and additional funds from the Marketing account for a re-branding/marketing advertising campaign and Poirier seconded. On a roll call vote, all Board members present voted in favor of the motion. Agbay, Gilbert, and Zifkin, were absent. The motion was approved 10 to zero.

D. Board Member Sign Up for City Council Meetings

City Council meets the following dates during the rest of 2021: 2/1, 3/1, 3/15, 4/5, 4/19, 5/3, 5/17, 6/7, 6/21, 7/19, 8/9, 9/20, 10/4, 10/18, 11/15, 12/6, 12/20. Finney asked that at least one Board member attend the meetings and cover for her through the end of April. Baumgarten noted that meetings can be virtual at least through the end of March. Dirkse volunteered for 2/1, Passalacqua for 3/1, Moses for 3/15, Drakopoulos for 4/5, and Francis for 4/19.

VII. STUDENT BOARD MEMBER UPDATES

Siddiqi reported not much going on until students go back to hybrid learning (in-person option), which starts February 1, with elementary, followed by middle, and then high school.

VIII. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses/Jennifer Finney

Finney reported the committee is reaching out to business owners to sign up for Main Street's virtual Shop Loyal program. About 10 businesses are currently signed up to get a virtual presence and use its resources. She's still working with Schlutow on the how to open a business in Berkley guide.

B. Design Committee – Matteo Passalacqua/Jennifer Finney

Passalacqua reported the committee is working on the draft of a Façade grant information summary. Finney added that they're working in partnership with the DIA for a mural in Berkley, and the DIA is still investigating funding this month.

C. Marketing & Promotions Committee – Ashley Poirier

Poirier reported the committee met and determined that MerriMonth was successful. Santa had @35 visitors. The 21 Days of Berkley campaign (spend \$40, get \$20 Berkley Bucks) has been well received, and they want to repeat it. They are finishing the shopping map update and soliciting promotions from district businesses. In the planning stage is an Art & About night market. Berkley Nights Out is moved to March. Jennifer Foster, Catalyst Media, reviewed with them the social media topics for the next four months.

D. Organization Committee – Scott Francis

Francis reported the committee doing a search for the next DDA attorney who will review the revised bylaws. Finney noted they are starting work on the 2021/22 DDA budget so that the Board can review a draft at the next meeting. Moses asked if Zifkin should be added for committee update reports on the work he's doing canvassing businesses on West 12 Mile, and she agreed.

IX. STAFF & COMMUNITY UPDATES:

A. Executive Director – Jennifer Finney

1. Berkley Plaza

Finney reported the planning team discussed how to move forward and found another contractor who came up with a design more in line with the current budget, a compromise with the original plan. Renderings of the overhead and street views could be presented to the Board for their decision on whether it's too much of a compromise. The other option is to delay to 2022 and see if more funds would be available to implement the original plan.

Francis said the School District has some concerns about the compromises. Passalacqua noted the two options currently on the table: Asking for not to exceed funding to get the bid turned into renderings; or have a 3-party agreement to identify more funding over the next year. The non-profit arm and other sources such as Main Street could be tapped to find additional funding over that period of time. The bid from the new contractor is in line with the original budget (@\$90,000) but is scaled down in terms of artistic elements and also does not include furniture. As far as the City is concerned, this is timely as they are currently in the budget process.

Passalacqua asked for the Board's sentiment about how to proceed. Francis noted the District is likely in favor of the option to seek more funding to get closer to the original plan. Baumgarten needs to have that conversation with Council, noting the project's long term impact.

2. Wayfinding Signs

Finney reported that RCOC has approved edited drawings submitted. Toledo Signs will be onsite doing extractions and footings and received all materials for the signs, except for printed aluminum graphics. They will be able to give Finney an installation window shortly.

3. MoGo Station Temp Relocation

Finney reported that because of renovations at Vibe Credit Union, the MoGo station there needs to be temporarily relocated across Coolidge near the Library to protect against damage from the Vibe construction. She anticipates the station will be moved back across Coolidge in July.

4. 21 Days of Berkley Promo

Finney described the promotion at select businesses where a customer spending \$40.00 receives \$20.00 in Berkley Bucks, to be spent before the end of February. The promotion runs through January 24, and Finney hopes to repeat it in March.

5. DDA Plan January through April 2021

Finney reviewed her Maternity Plan with the Executive Board the day before and she's confident everything will be handled well during her absence. She will send the final plan to the Board.

6. Oakland County Restaurant Relief Program

Finney reported that Oakland County established a \$10-million program for restaurants, bars, and cafes impacted by Covid. The program has two-phases. Phase 1 involves a request from the city for specific winterization equipment, and Phase 2 makes reimbursement to establishments that have already purchased winterization equipment. Working with the Chamber, applications were sent to Berkley establishments

B. City Council – Steve Baker

In Baker's absence, Baumgarten reported that Council met January 4 and approved Oakland County's Restaurant Relief Program, appointed a new Library Board member, and amended rules for virtual meetings to be consistent with the State statutes.

C. Planning Commission – Matt Trotto

Trotto reported the Commission had an uneventful December meeting dealing mostly with residential setbacks.

D. Citizens Engagement Committee – Absent. No report.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber worked on the budget. They're hoping all their events will be able to be held. Oakland County's grant for PPE has been well received and very helpful.

X. BOARD OF DIRECTORS' COMMENTS: None.

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

Trotto asked why budgets for projects are so far off and offered his expertise as an experienced estimator to assist the Board on future projects. Drakopoulos noted all bids in 2020 were inflated and probably still are.

XII. Adjournment:

The meeting was adjourned at 10:02 AM on motion by Baumgarten and second by Francis.