

I. **CALL TO ORDER:** The meeting was called to order at 8:30 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

*Present:* Andrew Agbay  
Matthew Baumgarten  
Petro Drakopoulos  
Jennifer Finney  
Scott Francis  
Maggie Gable  
Andy Gilbert  
Chris Gross  
Eli Hurwitz  
Mitchell Moses  
Razur Rahman  
Wayne Wudyka  
Brian Zifkin

*Absent:* Donna Dirkse – *excused*  
Matteo Passalacqua – *excused*

*Also present:* Steve Baker, City Council Liaison  
Natalie Price, Citizens Engagement Advisory Committee  
Nicole Miller, Chamber of Commerce Liaison  
Annaka Norris, MSOC  
Charles Tyrrell

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

IV. **APPROVAL OF MINUTES:**

A. **Regular meeting of August 14, 2019:** On motion by Zifkin and second by Baumgarten, the minutes were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

Moses reported that it's early in the fiscal year and so the fund balance, currently @\$224,000, hasn't expended much funds. That balance is @\$34,000 higher than predicted. Reports from the City Finance Director are in a new format making them easier to follow.

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

VI. **DISCUSSION/ACTION ITEMS:**

A. **Election of Officers**

The Organization Committee recommended the following Board members to be re-elected to the positions they currently hold:

1. Andy Gilbert, Chair
2. Petro Drakopoulos, Vice Chair
3. Mitchell Moses, Treasurer

As City Manager, Matthew Baumgarten automatically continues as Secretary.

Moses announced that he was open to giving up his position as Treasurer if anyone else was interested. No one present expressed interest.

4. Additional Nominations: None

Baumgarten moved to nominate and elect the slate, Zifkin seconded, and the motion was unanimously approved by the Board.

#### **B. ED Search Update**

Francis reported that the deadline for applications was extended because only three applications had been received by the original deadline. Since the extension, four more applications were received. The three original applications had been reviewed by the Organization Committee, and they recommended two of the three for the next step, to be interviewed by the interview committee. The applications recommended for interview will be shared with the entire Board.

Moses asked for urgency. Francis said they will review the remaining four applications within 5 to 7 days and make recommendations. The interview committee might be able to schedule interviews the week of 9/23. Annaka Norris from MSOC will assist in the process, but not vote. If this schedule works as planned, the top candidate(s) could appear before the full Board at the regularly scheduled October Board meeting. Drakopoulos noted that the candidates might have scheduling issues that could affect the timeline. Baker added that the interview committee could get together in advance to go over the questions they will want to ask.

#### **C. DDA Org. Strategic Plan – Vote to Adopt**

A copy of the Strategic Plan had been e-mailed to the Board prior to the meeting. Drakopoulos moved to adopt the plan, Gross seconded, and the motion was unanimously approved by the Board.

### **VII. Student Board Member Updates:**

Hurwitz reported that not much has happened yet as the school year just started, but the football team will play its second home game, at 7:00 on Friday, 9/13. He said he and Gable are seniors and this will be their last year serving as student Board members. The experience has been fascinating and unique for both of them, and there's a current search to identify students to take their place in 2020/21.

### **VIII. Standing Committee Updates**

#### **A. Business Development Committee: Razur Rahman**

Rahman reported that the committee is working on procedures for new businesses to follow in order to streamline the process of opening a business in the city (licensing, Planning Commission, etc.).

#### **B. Design Committee: Matteo Passalacqua** (Absent.) The committee did not meet.

#### **C. Marketing and Promotions: Jennifer Finney**

Finney reported they're tweaking the theme for the Oct. 17 "Night Out," and the next one will be marketed as "Moms' Night Out," recruiting participating businesses to do something very specific. Instead of abandoning MerriMonth activities because they lost their lead volunteers, they plan to hold four events starting with Small Business Saturday at the end of November and are making an action plan. The Ugly Sweater Contest will be held as well as Merry Bright Shopping Night, and

maybe Merry Pets. The Holiday Lights Parade takes place the first Saturday in December. They discussed holding a “call up to volunteers” recruiting event in January, and Gilbert urged the Board to help promote that by engaging friends, neighbors, family, and other businesspeople.

**D. Organization Committee: Scott Francis**  
No further update.

**IX. Staff & Community Updates:**

**A. City Council – Steve Baker**

Baker reported the draft marijuana ordinance has been presented to the Planning Commission, which is looking to treat each application as a “special use.” Council has initially decided to allow a maximum of three locations in the city. A metric to score applications will be used with positive points given to vacant properties that can be redeveloped. The city could begin to issue licenses January 1.

The next Council meeting is Monday, 9/16, and several items of interest to the DDA are on the agenda. Baker urged Board members to attend.

Wudyka and Agbay were not in favor of allowing cannabis establishments in Berkley, Agbay stating it takes away from the character of the city. Wudyka asked if the decision was final. Baumgarten said they still need Planning Commission approval, a public hearing on the zoning portion, and the application process will need approval. Wudyka said he didn’t see any economic benefit and was in favor of delaying until Berkley’s neighbors weigh in for or against. Baumgarten noted that a citizens’ referendum could be undertaken if Berkley opts out, and then City officials wouldn’t be making the rules.

**B. Planning Commission – Matt Trotto:**

In Trotto’s absence, Baumgarten reported that the LaSalette developers will be coming before the Commission for site plan review at their next meeting, 9/24, or the October meeting.

**C. Citizens Engagement Advisory Committee – Natalie Price**

Price reported that their committee is still planning to produce a city-wide magazine to replace Parks and Recreation’s *Berkley Buzz* and is waiting on the Chamber’s City Guide to make sure they’re not replicating what’s in the guide. Regarding bike lanes, she reported that SEMCOG is producing an educational video about them and sharing the road, and they plan a social media push to promote it. They would like to help the Marketing and Promotions Committee any way they can. Gilbert asked if they could help recruit new volunteers for DDA events and committees, and she said they might be able to. They do have a Facebook group of Berkley volunteers and are working on a “Berkley Block” concept, neighborhood ambassadors engaging face-to-face with their neighbors.

**D. Chamber of Commerce – Nicole Miller**

Miller reported that the State of the City event will be held at Farina’s on Oct. 25 from 8:00 to 10:30 AM. They’re taking nominations for Berkley Business of the Year and Business Owner of the Year. The City Guide should be ready for publishing soon with an advertising purchase deadline of Sept. 20. There is a session of Berkley U on Oct. 4 at 8:30 AM covering Fourth Quarter Sales. Two ribbon cuttings are planned: Balanced Health and Fitness on Sept. 15 and Roseland Park on Oct. 2. The next Chamber Chat will be held at Distinctive Framing in Huntington Woods (home-based woodworking and framing) on 9/20.

**X. Board of Directors Comments:**

Moses asked if anyone had done an exit interview with Carmody, and Baumgarten said no. Moses wondered about unfinished business (invoices, contracts), and Baumgarten suggested Gilbert reach out to Carmody about the DDA credit card (used for Facebook), passwords, and keys to the Folio office, among other things. Gilbert said he would do that, noting that she had gone above

and beyond what you would expect an ex-employee to do to finish up her work and had been available to answer questions and follow up.

Wudyka was in favor of the DDA responding to City Council about her closing letter that outlined her reasons for leaving her position and was critical of the City Manager and some members of Council. He said that didn't help the DDA-City relationship or moving forward working together. Gilbert and Drakopoulos said they would try to compose something to convey that it was her personal statement and didn't represent the position of the DDA Board that wants to move forward working with the City.

Baumgarten noted that on Sept. 26 a free event, DDA Refresh: Best Practices, will be held 8:30 to noon, in Auburn Hills, if anyone was interested in signing up.

**XI. Public Comments:**

Charles Tyrrell noted that his question submitted at the August meeting had not been answered and wrote it again asking for a response.

**XII. Adjournment:**

The meeting was adjourned at 9:58 AM on motion by Zifkin and second by Gross.