

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF DIRECTORS
Wednesday, March 12, 2025, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



MEETING AGENDA

- I. **MEETING CALLED TO ORDER** (8:15 am)
 - A. Roll Call Taken and Quorum Determined
- II. **APPROVAL OF AGENDA** (8:16 am)
- III. **APPROVAL OF MINUTES** (8:18 am)
 - A. Regular Meeting Minutes of February 12, 2025
- IV. **TREASURER REPORT** (8:20 am)
- V. **ACTION ITEMS** (8:25 am)
 - A. Strategy of 2025 DDA Events
 - B. 2025-2026 Annual Budget First Reading and Spending Priorities
 - C. Updated DDA Mural Program and Application
 - D. Main Street Technical Funds (\$7,500)
- VI. **DISCUSSION ITEMS** (8:55 am)
 - A. New DDA Website
 - B. Robina Placemaking Update
 - C. Special Meeting Work Session 2/24 Update
 - D. Permanent Executive Director Search Update
- VII. **LIAISON REPORTS** (9:10 am)
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Adam Wozniak
 - E. Chamber of Commerce – Tim Murad
- VIII. **STUDENT BOARD MEMBER UPDATES** (9:18 am)
- IX. **BOARD COMMITTEE UPDATES** (9:20 am)
 - A. Art & Design Committee
 - B. Business Development Committee
 - C. Downtown Events Committee
 - D. Marketing Strategies Committee
 - E. Organization Committee
 - F. West 12 Mile Committee
- X. **EXECUTIVE DIRECTOR UPDATES** (9:28 am)
 - A. Dorothea Pilot Pocket Park Working Group, Meeting at Coffee & Bark – March 13, 5:30 pm
- XI. **BOARD OF DIRECTORS' COMMENTS** (9:33 am)
- XII. **PUBLIC COMMENTS (Three Minutes Time Limit per Speaker)** (9:38 am)
- XIII. **ADJOURNMENT** (9:45 am, at the latest)

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, February 12, 2025, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



- I. CALL TO ORDER:** The meeting was called to order at 8:16 AM with Chair Matteo Passalacqua presiding.

A. Roll Call Taken and Quorum Determined

Present: Desiree Dutcher
Katie Forte
Scott Francis
Anna Grace
Chris Gross
Shawn Heath-Lee
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Todd Schaefer
Crystal VanVleck
Brian Zifkin

Absent: Donna Dirkse – *excused*
Justin Findling – *excused*
Talia Wittenberg – *excused*

Also present: Steve Baker, City Council Liaison
Janine Braun, The Artsy Umbrella
Alex Brown, City of Berkley Facilities Director
Jennifer Finney, Interim DDA Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Shawn Young, Berkley DPW Director

B. Welcoming Interim Executive Director Jennifer Finney

Passalacqua introduced Jennifer Finney, who had been Executive Director just before McGuinness, as the new DDA Interim Director to serve until a permanent Executive Director is hired. He thanked her for being willing to serve, and she said she was happy to be there.

II. APPROVAL OF AGENDA:

Zifkin moved to approve the agenda, Grace seconded, and the motion was unanimously approved by the Board.

III. APPROVAL OF MINUTES

A. Regular Meeting of January 8, 2025

On motion by Dutcher and second by Gross, the minutes of the regular meeting of January 8, 2025 were unanimously approved by the Board.

B. Special Meeting of January 27, 2025

On motion by Gross and second by Grace, the minutes of the special meeting of January 27, 2025 were unanimously approved by the Board.

IV. TREASURER'S REPORT:

A. Financial Reports for through January 2025

Gross reported the beginning fund balance had changed again after adjustments, so the new beginning fund balance as of July 1, 2024 was @\$209,000. McGuinness said that the audit had been filed, so that balance can be considered final. Year-to-date figures through January 2025 show that tax revenues haven't yet been allocated to the DDA. Revenues received were @\$85,000, expenses @\$316,000 (no unexpected/unusual expenses), and the ending fund balance as of January 2025 was -@\$21,000. Health care benefits have not been recorded, so adjustment there is expected.

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

V. ACTION ITEMS

A. Berkley Theater Marquee Structural Stabilization Request, Marquee Short-Term Path Forward

The Board is being asked whether or not to fund structural reinforcement of the historic Berkley Theater Marquee. Alex Brown, the City of Berkley's Facilities Director, detailed the repairs needed on the interior girders that support the marquee (photographs were included in the Board packet). DDA funds are available in the current budget to pay for the repairs (@\$18,000). VanVleck noted that the discussion of short- and long-term plans for the Marquee would be on the City Council's agenda as well.

Brown said he didn't think the marquee would survive being pulled off the building if the girders aren't repaired. He also believes it is a safety hazard; the repair work could start as soon as the next three to four weeks if the Board approved the expense at this meeting.

VanVleck reported that the current owner of the building advised the City that the Marquee portion of the Rite Aid building is not metered separately, and the electric bill for it runs @\$1,500-1,700 per month. The City offered \$1,000 per month, and the owner accepted that. Council will have to approve that amount, and the Marquee issues are on the Council agenda for their meeting on 2/24, a work session.

VanVleck also noted there has been and will continue to be discussion about turning the Marquee lights off, either completely until all repairs are completed or intermittently, with notification to the public about why lights aren't lit. She noted the City and building owner have discussed a short-term lease agreement of the Marquee portion (one year) with the building owner. Passalacqua asked the Board first to discuss approving the amount needed for structural interior repair.

One concern is that the City/DDA currently has no ownership interest in the structure, and a new owner may not be at all interested in selling. A Board member suggested that the City/DDA could include in the lease a "right of first refusal," so the Marquee could become City property if the new owner doesn't want it.

Forte moved to support the investment in the Marquee to make the interior structural repairs outlined by Alex Brown in the approximate amount of \$18,000, Poirier seconded, and the motion was unanimously approved by the Board.

VanVleck noted that in March, Council will be considering the lease agreement previously discussed, and so the special meeting/work session on 2/24 will hash out details about timing the marquee lights, anticipated long-term expenditures, lease terms and details, and other options, as well as affirming the DDA's commitment to financially support maintaining the Marquee.

B. Frank’s Landscaping Contract One-year Renewal, Soliciting Bids Ahead of 226 Season

McGuinness reported that the Board could approve a 1-year “bridge” contract with Frank’s, the contractor that has been supplying landscape services to the DDA for several years and that for upcoming years, solicit bids from other landscapers and find out what their price points are. He suggested that was reasonable considering that a new Executive Director should be in place for 2026 and beyond.

Frank’s would extend their current contract price for the 2025 season, that being @\$63,000 including, if the Board chooses to continue, winter barrel decorations (\$8,000+). Zifkin said the addition of winter barrel decorations on the west end of 12 Mile was a nice touch.

McGuinness noted that performance issues with Frank’s were often communication issues, with fault on both sides. Schaefer proposed considering more environmentally-friendly landscaping choices for hanging baskets that wouldn’t require daily watering. Regarding 12-Mile winter barrel decorations, that commitment would be firm if they’re included in the current contract under consideration, and it’s approved by the Board, but they could be added towards the end of the summer if the Board decides to continue with them

Zifkin moved to approve continuing with Frank’s Landscaping for the 2025 season at a cost of @\$55,000 with optional winter barrel decorations for @\$8,000, VanVleck seconded, and the motion was unanimously approved by the Board.

C. 2024-25 Annual Budget Proposal Reading, Spending Priorities

McGuinness had sent a copy of the 2025/26 draft DDA budget including spending priorities, but Passalacqua proposed that the Board not vote on them at this meeting but review the numbers and be prepared to vote on the budget at the March meeting. He asked McGuinness to review the changes from the prior year, noting how reductions will affect the optics of the programs when spending is cut. The DDA budget should be presented to City Council for their approval by April.

McGuinness used what he described as “conservative” revenue estimates as he put together the budget. He also noted that tax capture figures for the 2024 fiscal year haven’t yet been allocated to the DDA, so the actual fund balance isn’t yet finalized.

Grant funding from Oakland County should be @63,000 added to the projected tax capture and result in revenues of @\$528,000 to start. The purpose of reducing spending by @\$55,000 is to prepare for any bonding opportunities that present themselves. Categories proposed for dialing back spending include advertising and marketing, administration and operations, special events, streetscape and design (mural funding, seasonal window painting, and winter barrel decorations). Oakland County grant funding must be used by the end of 2026.

The amount of special event sponsorships is unknown and can’t be factored into budget considerations.

VI. DISCUSSION ITEMS

A. Permanent Executive Director Search Process, Progress Update

Passalacqua reported that the first round of interviews is almost completed via Zoom.

B. Leadership Transition, Transition Projects Documents, and Prioritizing 2025 Projects

McGuinness noted that Finney’s prior experience as Director is making the transition much more successful than it would be for someone without that knowledge of Berkley and the DDA and that it was a wise move to hire her.

C. Robina Placemaking Oakland County Grant Funding Status Update

Berkley has submitted the invoice to Oakland County for the initial grant payment. Berkley has submitted its first quarterly report to the County.

D. Dorothea Placemaking Conceptual Design, Pilot Working Group Status Update

VanVleck is putting together a working group to refine plans for a pilot short-term closure of Dorothea, and she hopes that the stakeholders and the community will be involved. The group is now in the process of confirming a meeting schedule. VanVleck would like to see as many stakeholders as she can get to take part in the planning.

VII. LIAISON REPORTS

A. City Council

Baker reported the February 3 meeting was cancelled. In January U.S. Representative Haley Stephens gave an update about what's happening in Washington. The City has a new Human Resources Director that they all met. Council received the fiscal year audit. Council also approved their Strategic Framework, which will guide their preparation of a revised Strategic Plan.

B. Community Development

In Kapelanski's absence, VanVleck reported that the Marquee (previously discussed) and the concept of a workforce pilot ordinance (an economic development tool) will be on their proposed agenda for the Feb. 24 work session.

C. Planning Commission

Absent – no report.

Public Works

Young had nothing additional to report.

Chamber of Commerce

Murad reported they've started planning upcoming events and revamping their sponsorships (to have a package of events that a sponsor could choose at a single time).

VIII. STUDENT BOARD MEMBER UPDATES:

Absent. Francis reported that Findling and Wittenberg are both graduating in the spring, and he will be identifying two new student Board members.

IX. BOARD COMMITTEE UPDATES:

A. Art & Design Committee

The committee will meet that day.

B. Business Development

No report.

C. Downtown Events Committee

The first Pride planning meeting is scheduled for 2/13. The tentative event schedule was included in the Board packet. At the meeting was the coordinator of the Farmer's Market, the Artsy Umbrella owner Janine Braun, who will continue that role in 2025.

D. Marketing Strategies Committee

McGuinness reported the Web site redesign is progressing.

Organization Committee

No additional report.

E. West Twelve Mile Committee

McGuinness reported that the seasonal displays in the barrel planters can be removed.

X. EXECUTIVE DIRECTOR UPDATES

A. Main Street America Annual Evaluation Successfully Concluded, Thank You to Participants

The evaluation was completed and the Berkley DDA was again accredited.

B. Thank you for the Opportunity to Work with You, Help You Advance Downtown Berkley

McGuinness thanked Board members, past and present, for the opportunity to serve the community.

XI. BOARD OF DIRECTORS' COMMENTS:

On behalf of all the Board members, Passalacqua said the DDA owes a thank you to McGuinness for his friendship and outstanding work.

XII. PUBLIC COMMENTS: The opportunity for public comment was offered, and no requests to comment were made at the meeting. Anyone with comments or questions is asked to e-mail them to the DDA to be answered within five business days.

XIII. Adjournment:

The meeting was adjourned at 9:39 AM on motion by Schaefer and second by Poirier.

TREASURER'S REPORT

**FEBRUARY 2025 BALANCE SHEETS,
REVENUE AND EXPENDITURE REPORTS
FOR BERKLEY DDA FUNDS**



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RECOMMENDATION

MOTION TO ACCEPT THE TREASURER'S REPORT

BACKGROUND

The City of Berkley Finance Department has provided the Berkley DDA with the Balance Sheet and Revenue and Expenditure Report for the month of February 2025.

These reports have been received and analyzed by the DDA Board Treasurer, Chris Gross, as well as by myself. They are included with the meeting materials for the Board of Directors and public at large for further review.

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-001-000	CASH IN BANK	370,288.12
248-000-004-000	CASH - IMPREST PAYROLL	(65,460.07)
248-000-005-000	PETTY CASH	300.00
248-000-026-000	DELINQUENT PPT RECEIVABLE	(811.97)
Total Assets		304,316.08
*** Liabilities ***		
248-000-202-001	ACCOUNTS PAYABLE - MANUAL	39,097.10
Total Liabilities		39,097.10
*** Fund Balance ***		
248-000-390-000	FUND BALANCE	209,632.54
Total Fund Balance		209,632.54
Beginning Fund Balance		209,632.54
Net of Revenues VS Expenditures		55,586.44
Ending Fund Balance		265,218.98
Total Liabilities And Fund Balance		304,316.08

PERIOD ENDING 03/31/2025

GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	03/31/2025	MONTH 03/31/2025	BALANCE	
			NORMAL (ABNORMAL)	INCREASE (DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 001 - REVENUES						
248-001-402-000	PROPERTY TAXES	36,000.00	32,997.96	0.00	3,002.04	91.66
248-001-402-001	PROPERTY TAX CAPTURE - DDA	388,000.00	404,455.87	0.00	(16,455.87)	104.24
248-001-539-010	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	10,234.00	0.00	0.00	10,234.00	0.00
248-001-674-005	MERCHANDISE REVENUE	5,000.00	0.00	0.00	5,000.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	10,000.00	620.00	0.00	9,380.00	6.20
Total Dept 001 - REVENUES		459,234.00	438,073.83	0.00	21,160.17	95.39
TOTAL REVENUES		459,234.00	438,073.83	0.00	21,160.17	95.39
Expenditures						
Dept 252 - ACTIVE EMPLOYEE BENEFITS						
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,738.00	2,425.22	0.00	1,312.78	64.88
248-252-716-500	HEALTH CARE COSTS - BC/BS	16,224.00	0.00	0.00	16,224.00	0.00
248-252-718-000	RETIREMENT-DB MERS	25,948.00	19,460.52	2,162.28	6,487.48	75.00
Total Dept 252 - ACTIVE EMPLOYEE BENEFITS		45,910.00	21,885.74	2,162.28	24,024.26	47.67
Dept 722 - DDA OPERATIONS						
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	10,000.00	0.00	10,000.00	50.00
248-722-730-000	POSTAGE-PRINTING-MAILING	300.00	146.00	0.00	154.00	48.67
248-722-803-000	MEMBERSHIPS AND DUES	1,100.00	527.00	0.00	573.00	47.91
248-722-807-000	AUDIT SERVICES	2,200.00	2,200.00	0.00	0.00	100.00
248-722-818-205	SECRETARIAL SERVICES	1,800.00	1,050.00	0.00	750.00	58.33
248-722-853-000	TELEPHONE	600.00	283.41	0.00	316.59	47.24
248-722-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
248-722-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Total Dept 722 - DDA OPERATIONS		26,600.00	14,206.41	0.00	12,393.59	53.41
Dept 724 - SPECIAL EVENTS						
248-724-706-000	DPW WORKERS	3,000.00	1,646.53	0.00	1,353.47	54.88
248-724-709-000	OVERTIME	0.00	689.31	0.00	(689.31)	100.00
248-724-715-000	FICA	0.00	177.31	0.00	(177.31)	100.00
248-724-758-001	BOOKLEY SEASON	17,000.00	17,941.11	0.00	(941.11)	105.54
248-724-817-004	DDA - EVENTS	45,000.00	14,031.28	0.00	30,968.72	31.18
248-724-817-015	HOLIDAY LIGHTS	40,000.00	46,197.95	0.00	(6,197.95)	115.49
248-724-940-000	EQUIPMENT RENTAL	8,000.00	7,119.70	0.00	880.30	89.00
Total Dept 724 - SPECIAL EVENTS		113,000.00	87,803.19	0.00	25,196.81	77.70
Dept 726 - MARKETING AND ADVERTISING						
248-726-814-000	WEBSITE	500.00	175.99	0.00	324.01	35.20
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	1,000.00	0.00	0.00	1,000.00	0.00
248-726-818-000	CONTRACTUAL SERVICES	48,000.00	45,000.00	0.00	3,000.00	93.75
248-726-901-000	ADVERTISING/MARKETING	22,000.00	3,603.50	0.00	18,396.50	16.38
Total Dept 726 - MARKETING AND ADVERTISING		71,500.00	48,779.49	0.00	22,720.51	68.22

PERIOD ENDING 03/31/2025

GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGD USED
		AMENDED BUDGET	03/31/2025 NORMAL (ABNORMAL)	MONTH 03/31/2025 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Dept 729 - STREETScape & DESIGN						
248-729-818-200	FLOWER BASKET PROGRAM	56,000.00	55,557.30	0.00	442.70	99.21
248-729-818-201	PUBLIC ART/PLACEMAKING	34,000.00	27,691.45	0.00	6,308.55	81.45
248-729-818-207	PEST CONTROL	500.00	540.00	0.00	(40.00)	108.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	15,000.00	3,678.50	0.00	11,321.50	24.52
Total Dept 729 - STREETScape & DESIGN		105,500.00	87,467.25	0.00	18,032.75	82.91
Dept 740 - DDA ADMINISTRATION						
248-740-704-000	FULL TIME EMPLOYEES	81,954.00	52,335.71	0.00	29,618.29	63.86
248-740-707-000	PART TIME EMPLOYEES	0.00	1,009.50	0.00	(1,009.50)	100.00
248-740-715-000	FICA	6,270.00	4,041.12	0.00	2,228.88	64.45
248-740-725-000	WORKERS COMPENSATION	336.00	295.17	0.00	40.83	87.85
248-740-728-000	OFFICE SUPPLIES	464.00	0.00	0.00	464.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	2,700.00	365.95	0.00	2,334.05	13.55
Total Dept 740 - DDA ADMINISTRATION		91,724.00	58,047.45	0.00	33,676.55	63.28
Dept 902 - PUBLIC IMPROVEMENT						
248-902-972-200	STREETScape IMPROVEMENTS	60,000.00	64,297.86	0.00	(4,297.86)	107.16
248-902-972-500	WAYFINDING	10,000.00	0.00	0.00	10,000.00	0.00
Total Dept 902 - PUBLIC IMPROVEMENT		70,000.00	64,297.86	0.00	5,702.14	91.85
TOTAL EXPENDITURES		524,234.00	382,487.39	2,162.28	141,746.61	72.96
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		459,234.00	438,073.83	0.00	21,160.17	95.39
TOTAL EXPENDITURES		524,234.00	382,487.39	2,162.28	141,746.61	72.96
NET OF REVENUES & EXPENDITURES		(65,000.00)	55,586.44	(2,162.28)	(120,586.44)	85.52

ACTION ITEM A: 2025 DDA EVENTS STRATEGY

REVIEW STRATEGY AND RECOMMENDATIONS REGARDING 2025 DDA EVENTS



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RECOMMENDATION

MOTION TO ACCEPT THE 2025 DDA EVENTS STRATEGY AND RECOMMENDATIONS

BACKGROUND

The previous Executive Director and Event Chair, Lisa, met in January 2025 to lay a great foundation for DDA Events, which you will find on page 3. Since the DDA is in a period of transition with no full-time Executive Director, I propose the following strategy for 2025 DDA Events:

1. Ladies Night Out (includes Leia's Day Out, Witches Night Out, Small Business Saturday, Jolly Trolley, and Merry & Bright Shopping Nights): In the past, previous Executive Directors have taken on the role of Event Lead. These events require lots of coordination and time leading up to, during, and after these events.

STRATEGY/RECOMMENDATION: Should the DDA Board move forward with these events, we need to select a lead volunteer or Board Member to help by Mid-April. If no one is recognized, then the DDA Board should consider scaling back.

2. **Downtown Berkley Farmer's Market (slated for every Thursday from June 5 to October 9):** In the past, there have been unofficial Market Coordinators to help ED with these events.

STRATEGY/RECOMMENDATION: Should the DDA Board move forward with the Downtown Berkley Farmer's Market, we need to create a contract with one vendor/person to serve as the Market Coordinator. That contract will be explicit in the budget amount per market, a seamless way for the DDA to receive the booth fees, and anything else the DDA sees fit. Should we move forward with this approach, a Market Coordinator Contract will be ready for review and approval during the April DDA Board Meeting. Should we not move forward with this approach, the DDA Board needs to reexamine the Downtown Berkley's Farmers Markets.

3. **Berkley Pride (6/22):** Ash is Event Lead, and has a strong volunteer base to help continue to put this event on.

STRATEGY/RECOMMENDATION: Continue as-is

4. **Boo!kley:** Lisa is the Event Chair and has a solid volunteer base.

STRATEGY/RECOMMENDATION: Continue as-is. The New ED can help with events and/or coordination if needed.

DOWNTOWN BERKLEY 2025 EVENTS!



Record Store Day at Flipside Records*	April 12
Leia's Day Out + Free Comic Book Day	May 3
Memorial Day Ceremony*	May 26
Farmers Markets: Singing In The Sun	June 5, 12, 19, 26
Berkley Art Bash*	June 14
Berkley Pride Block Party	June 22
Farmers Markets: Dog Days of Summer	July 10, 17, 24, 31
Berkley Street Art Fest*	July 12
Ladies Night Out	August 7
Farmers Markets: Back to School Fun	August 8, 15, 22, 29
Berkley CruiseFest*	August 15
Farmers Markets: Fall Fun	Sept. 4, 11, 18, 25

BOO!KLEY 2025

Skeleton Decorating Sign-Up	August
Skeletons Pick-Up & Drop-Off	Sept. 4, 11, 18, 25
DIY Skeleton Decorating Party	October 5
Historical Museum Cemetery Walk*	Fall 2025
Berkley Chamber's Pub Crawl*	Fall 2025
Farmers Markets: BOO!KLEY Edition	October 2, 9
Witches Night Out	October 9
Ghost Chase	October 17
Trick or Treat Stroll	October 25
Monster Mash Block Party	October 25

MerriMonth 2025

Small Business Saturday	November 29
Merry & Bright Shopping Nights	December 4, 11, 18
Holiday Lights Parade*	December 2025
Santa Claus at the Gazebo*	December 2025
Jolly Trolley Family Shopping Fun	December 2025
Santa Claus at the Library	December 2025

VISIT [DOWNTOWNBERKLEY.COM](https://downtownberkley.com) FOR INFO!

* Listed events with asterisks are amazing, happening in our downtown, and supported by our DDA, but are organized by other organizations or volunteers. Thank you to our many downtown partners! More events may join the roster as the year progresses, of course, and we'd love your help bringing them to life! We're grateful to the community volunteers whose support makes these activities possible.

ACTION ITEM B: 25/26 Annual Budget Reading and Spending Priorities

**DECIDE SPENDING PRIORITIES/PROJECTS
FOR 25/26 AND FUTURE YEARS, AND
REVIEW FIRST DRAFT OF 25/26 BUDGET**



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BACKGROUND

It's annual budget time which means the DDA Board needs to:

1. Decide spending priorities and projects for the next fiscal year, and
2. Review the initial draft of the 25/26 FY budget

My recommendations on priority projects and DDA spending for the 25/26 FY (and future) include*:

- Downtown Events
- Marketing (including social media)
- Façade Grants
- Murals
- Downtown summer flowers (potentially winter barrels)
- Holiday lights
- Robina Placemaking Project (25/26 and 26/27 FY)
- Wayfinding (26/27 FY)

*Please note, we will have other expenditures but the above would be the bigger ticket items that the DDA Board would need to approve as priority items. For ideas on future projects/initiatives, we can look at our [Masterplan \(linked here\)](#).

****Additionally, for this year's budget process, it has come to my attention that we have to submit three fiscal years to City Council. Finance and City Council are aware of the DDA Budget process so we can always tweak and refine our budget for future years, but we will have to think of the bigger priorities and allocate accordingly. For the next two fiscal years, I will work with Finance on projecting inflation so we can have a "draft"/idea of what our numbers will look like. Again, the DDA Board will still approve budgets as we always have.**

To address item 2, in the following pages, you will find the proposed budget that former ED, Mike, sent out for the DDA Board meeting in February. It has since been updated (in red) by me.

PROPOSED DDA BUDGET FOR FISCAL YEAR 2025-2026

Jennifer's Recommendations/Updates in RED

Revenues

\$388,000 – DDA Property Tax Capture

\$63,000 – Grant Funding Carryover

\$36,000 – Property Taxes

\$31,000 – Grant Funding

\$7,000 – Event Sponsorships

\$3,000 – Merchandise Revenue

\$528,000 – Revenue Subtotal

Expenditures

\$ 163,220 – Administration

\$ 102,000 – Special Events

\$ 56,500 – Marketing and Advertising

\$ 103,800 – Streetscape and Design

\$ 109,105 – Public Improvement

\$ 534,625 – Expenditures Subtotal

The Strategic Timing for Oakland County Placemaking Grant Funding Between Upcoming, Following Fiscal Years Crucial

\$6,625 in Reductions Necessary to Avoid Deficit Spending

\$55,000 in Additional Reductions Necessary for Target Saving

Administration Expenditures

\$82,000 – Full Time Employees
\$46,000 – Active Employee Benefits
\$20,000 – Internal Services
\$6,270 – Federal Insurance Contributions Act
\$2,100 – Audit Services
\$2,000 – Board Secretarial Services
\$2,000 – Professional Development
\$1,100 – Memberships and Dues
\$600 – Telephone Services
\$500 – Office Supplies and Postage
\$350 – Workers Compensation
\$300 – Subscription Services

\$163,220 – Administration Expenditures Subtotal

This pursues the combination of Operations and Administration GL Account Number categories within the DDA Budget. This combination is for simplification of the functional focus for the DDA's operations. It is worth noting that the City of Berkley Finance Department may have an internal bookkeeping rationale to have a separate 'Operations' category and an 'Administration' category, though that rationale is not presently known.

Special Events Expenditures

\$45,000 – Holiday Lights Installations
\$20,000 – Downtown Berkley Farmers Market Series (20 Markets)
\$6,000 – Berkley Pride Block Party, Though Sponsorships Defray
\$6,000 – Trick or Treat Stroll Candy Purchase (BOOkley Season)
\$5,000 – MerriMonth and Merry & Bright Shopping Nights
\$4,500 – Monster Mash Block Party (BOOkley Season)
\$3,000 – DPW Workers and Related Costs for Special Events
\$3,000 – Witches Night Out (BOOkley Season)
\$2,000 – Skeleton Supplies Refresh (BOOkley Season)
\$2,000 – Berkley Street Art Fest Sponsorship
\$2,000 – Leia’s Day Out
\$2,000 – Ladies Night Out
\$2,000 – Jolly Trolley Family Shopping Day
\$1,500 – Ghost Chase, Though Team Fees Defray (BOOkley Season)
\$1,000 – Berkley Art Bash Sponsorship
\$1,000 – Holiday Lights Parade Sponsorship
\$102,000 – Special Events Expenditures Subtotal

Marketing and Advertising

\$50,400 – Social Media Management Services
\$2,000 – Additional Paid Media Advertising
\$1,600 – Social District Cups and Stickers
\$1,500 – Promotional Materials Printing
\$500 – Downtown Merchandise Expenditures
\$500 – Website Expenses
\$56,500 – Marketing and Advertising Expenditures Subtotal

Streetscape and Design

\$54,500 – Flower Beds, Baskets, and Planters Program

\$15,000 – Downtown Murals Program

\$15,000 – Façade Matching Grant Program

\$9,920 – BOOkley Business Window Painting

\$8,880 – Winter Barrel Planters Option

\$500 – Pest Control Shared Expense

\$103,800 – Streetscape and Design Expenditures Subtotal

Public Improvement

\$109,105 – Oakland County Robina Placemaking Grant Work

\$109,105 – Streetscape and Design Expenditures Subtotal

Possible Targets for Cost Reductions

In Administration, Potential Savings of \$10,800

- Reduce Full Time Employees by \$7,000 (is this even possible?)
- Remove All \$2,000 in Professional Development (recommendation to decrease by \$1,000, we don't want to take continuing education away from new ED)
- Remove All \$1,100 in Membership and Dues (recommendation to decrease. I would recommend to keep MDA membership and we need to keep Main Street membership for accreditation)
- Remove All \$500 in Office Supplies and Postage
- Remove All \$300 in Subscription Services

In Special Events, Potential Savings of \$27,050

- Reduce Holiday Lights by \$7,700 (remove snowflakes)
- Reduce Holiday Lights by \$4,100 (remove LED Snow-Bursts)
- Reduce Holiday Lights by \$1,750 (remove Robina lighting)
- Reduce Farmers Market Series by \$1,500 (or we could even remove actual markets to reduce costs even further)
- Reduce Berkley Pride Block Party by \$500
- Reduce Trick or Treat Stroll Candy by \$3,000
- Reduce Monster Mash Block Party by \$1,000
- Reduce MerriMonth Season by \$4,000 (this reduction would make this event non-existent. Does the DDA Board want to keep MerriMonth?)
- Reduce Skeletons Refresh by \$1,500 (I don't think we need any more skeletons for this year, recommendation to remove all \$2K allocated)
- Reduce Witches Night Out by \$1,000 (Not sure what this would mean for this event)
- Reduce Street Art Fest Sponsorship by \$1,000

In Marketing and Advertising

- Reduce Social Media Management Services
- Reduce Paid Media Advertising
- Reduce Promotional Printing Costs by \$500, recommendation to go to donation-based printing, find a cheaper option or go digital
- Remove Social District Cups and Stickers – is the social district a DDA priority?
- Remove Website Expenses (\$500), recommendation to move downtownberkeley website and emails to City. This cost would roll into our existing Internal Services account of \$20,000

In Streetscape and Design, Potential Savings of \$23,800

- Reduce Mural Program by \$5,000 (this means we would eliminate one mural)
- Remove BOOKley Window Painting by \$9,920 (yes!)
- Remove Winter Barrel Planters at \$8,880

Subtotal for Possible Reductions: \$61,650

ACTION ITEM C: UPDATED DDA MURAL PROGRAM AND APPLICATION

REVIEW CHANGES MADE TO THE DDA MURAL PROGRAM AND APPLICATION



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RECOMMENDATION

MOTION TO ACCEPT THE UPDATED DDA MURAL PROGRAM AND APPLICATION

BACKGROUND

The DDA Mural Program has been established for many years, and the DDA has had several businesses and property owners take advantage of this wonderful incentive. Recently, in speaking to two businesses that would like murals, I reviewed the program and application and found some items that weren't explicitly in it that should be included. I also worked with Kristen and Kim from Community Development and the DDA Art & Design Committee so they could provide their insights and recommendations.

In the subsequent pages, you will find the redlined version of the mural program and application. In summary, the following are recommended changes/additions:

- Adding in verbiage that the mural needs to be complete within 12 months of DDA approval

- Updated verbiage that the renderings given are the proposed mural and not inspirational concepts nor should it depict a commercial message
- Included new verbiage about how the mural needs both DDA AND ZBA approval

By approving this updated mural program and application, we are giving the applicant and artist explicit directions, terms/conditions, and expectations. This will create a more streamlined program for the DDA, City, and applicant.

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.~~

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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~~ Art & Design 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.

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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.

DOWNTOWN BERKLEY

MURAL PROGRAM

*Brought to you by the Berkley
Downtown Development Authority*



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~~ 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.
6. Complete mural within 12 months of receiving DDA Board approval.

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 Art & Design 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

DOWNTOWN BERKLEY

MURAL PROGRAM

*Brought to you by the Berkley
Downtown Development Authority*



Mural Approval and Installation Process

~~1.~~ Applicant meets with Berkley DDA’s Executive Director and Zoning Administrator for an initial review of the proposed location, imagery, artist’s qualifications, funding sources, and building owner’s approval. During this meeting, there will be confirmation that there are no outstanding issues with City of Berkley codes.

- ~~1.~~
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions (drawing needs to be proposed mural and not inspirational concepts or a commercial message)
 - 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

~~3.~~

~~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.

- ~~4.~~
 - 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-of Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Art & Design Committee.

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DOWNTOWN BERKLEY

MURAL PROGRAM

*Brought to you by the Berkley
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5. The applicant submits an application to the Zoning Board of Appeals (ZBA) for determination of a commercial message.
6. ~~Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her/their best to maintain the mural during that time.~~
6. ~~Artist begins painting mural, and finishes mural within 12 months of receiving DDA Board approval.~~
7. ~~Applicant contacts the DDA and Community Development when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.~~
8. ~~Applicant provides digital images of completed mural for the DDA's public art collection records.~~
9. ~~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.~~
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 of the Berkley DDA's Art & Design Committee to find a suitable artist to do the repairs.~~
11.

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Funding Availability and Stipulations

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

DOWNTOWN BERKLEY MURAL PROGRAM

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Downtown Development Authority*



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 make a plan to remove or paint over the mural.

DOWNTOWN BERKLEY MURAL PROGRAM

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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.*

Property Information

Proposed Mural Location (Building or business name)

Street Address/Intersection

Property Owner's Name

Property Owner's Email

Property Owner's Phone

DOWNTOWN BERKLEY MURAL PROGRAM

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Downtown Development Authority*



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.

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SUBMIT MATERIALS TO:

Executive Director

Berkley DDA,

Berkley City Hall

3338 Coolidge Hwy, Berkley, MI 48072

Email: mmcguinness@berkleymich.net director@downtownberkley.com

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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

DOWNTOWN BERKLEY MURAL PROGRAM

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- 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

ACTION ITEM D: Main Street 2025
Technical Funds

DETERMINE HOW WE WANT TO USE THESE FUNDS



retro feel. metro appeal.

BACKGROUND

Because the Berkley DDA is part of Main Street Oakland County, we can apply for yearly technical assistance funds.

Previously, we've used these funds on a new DDA website (most recent), updated branding, and design concepts.

For 2025, the DDA Board needs to determine how we want to utilize these funds. Some ideas are:

1. Placemaking project such as a sculpture
2. Funds to go towards a placemaking project
3. Funds to go towards Phase Two of Wayfinding Signs
4. Social Media Supplement

The application is due on March 31, 2025. In the following page, you will find the flyer advertising this program.



2025 Technical Assistance & Project Support Services

FOR MAIN STREET OAKLAND COUNTY COMMUNITIES

DEADLINE: Complete and submit application by March 31, 2025

INTRODUCTION

Main Street Oakland County (MSOC) offers **annual technical assistance** and **program support** to designated Oakland County **Main Street Communities** to enhance downtown areas and historic neighborhood commercial corridors through consulting, financial support, and resources. The application deadline is **March 31, 2025**.

EXAMPLES OF ELIGIBLE TECHNICAL ASSISTANCE ACTIVITIES

- **Organizational Support:** Strategic planning, fundraising, visioning, communication planning, training, and promotional materials
- **Economic Vitality:** Project consulting, including studies, design, real estate pro forma, business development, e-commerce and digital marketing efforts and recruitment, and small business training
- **Design and Placemaking:** Capital improvement projects like parks, gateways, public art, historic preservation, wayfinding, facades, and design guidelines
- **Promotional and Marketing:** Branding, promotional materials, seed funding for a new event or promotion, and marketing efforts to support district growth and tourism
- **Knowledge Building:** Training, tuition, bringing specialized workshops to the community to foster organizational development for the local downtown management organization or its staff

ELIGIBILITY REQUIREMENTS

To be eligible for Technical Assistance & Program Support, the following must be met:

1. **Current Main Street America Network Membership**
2. **Quarterly statistics** are up to date with MSOC
3. **Resolution of Support or meeting minutes from Board:** A formal approval from the governing body for the requested technical assistance
4. **The technical assistance being funded must be completed by August 31, 2025.**
5. **Detailed project timeline** with list of any deliverables to be submitted at the completion of the project or program

Funding Allocation for each community is based on your MSOC designation level as determined at the beginning of the current fiscal year.

[Click here to go direct to Technical Assistance & Project Support Application Form](#)

[MainStreetOaklandCounty](#)



DISCUSSION A: NEW DDA WEBSITE
REVIEW CURRENT STATUS OF DDA WEBSITE



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BACKGROUND

The Main Street Oakland County Technical Funds for 2024 were designated for a new DDA Website with vendor, Civic Clarity. Several conversations have occurred between the former DDA ED, the DDA's Marketing Strategies Committee, and Julie from Civic Clarity.

I am happy to report that we are now in the massaging phase of the new DDA website. There are still pictures, content, events, and kinks to work through but we are in the home stretch.

I will pull up the new DDA website during the 3/12/15 DDA Board meeting so the Board can see our progress.

DISCUSSION B: Robina Placemaking Project Update

REVIEW CURRENT STATUS OF ROBINA PLACEMAKING PROJECT AND DETERMINE NEXT STEPS



retro feel. metro appeal.

BACKGROUND

I have been brought up-to-speed by the former DDA ED, Main Street Oakland County (MSOC) staff, and Kristen (Community Development Director) on this project.

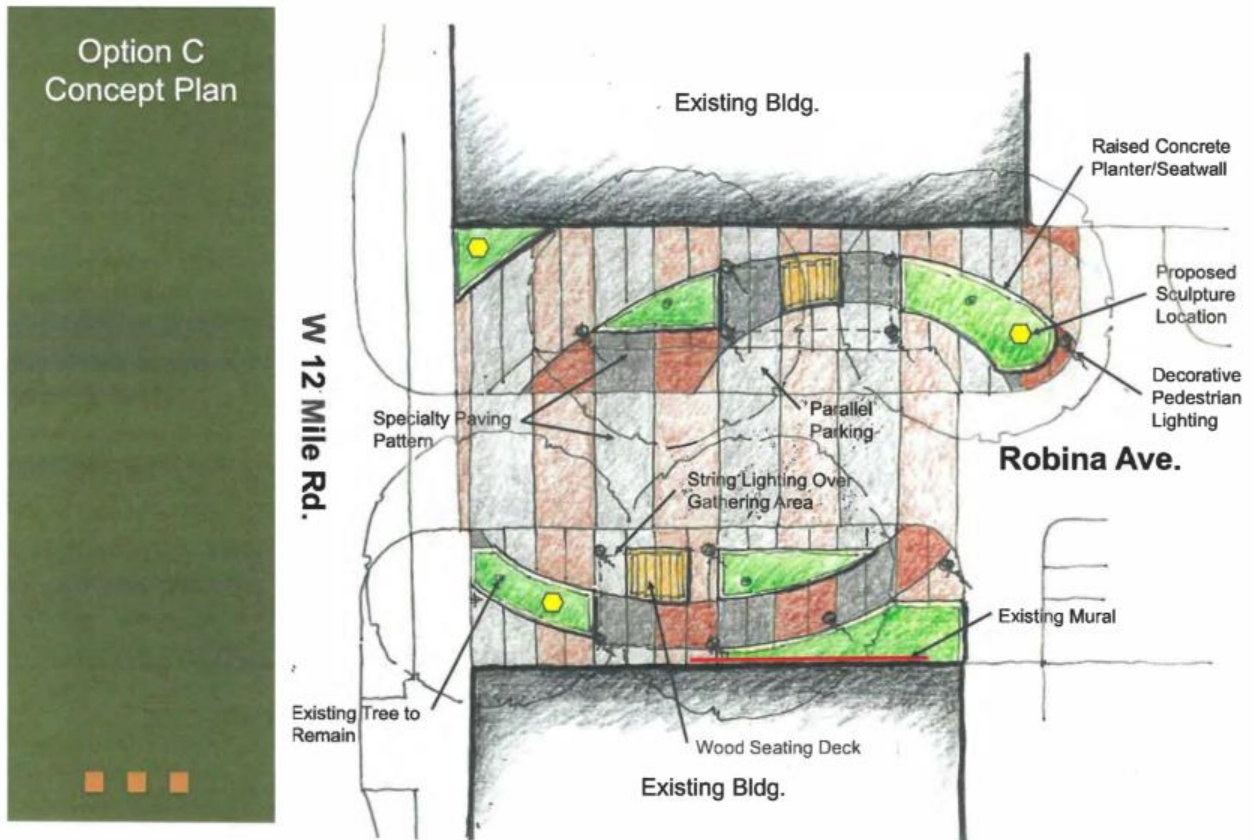
In the following pages, you will find the rendering and project costs as proposed previously to the DDA Board. In speaking with MSOC, they said they are aware of rising costs so the scope of this project can shift slightly.

Having said that, I would like the DDA Board to decide how we should move forward. There are two options:

1. Move forward with this project as outlined in the sheet with estimates, or,
2. Work towards the rendering (Option C, which I have been told is the favorite) in phases. Phase One to be completed by September 30, 2026, and Phase Two to follow.

Once a direction is finalized, I will work on a project timeline and costs.

****As a side note, on the morning of 3/10/25, Kristen (Community Development), Shawn (DPW), and I will sit down and review the scope of work together. I will provide an update about this meeting during the DDA Board meeting on 3/12/25.***



Downtown Berkley Robina Placemaking Improvements

Berkley Downtown Development Authority

March 2024 Version

\$36,150	-	Twelve (12) Light Poles Modernization
\$32,500	-	Replacing Failing Concrete and Pavers with New Cement
\$18,000	-	Six (6) Custom Metal Sculpture Installations
\$15,400	-	Planting of Hardy Perennials in Planter Beds
\$10,450	-	Wayfinding Signage for the Public Space
\$7,725	-	Introduction of New Bicycle Racks in Four Clusters
\$7,115	-	Restoration of Aged Community Message Boards
\$7,050	-	Introduction of New Trash, Recycling Receptacles
\$6,820	-	Historic Berkley Theatre Marquee Repairs
\$6,550	-	Year-Round Suspended Lighting Installation
\$5,200	-	Removal of Dying Tree from Planter Bed
\$5,000	-	Artist Painting of Public Art Mural at Northwest Corner
\$5,000	-	Artist Painting of Public Art Mural at Southwest Front
\$5,000	-	Artist Painting of Public Art Mural at Southwest Corner
\$5,000	-	Artist Painting of Public Art Mural at Southeast Corner
\$4,800	-	Removal of Unkempt, Dated Shrubbery
\$3,880	-	Acquisition of New Bistro-Style Tables and Seating
\$3,500	-	Restoration of Public Art Mural at Northeast Front
\$3,350	-	Resurfacing of Aged, Warped Wood Benches
\$1,615	-	MoGo Bike Sharing Station for the Public Space
\$19,000	-	Project Expenses Contingency
<hr/>		
\$209,105	-	Project Costs Total
\$125,463	-	<i>Berkley DDA Anticipated Contribution</i>
\$83,642	-	<i>Oakland County Anticipated Contribution</i>