

I. **CALL TO ORDER:** The meeting was called to order at 9:02 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

Present: Andrew Agbay
Matthew Baumgarten (9:00)
Donna Dirkse
Andy Gilbert
Chris Gross
Matteo Passalacqua
Ashley Poirier

Absent: Scott Francis – *excused*
Petro Drakopoulos – *excused*
Mitchell Moses – *excused*
Razur Rahman – *excused*
Ailya Siddiqi – *excused*
Wayne Wudyka – *excused*
Garrett Wyatt – *excused*
Brian Zifkin – *excused*

Also present: Steve Baker, City Council Liaison
Chris Copacia, Resident
Lisa Kempner, Planning Commission Liaison (via Zoom)
Mike McGuinness, Interim DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Kim Rivera, New Moon Visions (via Zoom)

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

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of July 14, 2021

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

V. **Presentation**

A. New Branding – Kim Rivera, New Moon Visions (via Zoom)

New Moon Visions is the firm the DDA hired to create new branding for the DDA, with a new logo, graphics, and media approach to make Berkley stand out. Rivera walked attendees through the presentation including background, which included on-site interviews with local business owners, a visioning session, a tour of the business district and surrounding area, and community survey. One of her slides listed key words used by interviewees to describe the city: people, family friendly, walkable, neighborly, sweet, community spirit, and similar sentiments. Small town charm was cited frequently and something to build on. Adding even more diverse businesses is a goal.

People are drawn to shopping and special events, but want to see more downtown dining and entertainment options. Adding green space and dressing up vacant store fronts were also suggested improvements. With that background, New Moon created the slogan “Reinventing Charm.” They settled on a color palette and font family to use in all promotions. New Moon also created a new

DDA letterhead. Snippets of the murals are also used in promotions. The word “charm” is incorporated into most of the promotions. A video template was also created to use on social media (Facebook and Instagram). New Moon delivered all brand files, guidelines, buildable ads, video template, and all workable files to the DDA marketing team. DDA Marketing will get the photographs and gather testimonials to use in the campaign

Gilbert noted the strong connection between Berkley and creative events, making the marketing team pivotal.

VI. TREASURER’S REPORT:

McGuinness included a copy of the July financial spreadsheet provided by the Finance Director in the packet sent to the Board.

VII. ACTION ITEMS:

A. Advertising Plan

Poirier noted that Catalyst Media’s one month plan presented at the July meeting should be adopted to coincide with the new branding rollout, but she would also like to see what the longer term (quarterly or 12-month) advertising plan entails as well as their plans for the social media campaign. She didn’t have a copy of Catalyst’s current contract with the DDA. McGuinness reported he had met with Jennifer Foster of Catalyst and the contract at hand was submitted with the intent to capitalize on the new brand rollout. Baumgarten asked if having a longer term plan available for the September meeting was feasible, and Poirier said it seemed to be.

Poirier moved to approve the short-term Advertising Plan submitted by Catalyst Media in the amount of \$12,041.60, Gross seconded, and the motion was unanimously approved by the Board.

B. Downtown Benches

Board members had an opportunity to view Terra Bound Solutions rustic cedar-colored benches installed at Berkley parks by the Parks & Recreation Department. The cost of this style of bench is \$369.00. The Berkley Library will be installing the same kind of bench at their location. Benches are considered zero maintenance as the construction is recycled plastic. Board members agreed that the DDA logo can be affixed to the bench in some fashion.

Baumgarten moved to purchase up to 35 Terra Bound benches to be installed throughout the downtown and Dirkse seconded. Baumgarten amended the motion to add the language “up to \$15,000.00” and to note that the West 12 Mile Committee would add funds to cover adding 6 to 8 additional benches on the west end of 12 Mile. Dirkse seconded, and the motion was unanimously approved by the Board.

C. Making Waves Façade Grant Application

The Design Committee had not reviewed the application as of the meeting date.

D. The Lunch Café Façade Grant Application

The Design Committee had not reviewed the application as of the meeting date.

E. Amici’s Kitchen & Living Room Mural Application

A copy of Amici’s application with accompanying graphic representation was sent to the Board prior to the meeting, and the Design/Public Art Committees were recommending it for approval. The business’s logo can’t be included in the mural, or it would be considered an advertising sign needing different City approval.

On motion by Passalacqua and second by Agbay, Amici’s Kitchen & Living Room application for the mural facing 12 Mile with \$2500.00 DDA matching funding was unanimously approved by the Board.

VIII. DISCUSSION ITEMS

A. DDA Bylaws Language Update

Francis had communicated that the review and addition had not been completed by the DDA's attorney.

B. Sign up for remaining City Council Meetings (September - December)

Gilbert asked Board members to sign up for City Council meeting attendance and e-mail their availability.

C. New Board Member Candidates for Three Vacancies

Five applications for the vacant Board positions have been submitted and will be reviewed by the Organization Committee.

D. 2021/22 Board Officers

Baumgarten nominated Andy Gilbert and Andrew Agbay to be re-elected as Chair and Vice-Chair, respectively, to their current positions. Both were elected unanimously by the Board.

IX. STUDENT BOARD MEMBER UPDATES

School is out for summer vacation.

X. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Open

No report.

B. Design Committee – Matteo Passalacqua

Passalacqua asked for an update on Design Guidelines, and Baumgarten reported they're still in process. Passalacqua offered his assistance if it can be helpful.

C. Marketing & Promotions Committee – Ashley Poirier

Poirier reported the committee is working on end of year events and budget as well as the branding rollout. Gilbert noted the importance of marketing and promotions to DDA success and business engagement and asked for more funds to be focused on that effort. Passalacqua asked the committee to present the Board with budget figures about their funding needs.

D. Organization Committee – Scott Francis

McGuinness reported that the committee did meet, but Francis was absent and did not make a report.

E. West 12-Mile Improvements – Brian Zifkin

Zifkin was absent, but McGuinness reported the committee met and is reviewing ideas.

XI. STAFF & COMMUNITY UPDATES:

A. Interim Director/Board Members

McGuinness thanked the Board for the opportunity to represent the DDA as Interim Director.

1. Wayfinding Signs

A punch list is in the process of identifying remaining issues.

2. Parking Lots Restriping

Passalacqua recommended that this maintenance be addressed in the budget every other year. A punch list is in the process of identifying remaining issues.

3. Berkley Plaza Project

All three entities have approved plans and funds to move forward, including an additional \$7,000.00 to add reinforced concrete where trucks enter the plaza and raise the height of one of the walls.

4. Coolidge Crosswalks

Baumgarten reported that the crosswalks are open without signals. He needs information from Oakland County Road Commission on further steps on overhead signals.

5. Berkley Street Art Fest

McGuinness reported attendance was good and the Folio mural was an attraction. Poirier credited McGuinness's efforts during the event.

6. MoGo Downtown Berkley Mural Ride

Maps should be at MoGo stations for the round trip tour.

B. City Council – Steve Baker

Baker reported that Council approved extending permission for outside events at closed off sections of downtown streets and temporary signage to December of 2022. Main Street also awarded the DDA's recognition at the meeting.

C. Planning Commission – Lisa Kempner

1. Building Department – Erin Schlutow

Schlutow reported that a public hearing will be held regarding downtown events, zoning, and entertainment.

D. Chamber of Commerce – Tim Murad

Murad reported that the Art Fest was a success and that the Chamber is selling Cruise Fest T-shirts. The Art Bash is coming up on Sept. 11 with 94 artists. They are looking for sponsors. Welcome Back packets will be given to Berkley teachers.

BOARD OF DIRECTORS' COMMENTS:

Passalacqua suggested moving Liaison reports up to the front of the meeting, with them welcome to stay for Board business if they choose. Board members agreed to try it at the September meeting.

Baumgarten reported that the preliminary road diet study results will be available at the end of August and another at the end of the year.

- XII. PUBLIC COMMENTS:** Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days. Resident Chris Copacia was interested in Berkley's transit options, having traveled extensively around Europe.

XIII. Adjournment:

The meeting lost quorum and ended at 10:22 AM.