

MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF DIRECTORS
Wednesday, December 10, 2025, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room



I. CALL TO ORDER: The meeting was called to order at 8:15 AM with Chair Matteo Passalacqua presiding.

A. Roll Call Taken and Quorum Determined

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

Absent: Scott Francis – excused
Lucas Gonzalez – excused
Katie Goodwin – excused
Ashley Poirier – excused

Also present: Annaka Norris, Main Street Oakland County
Kristen Kapelanski, Community Development Director
Nate Mack, DDA Executive Director
Adam Wozniak, DPW Liaison

II. APPROVAL OF AGENDA

Schaefer moved to approve the Agenda, VanVleck seconded, and the motion was unanimously approved by the Board.

III. APPROVAL OF MINUTES

A. Regular Meeting Minutes of November 12, 2025

Grace moved to approve the minutes of the regular meeting of November 12, 2025, Laczkovich seconded, and the motion was unanimously approved by the Board.

IV. TREASURER REPORT

Financial Reports for November 2025

Gross reported the year-to-date revenues of @\$464,000 and expenditures of @\$108,000, with net revenues of @\$356,000. The ending fund balance after November 2025 was @\$607,000. Expenditures were all budgeted and to date, under the total budgeted amount.

Grace moved to receive and approve the Treasurer's Report for November 2025, Schaefer seconded, and the motion was unanimously approved by the Board.

V. PRESENTATIONS

A. Main Street Oakland County – Main Street America Select Level Certificate & Main Street 101

Mack introduced Annaka Norris of Main Street Oakland County, who was attending to present the Berkley DDA with its Select Level Certificate and present Main Street 101, an overview of the program and its goals. She described Main Street as an economic development tool focusing on downtowns.

The four levels are Next Gen for long-time Select Level communities working on sustainability, Select Level (Berkley's current level), Partner Level, and Affiliate Level. Select Level communities have additional benefits including access to grant funding, \$10,000 in technical assistance, training programs, and free Main Street design services, among other benefits. Main Street provides statistical analysis in several areas that assist member communities, especially in the area of marketing. They also have an online marketplace (smaller but similar to Amazon) for businesses in the Select Community at a cost of \$1,800.00 per community. The accreditation process takes place every year and includes a visit from Main Street staff and interviews with Board members and other community members.

Events are fun, but too many and volunteers will “burn out,” and the DDA needs to focus on economic development and how events contribute to that. MSOC can run a full market report (attendance figures and spending and demographic data) and furnish that data to the community and its businesses (Placer AI).

Critical for DDA's and successful Main Street communities is having a work plan and strong volunteer support, which Norris says Berkley's DDA demonstrates. The following day several Main Street Directors would be meeting with Oakland County Commissioners, and Norris briefly touched on having a dialog about changes that are anticipated coming to TIF.

VI. ACTION ITEMS

A. Executive Director Credit Card Limit

Mack reported that in his time as DDA Executive Director, he has had to contact the Berkley City Manager VanVleck to get an immediate increase in the limit imposed on his business credit card to get/pay for items needed in his service to Berkley. VanVleck approved the overage amounts, but it is much more efficient to permanently increase the card limit than for him to have to contact the City Manager every time the \$10,000.00 limit is exceeded.

Zifkin moved to approve an increase in the Director's monthly credit card spending limit from \$10,000.00 to \$15,000.00, Forte seconded, and the motion was unanimously approved by the Board.

B. Approval of Invoice from LeClerc Display Co., Inc. for Holiday Lights

Mack had included a copy of LeClerc's invoice for the 2025 Holiday Lights display in downtown Berkley along 12 Mile Road and Coolidge Highway. A deposit of \$3,910.00 has been paid, and the balance due of \$34,650.00 results in a total cost of \$38,560.00, an amount which requires Board approval according to the bylaws, but which was previously approved in the DDA's 2025/26 annual budget.

Zifkin moved to approve the invoice in the amount of \$34,650 from LeClerc Display Co., Inc. for Holiday Lights in Downtown Berkley, Forte seconded, and the motion was unanimously approved by the Board.

C. Approval of Invoice from Frank's Landscaping & Supplies, L.L.C. for Decorative Holiday Barrels

Mack had included a copy of Frank's Landscaping invoice in the amount of \$8,800.00 for installing decorative winter barrels in the West 12 Mile area of downtown Berkley, an amount previously approved and negotiated with Frank's. The total is the same as what Frank's charged the DDA in the 2024/25 winter season.

Dutcher moved to approve Frank's Landscaping invoice for winter barrels in the amount of \$8,800.00, Heath-Lee seconded, and the motion was unanimously approved by the Board.

D. Approval of the Revised Berkley DDA Façade Improvement Program Framework

Mack had included a copy of his previously revised Façade Improvement Program Framework with two proposed changes not yet approved by the Board: The addition of exceptions to the standard award maximum of \$15,000.00 for catalytic projects, and: a complete description to the conflict-of-interest provisions that come into play when a Board member applies for a façade improvement grant for his/her business property in Berkley.

The City's applicable review process (Zoning Board, Planning Commission/Community Development) needs to be spelled out for applicants, and Berkley's Design Guidelines should be linked for applicants as well.

Forte moved to approve the revised Façade Improvement Program Framework as submitted, Laczkovich seconded, and the motion was unanimously approved by the Board.

VII. DISCUSSION ITEMS

A. Mural Program – Draft Amendments

Mack reported that after his review, he believes the most recent version of the Mural Program framework is well structured but needs minor tweaking. The purpose of the program is stated up front as is the evaluation process. The mural's lifespan should be 10 years (maintained in good condition). The Board discussed the maximum award and was generally in favor of \$7,500.00. There was additional discussion about excluding public facilities (City-owned buildings, although the Library has received a grant for one of their small murals) and reviewing artist credentials. There was some sentiment about limiting the number of murals in the City by any single artist.

VIII. LIAISON REPORTS

A. City Council – Steve Baker

Absent – no report.

B. Community Development – Kristen Kapelanski

Kapelanski reported about the Rite-Aid/Theatre developers' façade changes (paint and windows) and special land use approval. Parking for larger events is being investigated.

C. Planning Commission – Lisa Kempner

Absent – no report.

D. Public Works – Adam Wozniak

Wozniak reported bistro tables will be taken down and stored, and storage containers also need to be moved to the yard.

E. Chamber of Commerce – Tim Murad

Absent – no report.

IX. STUDENT BOARD MEMBER UPDATES

Absent – no report

X. BOARD COMMITTEE UPDATES

A. Art & Design Committee

The committee discussed the theatre updates and Robina and were meeting again about Robina after the Board meeting.

1. Subcommittee West 12 Mile

Winter barrel decorations have been installed. There has been some discussion about the businesses on the block between Greenfield and Ellwood.

B. Business Development Committee

No report.

C. Events Committee

Mack thanked volunteers who worked the trolley and downtown during holiday events. Passalacqua noted the trolley worked well picking up/dropping off riders. Having designated stops and being able to track the trolley's location is a major improvement. Mack also noted Sunday with Santa was well attended

D. Marketing Committee

No report.

E. Organization Committee

No report.

XI. EXECUTIVE DIRECTOR UPDATES

Mack reported he was in touch with a company that does historic theatre marque repair and restores them to historic accuracy. The company will prepare a proposal for Berkley's marquee repair after checking inside the building with the new owner's approval.

Mack met with the Chamber's Darlene Rothman, and they will work on coordinating events. Mack also met with the Chamber's events coordinator who may be able to work with the DDA on their events.

Mack, Kapelanski, and DPW's Director Young met with Berkley First to discuss the church's parking lot and the lot that adjoins it on 12 Mile becoming municipal parking lots with some municipal parking passes available.

Stan Lisica at the City will create City e-mail addresses for DDA Board members.

Mack will be in Orlando, Florida for the January Board meeting, which he can either attend remotely or the meeting can be moved to another date.

XII. BOARD OF DIRECTORS' COMMENTS

Passalacqua thanked Board members for their work and support in 2025.

XIII. PUBLIC COMMENTS

The opportunity for public comment was offered. 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.

XIV. ADJOURNMENT

The meeting was adjourned at 10:04 AM on motion by Zifkin and second by Forte.