

I. **CALL TO ORDER:** The meeting was called to order at 8:29 AM with Chair Andy Gilbert presiding.

II. **ROLL CALL:**

*Present:* Matthew Baumgarten  
Donna Dirkse  
Scott Francis  
Andy Gilbert  
Chris Gross  
Matteo Passalacqua  
Ashley Poirier  
Razur Rahman  
Ailya Siddiqi  
Brian Zifkin

*Absent:* Andrew Agbay – *excused*  
Petro Drakopoulos – *excused*  
Mitchell Moses – *excused*  
Wayne Wudyka – *excused*  
Garrett Wyatt – *excused*

*Also present:* Steve Baker, City Council Liaison  
Mike McGuinness, Candidate for Interim DDA Executive Director  
Tim Murad, Chamber of Commerce Liaison  
Annaka Norris, Main Street Oakland County

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

IV. **APPROVAL OF MINUTES**

**A. Regular Meeting of June 9, 2021**

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

V. **TREASURER'S REPORT:**

No report available.

VI. **ACTION ITEMS:**

**A. Interim Executive Director**

Mike McGuinness, Interim Director candidate, introduced himself to the Board. Francis noted the Organization committee had interviewed candidates for the permanent position but were not impressed with their level of experience. McGuinness was recommended by Main Street Oakland County, is active in downtown Pontiac, is President of the School Board and Historical Society, and interviewed with Baumgarten, Gilbert, and former Director Finney. He would be expected to work @40 hours per week, employment dates are open-ended, and he will be on the City's payroll.

The advertisement for a full-time permanent Director will be re-posted. MSOC's Norris noted there's a wide range of compensation for DDA Directors, from @low \$40,000's to @\$120,000 per year and that the position is evolving to be more focused on economic development. Board members agreed

to seriously discuss permanent Executive Director compensation as soon as possible, perhaps in a “retreat” or special meeting.

Passalacqua moved to approve offering McGuinness the position of Interim DDA Executive Director, Zifkin seconded, and the motion was unanimously approved by the Board.

**B. Contractor for Berkley Plaza Project**

Former Director Finney forwarded the quotation for Plaza construction received from WCI in the amount of \$160,594.00. If approved at the 7/14 meeting, construction should be completed before the end of the year. The School District has affirmed their contribution of \$60,000.00. The construction bid does not include furniture or artwork.

Francis reported that the District has offered to be the project management lead.

On motion by Passalacqua and second by Gross, the Berkley Plaza proposal from WCI in the amount of \$160,94.00 was unanimously accepted and approved by the Board.

**C. Advertising Plan**

Catalyst Media submitted a quotation for a 4-week ad campaign in C&G Newspapers (\$11,511.60) and a 9-week social media campaign on the *Metro Detroit Mommy* blog (\$530.00), for a total of \$12,041.60.

Board members asked for specifics on the content of the ads created by the new branding agency New Moon, which hadn’t been presented yet, and expressed the desire for more details before approving the contract. “Reinventing Charm” will be the overarching theme. New Moon and Catalyst should be available to address those at the August Board meeting. Poirier will make the connection with New Moon and Catalyst and send any other info she gets from them soon to the Board.

On motion by Zifkin and second by Baumgarten, the Board unanimously approved tabling a vote on the advertising plan until the August meeting. Poirier will take the lead in arranging for Jennifer Foster of Catalyst Media and personnel from New Moon to make presentations to the Board on the plan and rebranding at the August meeting.

**D. Frank’s Quote for 12 Mile Stamped Concrete**

Frank’s Landscaping (the DDA’s flower bed and hanging basket contractor) submitted a quotation of \$17,599.48 for power washing and sealing the stamped concrete areas along 12 Mile. The DPW Director notes Frank’s has done this work in the past, and it has now been several years since it was cleaned and sealed. This maintenance should usually be repeated approximately every five years.

On motion by Zifkin and second by Baumgarten, the proposal from Frank’s to clean and seal the stamped concrete on 12 Mile in the amount of \$17,599.48 was unanimously approved by the Board.

**E. Folio Mural Application**

A copy of Folio’s application with accompanying graphic representation was sent to the Board prior to the meeting.

On motion by Poirier and second by Dirkse, Folio’s mural application was unanimously approved by the Board.

**F. Making Waves Façade Grant Application**

Application not reviewed by the Design Committee.

**G. The Lunch Café Façade Grant Application**

Application not reviewed by the Design Committee.

**H. Green Lantern Mural Application**

Application not reviewed by the Design Committee.

**VII. DISCUSSION ITEMS**

**A. Downtown Benches**

Former Director Finney sent the Board her recommendation regarding adding new benches for the downtown and replacing older benches that have deteriorated, noting locations for additional benches. There are currently no benches on the West end of 12 Mile but that will be remedied with the newly planned locations. There is \$15,000.00 allocated for benches in the current budget.

Two vendors' quotations and graphics were included: Terra Bound Solutions and Keystone Ridge Designs. The Keystone Ridge bench is more traditional and resembles the original benches that are being replaced. Benches from Keystone Ridge have been installed in some of the parks and can be viewed during a visit to the splash park. Board members can view the benches in person and choose a style and vendor at the August meeting.

**B. DDA Bylaws**

**1. Add section regarding lack of Executive Director**

Francis will consult the DDA's attorney about adding a section for this.

**C. Board members sign up for remaining City Council Meetings (August-December 2021)**

Passalacqua volunteered to attend the Oct. 18 Council meeting. Board members will be sent a list of meeting dates (below) and respond with days they are available.

August 9 (Gross e-mailed she could attend), Sept. 20, Oct. 4, Oct. 18, Nov. 15, Dec. 6, Dec. 20

**VIII. STUDENT BOARD MEMBER UPDATES**

School is out for summer vacation.

**IX. STANDING COMMITTEE UPDATES:**

**A. Business Development Committee – TBD**

Absent – no report.

**B. Design Committee – Matteo Passalacqua**

Passalacqua reported the committee has been working on restructuring. They plan to review the draft Design Guidelines when available.

**C. Marketing & Promotions Committee – Ashley Poirier**

Poirier reported the committee has been planning themed months for the remainder of the year and the night shopping markets, as well as working on the rebranding rollout.

**D. Organization Committee – Scott Francis**

Francis reported that the committee has been reviewing resumes and made a recommendation to the hiring committee.

**E. West 12-Mile Improvements – Brian Zifkin**

Zifkin has been touring 9 Mile Road and viewing the improvements the City of Oak Park has made. The mayor gave him contact information so he can talk to their Economic Development Director about the cost of the improvements the city made.

**X. STAFF & COMMUNITY UPDATES:**

**A. Executive Director/Interim/Board Members**

**1. Wayfinding Signs**

Gilbert reported that Corbin will create a punch list of all items that need to be addressed by the contractor. One issue is that the sign at the 12 Mile/Greenfield entrance to Berkley partially blocks Alco's signage.

**2. Parking Lot Restriping**

The parking lot restriping is scheduled for July 25 and 26, and affected businesses have been notified twice.

**3. Rebrand Update**

Covered previously.

**4. Main Street America Accreditation – July 19 City Council**

MSOC representatives will announce and present accreditation to the Berkley DDA at the July 19 City Council meeting.

**B. City Council – Steve Baker**

Baker left early but reported that at the next Council meeting on July 19, Council would consider a resolution addressing voter suppression.

**C. Planning Commission – Matt Trotto**

**1. Building Department – Erin Schlutow**

Absent – no report.

**D. Chamber of Commerce – Tim Murad**

Murad reported that the Street Art Fest is scheduled for August 7, then the Cruise Fest, and the Art Bash on Sept. 11. They are working on the next *City Guide*. There's still time to get an Art Fest chalk square, and yard signs in support of the event can be purchased for \$10.

**XI. BOARD OF DIRECTORS' COMMENTS:** None.

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

**XIII. Adjournment:**

The meeting lost quorum and ended at 9:50 AM.