

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, November 9, 2022, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. CALL TO ORDER: The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.

II. ROLL CALL:

Present: Tim Barnes
Matthew Baumgarten
Donna Dirkse
Desiree Dutcher
Scott Francis
Andy Gilbert
Chris Gross
Jenna Hance
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Garrett Wyatt
Brian Zifkin

Absent: None

Also present: Ric Chalmers, DPW Liaison
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison

III. APPROVAL OF AGENDA:

On motion by Gross and second by Poirier, the agenda was unanimously approved by the Board.

IV. APPROVAL OF MINUTES

A. Regular Meeting of October 12, 2022

On motion by Zifkin and second by Gross, the minutes of October 12, 2022 were unanimously approved by the Board.

V. LIAISON REPORTS

A. City Council – Steve Baker

In Baker's absence, Baumgarten reported that at its 10/26 meeting, the Coolidge task force approved the current traffic configuration of Coolidge (one lane each way, center left turn lane, and bike lanes next to the curbside parking lane). Their recommendation will be sent to Council for approval. Anticipated improvements will be to have the 12 Mile/Coolidge intersection mirror the design of the 11 Mile/Coolidge intersection (outside lane right turn only, then merging the two into one lane) and adding bump-outs to protect parking lanes. Council will take that up at their Nov. 21 meeting. Councilperson Price was elected to the State legislature, and the City will begin taking applications to fill her seat. Also upcoming is discussion of the closure of Griffith at 12 Mile and expanding that kind of closure to other streets in the downtown.

B. Community Development –Kristen Kapelanski

Kapelanski reported that the recently completed parking study was approved by Council, and outdoor dining is being discussed, to change it from special land use, and limiting vape shops.

C. Planning Commission – Matteo Passalacqua

Passalacqua had nothing further to report.

D. Public Works – Shawn Young and Ric Chalmers

Chalmers reported that Santa's house is being readied for the holidays.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber held its State of the City gathering at the new event space at Coolidge and Catalpa. Their \$30.00 discount card sales are ongoing, and cards are also being sold by community and school groups, as well as Chamber businesses. Their City Guide has been distributed and mailed to residents. The holiday party will be held December 13 at Dog & Pony. Planning is underway for the Saturday of Mother's Day 2023 weekend kit home tour.

VI. TREASURER'S REPORT:

A. Financial Report for October 2022

Gross reported revenues of \$9,000, and downward adjustments for 2021/22 and 2022/23. Expenditures covered events, public art (murals), contractual services, streetscape improvements (PEA), and normal salaries. There is @\$301,000 available to spend for the fiscal year.

Passalacqua moved to receive and accept the Treasurer's report for October 2022, Dirkse seconded, and the motion was unanimously approved by the Board.

VII. ACTION ITEMS:

A. No issues/items to be approved.

VIII. DISCUSSION ITEMS

A. BOO!KLEY Season Throughout Downtown Concluded

McGuinness thanked all who made this year's season an even bigger success, especially Lisa Kempner, who led the initiative, and the entire marketing team. The streets were crowded with residents and visitors from out of town, with 120 businesses taking part in the Trick or Treat stroll. Board members expressed enthusiasm for expanding the activities every year, because the crowd would support it, and increasing the budget in the future. McGuinness noted that more volunteers are always needed for skeleton distribution/installation, candy delivery, and clean-up.

B. Strong Success of BOO!KLEY Skeletons Engagement

McGuinness again thanked the skeleton sponsors and noted that 260-plus skeletons were placed around the downtown. He reported residents also volunteered to help with skeleton decorating. Board members would like to see more saturation (continuous placement along the streets). Baumgarten noted they were even mentioned at an MML event he attended in Muskegon. Help is needed to collect all the skeletons.

C. Coolidge Crosswalks Activation, Enhancements Progress Update

McGuinness reported the engineers have submitted their memo of recommendations, and it has been decided to move forward with the permanent work suggested. Curbs will be coming out, and bollards are already out in the roadway. Extending of the painting of the lanes is also one of the first next steps forward.

D. Coolidge Complete Streets Pilot Project Recommendations

See V.A. above.

E. Outdoor Dining and Griffith Avenue Closure Council Considerations

McGuinness reported the City's decision earlier in the pandemic allowing outdoor dining and Berkley Common to use the street space adjacent to its restaurant, with Griffith closed to traffic, expires December 31. Council will address these situations at one of its upcoming meetings. Passalacqua asked that the Board be notified when these issues are on Council's agenda so they can attend in support.

F. Downtown Design Guidelines Progress Update

Kapelanski reported the ordinance governing the guidelines will come before Council on November 21 for the first reading. The second reading is scheduled for December 5. She projects the guidelines will be fully implemented and in place by January 2023.

G. Robina North Design Concepts Progress Update

Passalacqua reported PEA Group has delivered final 3-D renderings of the space. Next up are proposals to do a bid package for contractors. PEA's original quotation to do the bid package was @\$45,000, which they reduced to @\$30,000 after discussions. He needs to work with Kapelanski and McGuinness about reducing that number even more and maybe even bidding out preparation of the bid package. The bid package was budgeted for the 2022/23 fiscal year. The design elements are transferable to other downtown public spaces.

H. ArtSpace at Coolidge and Catalpa Progress Update

Trash cans are now on site, and the trash is scheduled for regular pick-up. Panels for student art display have arrived minus some minor pieces, bistro seating is still in place, and the signature sculpture is at the foundry for casting.

I. Small Business Saturday, MerriMonth Promotional Efforts

McGuinness reported Berkley received promotional bags from Oakland County that can be distributed to downtown businesses. Small Business Saturday is the Saturday after Thanksgiving. There are also still some bags made by empowered women working in a shop downtown that were commissioned a few years ago.

IX. STUDENT BOARD MEMBER UPDATES

Wyatt reported two new students, sophomores Justin and Talia, have volunteered and been chosen to join the Board. Two gender-neutral bathrooms have been designated at the high school, a student-led initiative. Girls varsity volleyball is having a successful start to their season.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

The committee did not hold a meeting.

B. Business Development Committee – Jenna Hance

McGuinness reported that Oakland County and SEMCOG are offering a Main Street training session on Nov. 22. Gilbert noted an opportunity to use social marketing to recruit new businesses. McGuinness suggested a mailing to all local businesses, on a quarterly basis, and gauging their interest in showcasing an inside look of their store or promotion.

Kapelanski reported an Italian restaurant is in the process of opening in the vacant building across from the Library. She suggested if anyone hears about a business thinking of opening in Berkley, they should give them her contact information. It will help speed and smooth the process.

McGuinness reported Milano's Salon will be leaving. McCourt's location will have a hair salon. Aqua Tots is close to opening. Kapelanski reported the LaSalette development will be finalizing the development in the first quarter of 2023. Baumgarten reported that if the DDA district increases the number of residents to at least 100, then the Board will need to add a district resident to the Board.

C. Downtown Events Committee

No report.

D. Marketing Strategies Committee – Ashley Poirier

Nothing additional to report.

E. Organization Committee – Scott Francis

Nothing additional to report.

F. West 12-Mile Committee – Brian Zifkin

Zifkin reported he and Barnes had discussed options to use the vacant lot near the D&D bike shop for scaled down activities like a BMX event. Mini-golf modules might be available to rent or buy and free golf outings could be held there once a month or so. Barnes knows gamers who might be interested in holding mini-games. Since it's also being considered the art district, local artisans could hold demos to showcase their skills.

XI. EXECUTIVE DIRECTOR UPDATES

Nothing additional to report.

XII. BOARD OF DIRECTORS' COMMENTS:

A block party will be held before the Holiday Lights Parade. Merry and Bright Shopping Nights with downtown businesses open later starts Thursday nights in December. The family shopping trolley will run downtown on December 10. Santa Claus will be at the Library on December 11. Gross reported that one of her clients was hoping to open a high-end lifestyle café in Berkley.

XIII. PUBLIC COMMENTS: The opportunity for public comment was offered, and there were no in-person requests to address the body. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

XIV. Adjournment:

The meeting adjourned at 9:50 AM on motion by Barnes and second by Zifkin.