

- I. **CALL TO ORDER:** The meeting was called to order at 8:35 AM with Treasurer Mitchell Moses presiding.
- II. **ROLL CALL:**
 - Present:* Andrew Agbay
Matthew Baumgarten
Donna Dirkse
Petro Drakopoulos
Scott Francis
Chris Gross
Mitchell Moses
Razur Rahman
Brian Zifkin
 - Absent:* Andy Gilbert – *excused*
Matteo Passalacqua – *excused*
Wayne Wudyka
 - Also present:* Steve Baker, City Council Liaison
Jennifer Finney, DDA Executive Director
Lisa Howard, Chamber of Commerce Liaison
Moira O’Polka, Corbin Design
- III. **APPROVAL OF AGENDA:** On motion by Zifkin and second by Dirkse, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**
 - A. **Regular Meeting of August 12, 2020**

On motion by Zifkin and second by Baumgarten, the minutes were unanimously approved by the Board.
- V. **TREASURER’S REPORT:**

Moses noted that he’s reporting monthly expenditures. Tax capture income is starting to come in; @\$10,000 was spent on advertising/marketing, and @\$9,000 on Public Art (Façade grants). There is @\$55,000 in the budget for Phase 1 wayfinding (signage). The budget for Phase 2 was \$115,000 with bids coming back at @\$111,000. The \$115,000 went into the fund balance, and Finney is working with the Finance Director to move money from the fund balance to the wayfinding line item.

Zifkin moved to receive and approve the Treasurer’s Report, Francis seconded, and the motion was unanimously approved by the Board.
- VI. **ACTION ITEMS:**
 - A. **Fabricator for Wayfinding Signage**

Finney had attached Corbin Design’s recommendation of the project fabricator (Toledo Signs) to the packet sent to the Board. Moira O’Polka from Corbin was attending the meeting via Zoom to answer questions about the fabricator and their recommendation.

She reported that when checking bidders' references, they contacted Lake Orion who had used Toledo Signs for a similar project, as did the City of Southfield. Lake Orion's project went smoothly, was on budget, and their signs had been up for 2-3 years and still looked like new.

In answer to Zifkin's query of why there were so few signs for the west end of 12 Mile, O'Polka noted that DOT roadway regulations dictate that the signs direct people to public destinations, not to private businesses. That can be done in a different kiosk type pedestrian directional fixture. Baumgarten added that the signage can be easily updated as destinations are added or changed.

Passalacqua, Councilperson Dean, and Debbie Kobayashi, along with Finney form the current sub-committee to oversee the project and installation. Finney will keep the Board informed of progress.

O'Polka noted that the lowest bidder was not recommended because they were considered less qualified with too little experience in this kind of project, as well as their price estimate being considered *too low*. Toledo's work is warrantied for 5 years and materials for 10-12 years. They will not receive final payment until work is finished and inspected. Weather should not be a factor affecting installation.

Baumgarten moved to approve Toledo Sign's bid of \$111,000 as the Fabricator for the Wayfinding Project, Agbay seconded, and the motion was unanimously approved by the Board.

B. Amici's Kitchen and Living Room Façade Grant

Finney forwarded a copy of Amici's Kitchen and Living Room application, including the rendering of proposed changes, to the Board prior to the meeting. Owners were applying for a matching grant of \$5,000.00. Changes to the exterior would make the Living Room and Kitchen frontage match in terms of materials and color, and the sign will be replaced with an awning spanning both sections. Windows will also be replaced.

Zifkin moved to approve Amici's Kitchen and Living Room matching Façade Grant in the amount of \$5,000.00, Gross seconded, and motion was unanimously approved by the Board.

C. PInspiration Façade Grant

Finney forwarded a copy of Perspiration's façade grant application and rendering of proposed changes to the Board prior to the meeting. The new business is located at 2733-2743 Coolidge and replaces Ashley's Grooming and the Vanity Room at that location. It will be a do-it-yourself craft studio that invites different groups in to make a variety of things. Business owners are requesting a grant to make façade changes in the matching amount of \$2,500.00.

Gross moved to approve PInspiration's matching Façade Grant in the amount of \$2,500.00, Baumgarten seconded, and motion was unanimously approved by the Board.

D. Election of DDA Officers

The proposed slate of officers for the upcoming calendar year is:

1. Andy Gilbert – Chair (returning)
2. Andrew Agbay – Vice Chair
3. Mitchell Moses – Treasurer (returning)

The proposed slate was unanimously approved by the Board as presented.

Baumgarten thanked current Vice-Chair Drakopoulos for his time serving as an officer.

VII. DISCUSSION ITEMS:

A. Subcommittee for Gateway West (12 Mile Road from Buckingham Ave. to Greenfield Rd.)

Councilperson Baker recalled for the Board discussions he and the City Manager had with business owners on the west end of 12 Mile about five years earlier during which Articipate's owner, Deb Kobayashi, hosted the meetings and surveyed west end businesses. Current Board members Rahman and Zifkin have voiced support for the DDA doing more for west end 12 Mile businesses, and Moses proposed that they co-chair the subcommittee. Zifkin suggested the Board allocate a set amount in the budget that the committee can use to research what kind of project(s) is doable and bring suggestions back to the Board. Baumgarten suggested they work with Berkley's community planner to fine tune ideas, as well as getting other Board members and business owners involved.

VIII. STANDING COMMITTEE UPDATES:

A. Business Development Committee – Mitchell Moses

Finney reported the committee is fine tuning the flow chart to guide new business owners, working with the City's Community Development Director Schlutow. The flow chart will be posted on the City's and DDA's web sites. There is also a new page on the web site listing all available business properties in the district, which is updated monthly with the date when that is done.

B. Design Committee – Matteo Passalacqua

In Passalacqua's absence, Finney reported the committee reviewed façade grant applications and is updating the application to include grants being available for parking lot enhancements. There are also discussions about whether a business/property owner can apply more than once: for improvements to a façade as well as to their parking lot. The revised application will be submitted for Board review at the next monthly meeting.

Moses also reported that cost estimates for the Berkley High School Plaza project failed to include the cost of Plaza furniture and fixtures, and he urged better attention to such details in future project planning.

C. Marketing & Promotions Committee – Jennifer Finney

Finney reported the committee would meet the following week to finalize plans for the remainder of the year, including MerriMonth. Another Ladies Nights Out is planned for Oct 15 and 16. There are two Friday Music Pop-Ups scheduled for the green space next to Clark's Ice Cream on 9/11 and 9/25 from 7-8:30 PM.

Organization Committee – Scott Francis

Francis reported the committee had not met since early August.

IX. STAFF & COMMUNITY UPDATES:

A. City Council – Steve Baker

Baker reported that Council last met on August 10 and meets again 9/21. He thanked the Board for their work, and he and other Council members will appreciate the update Finney is forwarding about the DDA's activities on a regular basis.

B. Planning Commission – Lisa Kempner

In Kempner's absence, Trotto reported the Commission is continuing its work on updating Berkley's Master Plan.

C. Citizens Engagement Committee – Absent – no report.

D. Chamber of Commerce – Lisa Howard

Howard reported the Chamber will virtually hold its annual State of the City event on Oct. 29. There is another session of Berkley U, topic: Podcasting, on Oct. 2, virtual Chamber Chats every third Friday, and the Chamber's second City Guide should be available in October.

X. BOARD OF DIRECTORS' COMMENTS: None.

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

Trotto noted that his line of work includes years of budgeting and estimating construction projects such as are planned by the DDA, and he would be happy to review plans before they're finalized if the Board is interested in him providing that expertise for them.

- XII. Adjournment:**
The meeting was adjourned at 9:33 AM on motion by Baumgarten and second by Francis.