

- I. **CALL TO ORDER:** The meeting was called to order at 8:34 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
- Present:* Andrew Agbay
Matthew Baumgarten
Scott Francis
Andy Gilbert
Chris Gross
Mitchell Moses
Wayne Wudyka
Brian Zifkin
- Absent:* Donna Dirkse
Petro Drakopoulos
Maggie Gable – *excused*
Eli Hurwitz – *excused*
Matteo Passalacqua – *excused*
Razur Rahman – *excused*
- Also present:* Steve Baker, City Council Liaison
Dan Hill, Public Policy, City of Berkley
Nicole Miller, Chamber of Commerce Liaison
Matt Trotto, Planning Commission
- III. **APPROVAL OF AGENDA:** On motion by Zifkin and second by Baumgarten, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES:**
- A. **Regular meeting of April 15, 2020:** On motion by Wudyka and second by Francis, the minutes were unanimously approved by the Board.
- V. **TREASURER'S REPORT:**
- Moses reported that there wasn't much activity over the preceding month other than the tax capture coming in @\$5,000 under projections. He asked about Wayfinding expenditure for this year, and Finney responded that she's been trying to make contact with them. Without spending on that project, Moses expected @\$150,000-170,000 increase to the fund balance this fiscal year. He would like to see the fund balance reduced @15-25% (15% preferable) with spending on planned projects as soon as practical.
- Zifkin moved to receive and approve the Treasurer's Report, Wudyka seconded, and the motion was unanimously approved by the Board.
- VI. **DISCUSSION/ACTION ITEMS:**
- A. **Board Vacancy**
- Gilbert reported that according to records researched by Dan Hill (City of Berkley), three Board members' terms will be expiring at the end of June: Gilbert's, Dirkse's, and Passalacqua's. Gilbert and Dirkse filled terms of members who left before their terms expired. Jennifer Finney's at-large

seat will also need to be filled with someone new. Gilbert asked that recommendations be sent to him, Finney, and Baumgarten for review.

Gilbert said that he, Dirkse, and Passalacqua would like to be presented to Council to extend their terms another four years. The Board would need to recommend to Council that their terms be extended. Zifkin moved that the Board make that recommendation, Wudyka seconded, and the motion was unanimously approved by the Board.

B. Wayfinding Signage Update

As previously reported, Finney reported that she has been trying without success to reach out to Corbin Design, who originally put together specifications and bid documents. The project will have to be re-bid because of the time elapsed since the original bid (@ a year ago).

C. MoGo Update

In the packet e-mailed to the Board were graphics showing the placement and numbers of stations MoGo will be installing at Coolidge and Earlmont and 12 Mile and Robina (7 docks and satellite kiosk each location). The program will video launch in early June after installation May 21. Finney needs to confirm with MoGo the procedure for sanitizing the stations and bikes and will check with the DDA's attorney and insurance coverage about liability and any disclaimers needed.

D. Frank's Contract and Tree Wells – 12 Mile

The height of the planters on 12 Mile has risen due to mulch added over the years, and the soil needs to be lowered and reworked as it currently blocks the sprinkler system. Finney needs to check on the number of planters affected. Frank's submitted a quotation of \$6800 additional to do the work.

E. Social Media Strategy

Finney reported that the DDA and Chamber will partner on the strategy to support local business and plan a different promotion Monday through Saturday. They will try to get business input.

F. COVID-19 Relief Programs

The Business Development committee is surveying businesses and property owners on the impact, if any, the pandemic has had on their bottom lines. They're working on a customer loyalty program and a business brand ambassador program as well as webinars with business owners talking about strategies that do and don't work and other virtual events. MSOC will match crowdfunding donations up to \$4,000, and businesses can apply for help with expenses. In response to a question regarding whether the City has had any discussion about property tax relief for business property, Baumgarten noted that property tax relief has not yet been discussed but there are County grants and loans available to affected businesses. Gilbert suggested the City could defer a portion of property taxes and split the payment with one due at a later date.

G. MSOC Tech Visit

As a Main Street community, an annual Tech Visit valued at @\$6800 is available to Berkley. There are specific programs they can apply for, such as help with marketing, and this year she would like to apply them to a COVID-19 relief program for business and combine that with funds raised through crowdfunding. That could be offered to downtown businesses as some form of grant. She will check with MSOC for more details on how it can be used. There was discussion pro and con about soliciting "donations" at a time when money is scarce, although younger people (millennials) are more eager to spend.

H. Reopening Video

The Chamber, DDA, and City will partner to create a video, once reopening is official, featuring different businesses downtown welcoming everyone back.

VII. Standing Committee Updates

A. Business Development Committee: Mitchell Moses

Moses reported the committee worked on their crowdfunding effort and the COVID business impact survey.

B. Design Committee: Matteo Passalacqua

In Passalacqua's absence Finney reported the committee is starting up again and will deal with the joint DDA/City/School District project to develop the now-vacant property near the high school. The DDA Board approved \$20,000 for their part.

Marketing and Promotions: Jennifer Finney

Finney reported they will be meeting today with the Chamber about efforts moving forward.

C. Organization Committee: Scott Francis

Francis reported work on the 501c3 DDA partnership is tabled for now. They will meet to discuss next steps.

VIII. Staff & Community Updates:

A. City Council – Steve Baker

Baker reported Council has two budget deliberation sessions on the 2020/21 budget to be approved at their next meeting May 18. There will be a press release soon on the Master Plan and a survey (online as well as mail-in) is underway to gather citizen and business owner input. The DDA's Downtown Plan is an integral part of the larger plan. Some Zoom-based outreach will be available the coming months on different topics the Master Plan addresses.

B. Planning Commission – Matt Trotto

Trotto reported the Commission is working on the Master Plan and reviewed the city's Capital Improvement budget.

C. Citizens Engagement Advisory Committee – Absent – no report. This will be removed from the agenda until committee staff is trained.

D. Chamber of Commerce – Nicole Miller

Gilbert reported that the Berkley Art Bash and July Berkley Art Fest have been cancelled.

IX. Board of Directors Comments: None.

X. Public Comments: None

XI. Adjournment:

The meeting was adjourned at 9:31 AM on motion by Zifkin and second by Wudyka.