

**MEETING MINUTES**  
**Berkley Downtown Development Authority**  
**Meeting of the Board of Trustees**  
**Berkley Public Safety Building, 2nd Floor Conference Room**  
**Wednesday, February 9, 2005**

I. **CALL TO ORDER:** The meeting was called to order at 8:12 AM with Chair Keith Logsdon presiding.

II. **DETERMINATION OF ATTENDANCE:**

*Present:* Dr. Jeff Allyn  
John Barbuscak  
Jim Esshaki  
Lawrence Gallagher  
Keith Logsdon  
Stephen McCrumb  
John McGovern  
Timothy Murad

*Absent:* Daniel Cherrin  
Jane Bais-DiSessa - *Excused*  
Matthew Gross

*Also Present:* Richard Eshman, Director, Public Safety (for DiSessa)  
Ron Meyer  
Patrick Mondro, National City Bank/Chamber of Commerce

III. **APPROVAL OF AGENDA:** Logsdon noted the addition of an item under IV. Approval of Minutes:  
**B. Special Meeting of February 2, 2005.** (No vote was taken to approve agenda.)

IV. **APPROVAL OF MINUTES:**

**A. Regular Meeting of January 12, 2005:** On motion by Murad and second by Allyn, the minutes were unanimously approved by the Board.

**B. Special Meeting of February 2, 2005:** Logsdon suggested that approval of the minutes be postponed until changes submitted by DiSessa were discussed. Under III, Approval of Agenda, the words "include adding to IV. Closed Session" were changed to read "add another item to the agenda: Matter of a vote on Recommendation to City Council." Under IV, Closed Session, the words "and making a recommendation to City Council. On Motion by Allyn and second by Murad," were stricken completely. McGovern agreed that the changes were appropriate. Under Item VII (when the special meeting reconvened), it was suggested that the wording of the heading be changed to "Matter of a vote on Recommendation to City Council" instead of "Resolution Regarding Authorization of Secret Wardle." DiSessa had proposed that the words "the firm of Secret Wardle is authorized by the DDA to initiate litigation against BRI, Basile, and any others deemed appropriate" be changed to "the firm of Secret, Wardle, Lynch, Hampton, Truex and Morley, P.C. is authorized by the DDA to initiate litigation against Beckett & Raeder, Inc., Peter A. Basile Sons, Inc., and any others deemed appropriate." McGovern suggested that the Board could vote to amend the motion in Item VII and adopt the minutes with the changes or approve the minutes as written but bracket the additions to the firm names. Logsdon said he believed the Board could approve the minutes as revised rather than amend the motion. He recommended tabling a vote until later in the meeting.

V. **PUBLIC COMMENTS:** None.

**A. Communications: Keith Logsdon** – None received.

**B. Introduction of First Time Visitors:** Patrick Mondro, from National City Bank and Berkley Chamber of Commerce, was attending a Board meeting for the first time. Mondro has worked closely with Logsdon on the B.B.A.T. program. He is also very involved in the business assistance initiatives for Royal Oak, Walled Lake, and Birmingham. Mondro was also attending as Chamber liaison.

**VI. CHAIRPERSON'S UPDATE:**

**A. Master Plan:** Logsdon reported that the Planning Commission had issued a request for proposals for a consulting firm to prepare the new master plan. Proposals are due back in time for review at the Commission's March work session. The downtown master plan was not included in the RFP. Murad said it had been discussed in January that some funding for a focused downtown master plan could come from the DDA. A marketing study for the whole city is included in the Planning Commission's RFP. Murad said that both the Planning Commission and DDA hope that the DDA will hire the same firm to do the downtown plan as will be hired for the base Master Plan. Another RFP might be required for the downtown plan, but it could possibly be incorporated into the main plan as "phase 2" without having to do a separate RFP for the downtown plan. Logsdon was to follow up with Barnett, Vansen, and DiSessa. McGovern suggested sharing the marketing study done 10 years ago with the Planning Commission. Logsdon said he would talk with Barnett about doing a supplemental downtown marketing study. He added that according to ordinance, a DDA downtown master plan would supercede the overall master plan for the area. Murad reported on Planning Commission discussion about drawing a boundary line behind the Coolidge and Twelve Mile business district, designating parking or commercial within and residential zoning on the other side of the line. Logsdon said he was inclined to wait and see what the consultants advise. Barbuscak said his feeling was that property right behind a business, at least one "row," should be zoned business. Logsdon said it would be easier to visualize it when they can see the map.

**B. Business Liaisons** – Logsdon said he needed a little more time to divide up the downtown area equally among Board members according to the mailing list. Each Board member will be acting as a kind of ombudsman for the businesses in his or her area. McCrumb has volunteered to help Barbuscak with the database.

**VII. COMMITTEE REPORTS:**

**A. Treasury/Budget: John McGovern** – McGovern reported that Kurilik provided him with hard copies of the reports through the end of the year (October through December). He noted that some changes would have to be made because of a few expenses being charged against the wrong accounts. He thinks that should be corrected before a new Finance Director takes over. DiSessa is currently handling those duties.

**B. Finance: Larry Gallagher** – Nothing to report. Gallagher reminded the Board to think about expenditures and submit requests in anticipation of budget preparation for the upcoming fiscal year.

**C. Citizens Committee: Larry Gallagher** – Barbuscak attended the last meeting in Gallagher's absence, which covered the Building Department, permits, and inspections. He said Vansen handled the presentation very well. He noted an interesting point made regarding Planning Department expenditures. Apparently, by law, the City can't have a profit from these fees. Whatever is brought in has to be spent, and in 2004 there were \$198,000 in expenditures and income of \$259,000. As he understood it, part of the excess was used for the master plan.

**D. Development: Jane Bais-DiSessa** – In DiSessa's absence, Logsdon reported that City Council also authorized Hampton and his firm to move forward with litigation in a motion very similar to the one passed by the DDA on February 2.

**E. Intersection: Jane Bais-DiSessa** – Nothing further to report.

**F. Build Berkley/B.B.A.T.: Keith Logsdon** – Logsdon reported that the B.B.A.T. had received eight applications for assistance and chose five businesses to visit on the first tour: Sideline Packaging, Pliskow Insurance, Monte Photography, Berkley Chiropractic, and LeVasseur Dyer & Associates (the new law firm on Coolidge). Press releases had been prepared and reporters might also be present. The Coffee Beanery would provide refreshments for the team and the businesses visited at a cost of \$248.64. McGovern noted there was ample money budgeted in Ad Hoc funds to cover that amount. Murad moved to approve the expenditure from that account, Allyn seconded, and the Board approved unanimously. Logsdon said that the other three businesses that submitted applications, Ambience Catering, Berkley Mews, and Ron Meyer, would be visited by the team in March. He would like to offer another tour in the fall. Logsdon reported speaking with Sila's owner for nearly an hour recently and discussing his plans. He wants to buy the building and remodel the restaurant. Logsdon told him about the Cool Cities grant program. He said Cool Cities grant

applications would be filled out for appropriate projects during the B.B.A.T. tour. Design Michigan conducted a tour of Berkley businesses about five years ago where similar free consultations were offered to businesses with interior design issues, and Barbuscak said Munro Packaging received valuable recommendations on their interior renovation.

**G. Business Recruitment: Jeff Allyn, Matthew Gross** – Allyn is still trying to contact U-M regarding the free development study.

**H. Cool Cities Committee: Dan Cherrin** – Absent. Logsdon said the Cool Cities Committee would assist in the selection of potential grant recipients. Murad said they hope to have five businesses lined up to receive the grants if Berkley is successful this year.

**I. Public Relations: Dan Cherrin** – Absent. No report.

**J. Banners/Appearance: John Barbuscak** – Barbuscak noted previous discussion about adding a different intersection banner for summer. He also reiterated the need to clarify how intersection banners are funded (currently charged against the business banner fund). Logsdon suggested having another banner with the same design but different colors. Barbuscak was to double check on the cost. Logsdon asked McGovern to clarify with DiSessa what fund should be charged for intersection banners. McGovern suggested taking advantage of any cost savings available by buying duplicate banners, as that should be covered in the intersection budget. Logsdon asked Barbuscak how well the other banners are holding up, and he said that even though they're 8-10 years old, they're still in decent condition, but the flags should be replaced. They don't last more than a year or two. He reported that profits from last year's business banner program were \$3,894.50. This year's program has taken in \$4,200.00 so far, with many of those renewals with no banner production expense. Barbuscak asked that returned newsletters be given to him so that the database can be updated. McCrumb and Barbuscak are working together on it, and Logsdon said he would e-mail information to McCrumb. Barbuscak said he needed to give Murad the business banner "slogans" and identifying information so they can be added to the Web site. Esshaki suggested the business banner profits could be used to market Berkley's downtown, and Logsdon added he thought they could fund any projects relating to appearance. Barbuscak and Murad brought up using the profits for Christmas decorations and maybe a holiday banner. Barbuscak suggested a committee be formed to decide how to deal with the surplus. Logsdon said the Board needed to decide how much to keep in reserve. Allyn suggested having a press release to honor program participants after the Board comes to a consensus, and Logsdon proposed a target of Memorial Day. Barbuscak said the holiday decorations/banner program might be expanded to include contributions from residents, who would also be recognized. It may be feasible to light the trees all the way down 12 Mile and Coolidge during the holidays. The next priority is to get a cost on replacing the flags.

**K. Newsletter: John Barbuscak** – Logsdon suggested the next newsletter should come out in spring (May).

**L. Web Site: Tim Murad** – Murad reported that BizNet had done a lot of updating on the site. He asked that all Board members check their bios and e-mail him with changes or additions. The contract with BizNet expires at the end of June. He will follow up with DiSessa on the City's provider and suggested that the site be redesigned if the DDA changes to a different Web host. Esshaki asked him if available retail office property is posted, which it is. Logsdon said an ultimate goal is to have a map of Berkley on the Web site showing available property as well as existing businesses.

**VIII. UNFINISHED BUSINESS:** McGovern noted that a vote on the minutes from the special meeting of February 2 had been tabled earlier. A decision needed to be made to amend the motion in Item VII or bracket the information to clarify the language, because the minutes needed to be approved. He suggested adopting the language proposed by DiSessa under items III. and IV. and to bracket the language proposed by DiSessa on item VII regarding the names of the parties, because the language of the original Motion adopted should not be altered. The proposed changes were passed around for the Board to review. Barbuscak noted some Board members' terms would be expiring, and Murad said his term was one of those. Barbuscak brought up discussion about forming a litigation committee. Logsdon noted that since the Board had approved taking legal action, a litigation committee could deal with related issues that didn't require a vote of the Board as well as reporting back to the entire Board. He also felt it was important for the Board to have the option to be present at meetings with the attorney. Barbuscak added that the Board is entrusted with spending

tax dollars and it was important that they be involved for that reason. Logsdon said it wasn't crucial to name the committee members in the motion. Barbuscak then moved to form a litigation committee, Gallagher seconded, and the Board approved the Motion unanimously. Logsdon, McGovern, Barbuscak, and Murad were named as possible committee members, and Logsdon would keep the Board up to date. The meeting scheduled for February 14 with Hampton, DiSessa, a Basile representative, and the bonding company was only intended to gather information, not to begin any negotiations. After the Board reviewed the proposed changes to the minutes of the February 2 special meeting, McGovern noted that adopting the minutes with the added wording describing the parties in VII, but bracketing the added wording, would indicate the understanding of the abbreviated parties' names. Murad moved to approve the minutes of February 9 with the corrections shown on the printed copy circulated and the added language in VII bracketed, Allyn seconded, and the amended minutes were unanimously approved by the Board.

**IX. NEW BUSINESS:** None.

**X. LIAISON REPORTS:**

**A. City Council Liaison:** Absent – no report.

**B. Planning Commission Liaison:** Absent – no report.

**C. Zoning Board of Appeals Liaison:** Absent – no report.

**D. Chamber of Commerce Liaison:** Mondro reported that the Chamber now has a full Board again. They will be focusing on developing tangible reasons to join the Chamber. The Chamber will sponsor the summer Art Bash, a proposed pub crawl, and other activities. They also have an important role in the B.B.A.T. program.

**XI. ADJOURNMENT:**

The meeting was adjourned at 9:39 AM on a motion by Murad and a second by Barbuscak.