

MEETING MINUTES
Berkley Downtown Development Authority
Meeting of the Board of Trustees
Berkley Public Safety Building, 2nd Floor Conference Room
Wednesday, July 13, 2005

I. CALL TO ORDER: The meeting was called to order at 8:08 AM with Chair Keith Logsdon presiding.

II. DETERMINATION OF ATTENDANCE:

Present: Dr. Jeff Allyn
John Barbuscak
Daniel Cherrin
Jane Bais-DiSessa
Matthew Gross
Keith Logsdon
Timothy Murad
Lisa Peasley
Alan Semonian

Absent: Allen Dyer
James Eshaki – *Excused*
Lawrence Gallagher – *Excused*
John McGovern – *Excused*

Also Present: Fred Collins, City Council Liaison
Alan Kideckel
Ron Meyer
Valerie McDonald, Chamber of Commerce Liaison

III. APPROVAL OF AGENDA: The agenda was approved unanimously upon a motion by Cherrin and a second by Murad.

IV. APPROVAL OF MINUTES:

A. Regular Meeting of May 11, 2005: On motion by Barbuscak and a second by Murad, the minutes were unanimously approved by the Board.

B. Regular Meeting of June 8, 2005: The June 8 Board meeting had no quorum, and the minutes were unofficial, not requiring a vote to approve.

V. PUBLIC COMMENTS: None.

A. Communications: Keith Logsdon – None received.

B. Introduction of First Time Visitors: None.

VI. CHAIRPERSON'S UPDATE:

A. Election of Officers: Tabled until the August Board meeting.

B. Master Plan: At the meeting the previous evening, the master plan schedule was mapped out. The plan will take approximately a year and a half to complete, and the DDA will be very involved in the process as it relates to downtown. The prior visioning study done about 4½ years ago will be evaluated for current viability. Logsdon asked DiSessa to supply him with a copy of that study. Logsdon will keep the Board updated on future master plan meetings.

C. Grand Opening Program – Logsdon noted Board discussions about the importance of welcoming new businesses to Berkley. Since the owners have a lot of concerns when opening a new business, he proposed hiring an event coordinator to handle details of the grand opening celebrations including arranging publicity. He would like the DDA to cover the costs of each event, taking care of any permit fees that the City can't waive. Peasley has volunteered to assist with the project. Logsdon noted several new businesses and large renovation projects that would benefit from the extra exposure of a grand opening celebration. Barbuscak said he was checking on stock banners and also suggested making up plaques. He has called 10 event-planning companies and

will report back on cost of coordinators. Collins suggested that an ordinance specifically exempting such events from normal permit requirements could be written and that he was in favor of approving the DDA's plan. Semonian asked if there was a City liaison who dealt directly with new businesses that need information about setting up shop in Berkley, citing his recent experiences buying a building and relocating his office. DiSessa responded that there is an information packet for businesses available at the Building Department. Logsdon suggested adding a flyer about the grand opening program to that packet and asked that the DDA's grand opening program be added to the next City Council meeting agenda. DiSessa said she would need more details on the program, and Logsdon said he would get them to her. Cherrin said he had some contacts he would give to Logsdon. DiSessa said an RFP from event planners would probably be needed and should be published in the Tribune. Logsdon noted that time is of the essence because of the imminent opening of Alex's new restaurant, which he would like to have as one of the first grand opening celebrations. Logsdon, Barbuscak, Allyn, and Peasley will meet to plan further. Logsdon asked DiSessa to discuss the project with Vansen. DiSessa noted that City Council needs to approve any ordinance change, but Logsdon would like to involve the City Planner and Planning Commission as a matter of courtesy. DiSessa will check to see if purchasing policies for professional services (event coordinator) are any different. Collins noted that the rules apply to expenditures in excess of \$3,000 per year. Cherrin said that some large public relations firms do pro bono work on this kind of project, or at a reduced rate, and Logsdon asked him to follow up.

VII. COMMITTEE REPORTS:

A. Treasury/Budget: John McGovern – Absent – no report. Logsdon said that McGovern was still waiting for the cash reports from the previous months, but DiSessa said she thought they had been given to McGovern. Barbuscak asked that the committee concerned with formulating a long-term budget schedule a meeting, and Logsdon agreed.

B. Finance: Larry Gallagher – Absent – no report.

C. Citizens Committee: Larry Gallagher – Absent. Barbuscak had attended and noted that the Recreation Board was featured. They have a budget of \$400,000 and 6 full-time employees, with many additional part-time. DiSessa said the District Court will be featured at the August meeting. Alex Allie, Huntington Woods City Manager, will also speak about the impact of Proposal A. Logsdon asked if the DDA was going to be featured at a Citizens Committee session, and DiSessa responded that she had already covered the DDA.

D. Development: Jane Bais-DiSessa – The attorney finished his review and filed suit on behalf of Berkley against Beckett & Raeder and Basile the previous week. Logsdon noted that settlement was still possible or the issue could also go to arbitration. DiSessa said there was a time frame for the opposing parties to respond to the complaint and other discovery to be completed. When the attorney comes back to her for direction, she will bring those issues to the DDA Board and City Council.

E. Intersection: Jane Bais-DiSessa – Covered in D. above.

F. Build Berkley/B.B.A.T.: Keith Logsdon – Another tour is planned for the Fall and will be publicized before that.

G. Business Recruitment: Jeff Allyn, Matthew Gross – Allyn reported that Tim Downey, owner of Fool's Gold Records, had wanted to open a recording studio in the building he bought on Coolidge across from Allyn's office, but was denied his request for a variance by the Planning Commission. The Planning Commission wants to wait until the master plan is completed before allowing more special use permits, which stay with a building forever. Logsdon noted that the owner should have investigated the zoning of the property before buying the building. DiSessa said that is one of the first issues the City Planner discusses when she meets with a prospective business owner. Barbuscak said it might be time to revisit the retail designation of certain areas that do not have adequate parking to sustain retail, but Logsdon countered that the master plan will tackle that issue and suggested patience. Barbuscak still wants the Board to consider the retail viability of certain areas while the master planning process is proceeding and suggested revisiting the most recent parking study. DiSessa said that has been given to the planning consultants.

H. Cool Cities Committee: Dan Cherrin – DiSessa reported that new members are being recruited. The current committee is working with local banks to set up small matching fund grants.

McDonald noted that a similar program has been in place in Royal Oak where National City Bank is one of the institutions involved. Even though Berkley isn't eligible for the current State Cool Cities grants, DiSessa said the committee isn't giving up and is trying to identify worthy projects. One of those is working with the schools to decorate City fire hydrants in the fall. Cherrin noted there is little money available for non-Main Street cities.

I. Public Relations: Dan Cherrin – DiSessa asked if Cherrin would be available to help with PR concerning the recent lawsuit against B&R and Basile, and Logsdon gave his approval.

J. Banners/Appearance: John Barbuscak – Barbuscak reported that the flags were taken down after the 4th of July because they were in such bad shape. They are being stored at the DPW, and he will review their condition. He suggested a smaller flag, 2x3, will hold up better, and 35 new flags are probably needed. Logsdon asked DiSessa if she knew what happened to the money donated for flag replacement a few years ago. She will check. Marquee banners will go up just before the Dream Cruise. Barbuscak asked DiSessa about the weeds and dead tree in the intersection streetscape. She said the tree was under warranty and will be replaced in the fall. Under the easement agreement, the City weeds and maintains the area if the property owner doesn't. Barbuscak reminded Murad about listing the banner sponsors' names on the DDA Web site. Murad said he can't get BizNet to call him back. In response to Gross's question about Edison and "advertising" on the light poles, Barbuscak suggested waiting until it's time to sell sponsorships again later in the year before making a decision. Edison hasn't put anything in writing yet about the banners. Barbuscak would like to talk to them about it, but DiSessa said she preferred he didn't. Logsdon noted that the banners are a DDA-sponsored program and Barbuscak is in charge of it. Barbuscak suggested that if they can't fund the program with sponsorships, the City should put the cost of less than \$2,000 in the budget to install the banners.

K. Newsletter: John Barbuscak – Barbuscak asked that one of the new members take over the newsletter activity. Penelope Morris will prepare and mail out the next one, and then give the DDA a firm quote for the future.

L. Web Site: Tim Murad – Murad met with the City's provider, Capital Consultants, and got a proposal to update the Web site. He asked for Board input on Web changes. He would like to restructure navigation, have a member directory, and a link to the "Welcome" packet. He also had a bill from BizNet that hadn't yet been paid. He would like to have a proposal from BizNet to compare with Capital Consultants. Until the end of the year, Capital Consultants doesn't have the ability to host Web sites. The current BizNet contract allows for four hours of updating per quarter at a cost of \$55 per hour. Gross has someone to refer to Murad for hosting. McDonald said they use Night and Day Productions. DiSessa said that City staff could do the updating for the DDA site if they go with Capital Consultants, and the City would only bill the DDA for their employees' time.

VIII. UNFINISHED BUSINESS: Barbuscak moved to change the Board meeting time to 7:30 AM from 8:00 AM. Peasley seconded. The Board approved the Motion with DiSessa the only opposing vote.

IX. NEW BUSINESS: McDonald announced "Clean Sweep," an initiative to clean up Coolidge and 12 Mile before Cruise Fest, removing weeds and other debris. She will meet with Councilman Benton to discuss a game plan. They will recruit volunteers and schedule the clean up for August 6 or 13. Barbuscak asked about contacting the County for WAM workers, as in the past. Gross suggested a continuing "adopt a block" initiative.

X. LIAISON REPORTS:

A. City Council Liaison: Collins reported ongoing discussion of the proposal to dome the Community Center tennis courts. Pleasant Ridge has renewed its contract with Berkley for dispatch services.

B. Planning Commission Liaison: Absent – no report. Gross noted that rezoning would be taken up at the August 26 meeting.

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

D. Chamber of Commerce Liaison: McDonald reported a successful Art Bash and Grub Crawl (Chamber sponsored). They're concentrating now on the Dream Cruise and the 8/19 parade. There will be a display of student artwork. Their next event is the 5K run on September 10, and 12 Mile

Road will be closed. The State of the City meeting will be held in October, and the Shop Hop is planned for the holiday season. The Directory is temporarily on hold.

XI. ADJOURNMENT:

The meeting was adjourned at 9:55 AM on motion by Allyn and second by Barbuscak.