

MEETING MINUTES
Berkley Downtown Development Authority
Meeting of the Board of Trustees
Berkley Public Safety Building, 2nd Floor Conference Room
Wednesday, May 11, 2005

I. **CALL TO ORDER:** The meeting was called to order at 8:15 AM with Chair Keith Logsdon presiding.

II. **DETERMINATION OF ATTENDANCE:**

Present: Dr. Jeff Allyn
John Barbuscak
Jim Esshaki
Lawrence Gallagher
Matthew Gross
Keith Logsdon
Timothy Murad

Absent: Jane Bais-DiSessa – *Excused*
Daniel Cherrin – *Excused*
Stephen McCrumb – *Excused*
John McGovern – *Excused*

Also Present: Alan Dyer
Richard Eshman, Director, Public Safety
Alan Kideckel
Joe Novitsky, Planning Commission Liaison
Rob Pliskow

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

IV. **APPROVAL OF MINUTES:**

A. Regular Meeting of April 13, 2005: Logsdon called attention to Item G. Business Recruitment, and the entry: "The Board members at the meeting all agreed that project should be bringing back the Berkley Theater, or a facsimile on a different site." He did not remember that being said and noted he certainly wouldn't agree with that. However, Allyn did recall saying that at the previous meeting. On motion by Murad and a second by Barbuscak, the minutes were then unanimously approved by the Board.

V. **PUBLIC COMMENTS:** None.

A. Communications: Keith Logsdon – None received.

B. Introduction of First Time Visitors: Logsdon welcomed Alan Kideckel and Alan Dyer, who is an attorney building the new office building on Coolidge near Twelve Mile. He has had a real estate law practice in Berkley for about 10 years and is also a resident. Dyer was attending because of his interest in joining the DDA Board. Logsdon noted that Stephen McCrumb had advised him that he would be resigning from the Board because his business is getting too busy. That would leave three positions on the Board to be filled, two on 12 Mile and one on Coolidge. Logsdon asked the Board for their opinions on amending the bylaws to eliminate the requirement that an equal number of members be appointed who have businesses on Twelve Mile Road and Coolidge. Barbuscak and Murad recalled that changes were made previously to include at-large members (resident, school district, or business person) because of the difficulty recruiting business people. Barbuscak noted that the current 4/4 requirement was an effort to balance the interests of the Coolidge/Twelve Mile sections of the district, but that there had been discussion of eliminating location entirely (as long as the Board member came from the DDA business district). Logsdon noted that all five applicants currently being interviewed are from Coolidge. He suggested waiting until the interview process is complete before making any decision about amending the bylaws. He will discuss the openings and interviews with DiSessa.

VI. CHAIRPERSON'S UPDATE:

- A. Master Plan:** Nothing to report.
- B. DDA Director** – Nothing to report.

VII. COMMITTEE REPORTS:

- A. Treasury/Budget: John McGovern** – In McGovern's absence, Gallagher reported they were still awaiting answers to questions about the accounts raised at the last meeting. In response to previous discussions about a long term budget (5–10 years), Logsdon asked that a committee be formed to take on the issue, with Gallagher and Barbuscak volunteering, and Logsdon volunteering himself and McGovern to join them. They will meet sometime in the future.
- B. Finance: Larry Gallagher** – Nothing to report.
- C. Citizens Committee: Larry Gallagher** – Barbuscak had attended the meeting in Gallagher's absence. The DPW was the focus of the meeting. Barbuscak said they were obviously doing a good job, and he had no notes to comment further on the meeting.
- D. Development: Jane Bais-DiSessa**
 - 1. Proposed DDA District Sidewalk Construction:** Eshman said DiSessa spoke briefly to him about the issue and asked that he bring it up to the Board, but he had no details on her proposal. Approximately \$30,000 from the County has been set aside for curb work. A bond is being considered as a source of funding for sidewalk replacement. DiSessa will invite the City engineer to the next meeting to present the road study. Later in the meeting, she spoke by cell phone to Logsdon and said the area being considered for replacement was from Tyler to Coolidge on Twelve Mile and Catalpa to 12 Mile on Coolidge. There had also been discussion in City Council about maintaining those areas, controlling weeds and keeping the streets and sidewalks clean.
- E. Intersection: Jane Bais-DiSessa** – Absent. Logsdon has heard nothing about progress and planned to talk to DiSessa.
- F. Build Berkley/B.B.A.T.: Keith Logsdon** – Logsdon said the program might be able to offer no-interest loans or mini-grants, but he is waiting for an opinion from John Sarnacki (author of DDA legislation) about how the DDA can use its funds before moving forward.
- G. Business Recruitment: Jeff Allyn, Matthew Gross** – Nothing to report.
- H. Cool Cities Committee: Dan Cherrin** – Absent. Cherrin had sent a memo to Logsdon, from which he read a summary. The committee is down to three people, two of whom are residents. Cherrin asked that anyone interest in joining the group contact DiSessa. The committee will be making business contacts regarding seed money for the Build Berkley concept. Cherrin proposed a Cool Tri-Cities initiative might be more effective, joining Berkley with Ferndale and Royal Oak.
- I. Public Relations: Dan Cherrin** – In his memo, Cherrin suggested a promotion "selling" Berkley to various corporations to promote their products and calling the promotion "Berkley for Sale." He thought it was important to actively seek partners in the private sector. Logsdon said he wasn't sure he liked the idea of putting Berkley "up for sale."
- J. Banners/Appearance: John Barbuscak** – Barbuscak reported that the spring "Berkley is Unique" banners are up. The marquee banner will replace them shortly before Dream Cruise in August. He noted that the American flags, although faded, will be used again this season. It was decided that it was cost-effective to leave them up from Memorial Day through Labor Day. Barbuscak reported that he has another business interested in sponsoring a banner. It was decided to accept the offer at a prorated cost. Barbuscak then related that when Edison workers were on Coolidge north of Twelve Mile, they noticed the "sponsor's" panel and commented that Edison does not permit advertising on their poles. Barbuscak suggested if there is any additional communication from Edison that the DDA explain, because the City cut the banner funds, sponsors were solicited to pay for the cost to install the banners. His position is that the banner panels are not advertising but acknowledgment of donations to support the City banner program, and the panel hangs on the banner, not the pole. Another approach is to do nothing until the DDA hears from Edison officially. However, he said DiSessa told him that Edison agreed to let the sponsors' panels remain up until the end of the year, and then it's over. Murad said if there were a larger issue of putting the regular

banners on the Edison poles, press coverage would be warranted. Logsdon said the dialogue needed to be between Barbuscak, who is in charge of the banner program, and Edison, and not anyone else. Logsdon then said to proceed with business as usual until the Board got something official from Edison. At that point, they would have a name and could respond directly. Murad said he was sure other communities had sponsors' names on their banners, and Logsdon suggested contacting those communities to see if they had similar issues with Edison. Murad told Barbuscak that the business banner sponsors' names and slogans will be posted soon on the Web site.

K. Newsletter: John Barbuscak – Since McCrumb is leaving the Board and he was working on the database with Barbuscak, Logsdon suggested that Penelope Morris work with Barbuscak to update the database. She will discuss what's involved with him and provide a quotation for services. Allyn wondered why the tax rolls can't be used as a database because both property owners and individual businesses are listed, but Barbuscak said it can take some time for that to be updated (until a new tenant moves into a location). He said that Vansen's input about changes has been an improvement. Allyn will meet with Barbuscak and then follow up with the tax assessor to see if that database is available. Logsdon noted that the Chamber is in the process of developing a business directory for the downtown, and there might be something the DDA could do in cooperation with them to highlight the banner sponsors in that directory. Barbuscak said the newsletter can go out anytime now and asked if anyone had submissions. He wants to keep the format short and punchy, using blurbs rather than paragraphs.

L. Web Site: Tim Murad – Murad had a meeting scheduled with the City's provider the previous Monday, but when he arrived, no one was there. He will follow up and maybe have answers by the next Liaison Committee meeting. Registry of the domain name will probably cost \$10–\$20 for one year.

VIII. UNFINISHED BUSINESS: Logsdon reported receiving a more detailed proposal from Downtown Management Strategies with proposed fees. He said the Board would need to get out an RFP for services and that the pricing information from DMS would make that easier. He expected to meet with them again within the month.

IX. NEW BUSINESS: Barbuscak, who attended the May 10 Council budget meeting, had questioned the City's sponsorship of the Woodward Avenue Action Association after it cut the budget to hang pole banners in the downtown district. By comparison, there are a handful of Berkley businesses on Woodward and 250 or more businesses in the DDA district. In a later conversation, DiSessa said the City does spend a lot of money for the DDA. For example, the City gives the DDA the TIF money. Barbuscak thought it was necessary to clarify the authority of the DDA regarding the TIF and whether the DDA is merely an advisory board. He believes State law governs the authority of DDAs, and asked that McGovern, who has done extensive research of the law, be involved. Logsdon said he would also contact John Sarnacki, author of the DDA legislation. The Board agreed on the importance of getting the facts on the DDA's authority clearly understood as soon as possible and ensuring the current City Council and City Manager are properly informed. There was also discussion about the recruitment and interviewing of prospective DDA Board members.

Gross suggested that the DDA should take over ribbon cutting ceremonies for new businesses, because it hasn't been done for awhile and is a good source of publicity, as well as costing nothing. He will take on the initiative but needs to get contact names and phone numbers for the new businesses. He will coordinate with the mayor. Eshaki asked if Berkley had any brownfield issues, because there are development opportunities with State abatements. Logsdon said if there are any, they could be addressed in the master planning process. Novitsky said he was not aware of any current sites, but if there were in the future, they would probably be on 11 Mile Road and would arise when businesses change hands.

X. LIAISON REPORTS:

A. City Council Liaison: Absent – no report. The budget was tentatively approved by Council.

B. Planning Commission Liaison: Novitsky reported that the Planning Commission made the decision to hire the firm of Langworthy, Strader, LeBlanc & Associates as master planning consultants

on a unanimous vote. He said the commission actively welcomed the DDA's participation as an advisory group in the master planning process. He also reported that consideration of the first PUD (mixed use, planned unit development) on the Burger King site had gone through two meetings. The Burger King will be razed, and a new Burger King incorporated as part of the development. There will be parking in the front. Logsdon asked him if the Commission viewed the development as a kind of secondary district in the downtown. He noted discussion about having the boundaries of the downtown change. Novitsky answered no. He believes the width of the road determines downtown boundaries.

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

D. Chamber of Commerce Liaison: Absent. Logsdon reported that the Chamber is putting together a brochure of Berkley businesses, and they asked about the DDA's progress in hiring a director or a firm like DMS. McDonald said the Chamber might participate in the cost because of the joint effort in promoting the downtown and its businesses. There will be more discussion on the issue.

XI. ADJOURNMENT:
The meeting ended at 9:24 AM (lost quorum).