

**MEETING MINUTES**  
**Berkley Downtown Development Authority**  
**Meeting of the Board of Trustees**  
**Berkley Public Safety Building, 2nd Floor Conference Room**  
**Wednesday, September 14, 2005**

I. **CALL TO ORDER:** The meeting was called to order at 7:42 AM with Chair Keith Logsdon presiding.

II. **DETERMINATION OF ATTENDANCE:**

*Present:* Dr. Jeff Allyn  
John Barbuscak  
Daniel Cherrin  
Jane Bais-DiSessa  
Allen Dyer  
James Esshaki  
Lawrence Gallagher  
Matthew Gross  
Keith Logsdon  
John McGovern  
Timothy Murad  
Lisa Peasley  
Alan Semonian

*Also Present:* Eric Adelman  
Fred Collins, City Council Liaison  
Roxanne Hosko  
Bridget Mahrle  
Ron Meyer  
Joe Novitsky, Planning Commission Liaison

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

IV. **APPROVAL OF MINUTES:**

**A. Regular Meeting of August 10, 2005:** On motion by Murad and a second by Dyer, the minutes were unanimously approved by the Board.

V. **PUBLIC COMMENTS:** None.

**A. Communications: Keith Logsdon** – Logsdon received a letter from SEMCOG requesting the DDA's participation in a program they're starting to coordinate transportation efforts throughout the metro area. Hubbell, Roth & Clark are administering the program, and Logsdon was informed he would be called for an interview. He also received a letter from Worry Free, Inc., a company that has contracted with the cities of Ferndale and Royal Oak to do downtown maintenance (cleaning sidewalks, changing banners, flower planting, etc.), and he spoke to them in a follow up call. He wants to talk to Ferndale's DDA Director about the service and how the DDA pays for it. In that vein, he introduced Bridget Mahrle, who has a business with her husband on Coolidge, United Mobile Power Wash, and who described her interest in promoting beautification in downtown Berkley. Mahrle said she had been inspired by the recent community effort to clean up the downtown. She plans to rally community support to beautify the downtown, planting flowers at select locations around the city such as the entrance walls at 12 Mile and Coolidge and flanking the benches along both streets. She also appeared before the Chamber of Commerce to promote her idea and plans to visit the Junior Women's Group to garner support. Next, she will meet with the owner of Garden Central to discuss costs and planting ideas. She prepared an outline of her proposal, which Logsdon will e-mail to Board members. She hopes to have the effort organized for spring 2006. Roxanne Hosko, owner of Salon Tru on 12 Mile, was attending the meeting to discuss the condition of the sidewalk in front of her shop. She said the City sent someone to inspect it at her request, and was told the City can't do anything because of the master plan. Logsdon explained to her how the road

bond would impact sidewalk replacement in her area of 12 Mile. Collins clarified the plan to lower the roadway, put in new curbs, and replace sidewalks and noted that the City had to wait on the results of the bond vote before proceeding with any sidewalk repairs. Logsdon noted there was talk of doing a special assessment for sidewalk replacement, which property owners would pay. Collins advised Hosko that if she wanted to fix the sidewalk because she's afraid of liability, she could do so. Allyn suggested she talk to her landlord about sharing the cost, and Logsdon also suggested she follow up with DiSessa. Hosko told the Board she would like to help the DDA in any way they could use her assistance. Mahrle said she'd be willing to go door-to-door to invite people to get involved with the DDA. Logsdon said this kind of grass roots effort is what the DDA and the downtown really need. Barbuscak brought up the problem that if the 12 Mile bond fails, sidewalks like Hosko's might not be fixed until 2010, but Collins said that if the bond fails in November, sidewalks on 12 Mile will be addressed next year. Logsdon said it was important that residents understand 2 miles worth of bonds would be retired, so a vote to approve the road bonds (1.7 miles total) will not increase their taxes. Hosko and Mahrle suggested getting the endorsement of the whole business community for the bond issues and maybe printing posters that shop owners could display indicating their support.

**B. Introduction of First Time Visitors:** Logsdon also introduced Eric Adelman, a Berkley resident and community relations associate with the Jewish Community Council, who would like to get involved in the community.

**VI. CHAIRPERSON'S UPDATE:**

**A. Election of Officers:** The slate of Logsdon, Chair; Allyn, Vice Chair; Semonian, Treasurer; and Bais-DiSessa, Secretary was approved unanimously on motion by Barbuscak and second by Murad. McGovern then moved to elect the slate as approved, Dyer seconded, and the Board voted unanimously to elect the slate of officers.

**B. Downtown Welcome Program:** Logsdon reported that the Dairy Queen will have the first welcoming program followed by Alex's, which is slated to open September 27. More presentations will follow. Esshaki asked if questions about which account to use for the program had been clarified. Logsdon responded that funds budgeted for promotions would be used and that the events were promoting the downtown, so it should be a legitimate use. Allyn noted that the program might also recognize significant milestones such as major business anniversaries in the future. Barbuscak showed mock-ups of the banner that will be displayed and the plaque that will be presented. Allyn suggested other existing businesses be involved in the welcome by donating services or gifts to the new one during the celebration. Logsdon noted that the event planner the DDA hires could do additional work for the new business owner if he/she wishes to pay directly for that.

**C. 12 Mile Road Improvements** – Nothing additional to report.

**D. Committee Assignments** – Deferred.

**VII. COMMITTEE REPORTS:**

**A. Treasury: John McGovern (Alan Semonian)** – McGovern e-mailed cash reports to Semonian and Gallagher for review (Semonian will assume the Treasury Committee duties). There are still some questions to clear up. Semonian will meet with Dolan and Gallagher after he reviews the reports. Logsdon said he hopes to have past reports up to date for the October Board meeting.

**B. Budget/Finance: Larry Gallagher, John McGovern** – Nothing new to report. Logsdon noted that the new master plan will project out to 2030 and suggested the DDA consider similar 15-20 year long-range budget planning.

**C. Citizens Committee: Larry Gallagher** – Barbuscak attended at Gallagher's request. Huntington Woods City Manager Alex Allie spoke and described how their citizens committee reviewed the city's programs in terms of priorities. He discussed municipal budgets, the tax consequences of Headlee, and how cities can deal with them.

**D. Development: Jane Bais-DiSessa** — In DiSessa's absence, Logsdon reported he has a call in to the attorney to discuss the intersection and expected to speak with him the following week.

**E. Intersection: Jane Bais-DiSessa** – No report.

**F. Build Berkley/B.B.A.T.: Keith Logsdon** – Logsdon said the fall tour planning is underway with a meeting scheduled later in the month. The next tour will probably be held in November. The committee has been talking with the Woodward Avenue Action Association about no interest/low interest loans (or SBA loans) for façade improvement (WAAA has a similar program in place). There was discussion that storefronts still need to be cleaned up and made more attractive, especially in some destination businesses that are using their fronts for storage rather than to draw in customers. Barbuscak suggested contacting Jack Parash, a former DDA Board member and the owner of the Doll Hospital, to work on a committee on improving storefront appearance. Logsdon asked Peasley and Dyer to work with Mahrle and other volunteers to coordinate a committee on appearance and beautification. Collins said there is an effort to revitalize and fund the City's beautification committee.

**G. Business Recruitment: Jeff Allyn, Matthew Gross** – Logsdon reported talking with Greg Thom about doing a "Minding Our Own Business" segment focusing on the DDA, its mission, goals and accomplishments, and other positive background to get the truth out about the DDA, how it's funded, and what it does. Tapes or CDs of the program will be available to community groups. Barbuscak suggested having before-and-after shots of downtown improvements, such as the new 24 Seconds sports bar. Testimonials from businesses that have upgraded because of positive DDA action might also be included. Barbuscak related an exchange he had with a repairman at his business who started out critical of the intersection project but ended up changing his attitude after Barbuscak pointed out all the positive changes that have taken place since.

**H. Cool Cities Committee: Jane Bais-DiSessa** – Absent. Cherrin reported that the committee is trying to identify façade improvement projects worthy of grant support, and Logsdon asked him to take part in the upcoming B.B.A.T. meeting. Cherrin wants to make sure the reporters who cover Berkley are notified about all upcoming DDA events.

**I. Public Relations: Dan Cherrin** – Logsdon asked Cherrin to work on publicity about the November bond votes. Cherrin had put together a narrative in response to a recent anti-DDA newspaper article that would be posted on the Web site. Logsdon would like to tie that in with the DDA's support of the bond and the new beautification effort. Cherrin said he had spoken with the School Superintendent about their public relations effort, and they make work together promoting Berkley.

**J. Banners/Appearance: John Barbuscak** – The current marquee banners will stay up until holiday decorations are installed.

**K. Newsletter: John Barbuscak** – Logsdon told Barbuscak he had comments on the newsletter draft and would discuss them with Barbuscak. Barbuscak said the DDA might want to put out two issues fairly quickly. Logsdon suggested that one be dedicated specifically to the bond issues on the November ballot. Murad and Cherrin said they didn't receive the newsletter (because they are residents) and would like to be put on the mailing list. Cherrin also suggested mailing the newsletter to the newspaper reporters who cover Berkley.

**L. Web Site: Tim Murad** – Murad had a list of changes to the Web site that he had discussed with Barbuscak and Logsdon and planned to go over it with them after the meeting. He also asked that all Board members check the site and update their biographies and that new members send him their bio information. Murad needs a third quotation before the DDA can hire a company to redesign the Web site. Logsdon said he would send Murad a Web address to check and see who designed the site. In answer to McGovern's question about whether the new site could be updated directly by someone from the Board or hired by the Board, Murad said that it could, but if the City's provider is chosen, City staff are trained to do it. The City would probably charge a fee for the time involved. Logsdon asked him to have the 2005 meeting schedule posted as soon as possible and to talk to DiSessa about getting the meeting schedule posted on the City's Web site. Barbuscak reminded him about the business banner sponsors, which Murad said could be listed right away. Barbuscak said he'd spoken to Nancy Line at the City about publishing a schedule of the meetings so that people would know when they're broadcast. He would also like to see older "MOOB" programs re-run, and former and current DDA Board members' credentials could also be publicized in the new DDA "MOOB" segment.

**VIII. UNFINISHED BUSINESS:** None.

**IX. NEW BUSINESS:** None.

**X. LIAISON REPORTS:**

**A. City Council Liaison:** Collins announced two open meetings would be held on September 20 and October 27 to get information out to the community about the upcoming bond proposals. The City engineer will present the information, and the DPW Director, Road Commission representative, and mayor will also speak. Collins noted that residents need to be informed that even if all the bonds are approved, taxes will still decrease. The cost to a resident for the 12 Mile bond will be about \$20 a year and @\$70 a year for the Coolidge/minor street bond. Collins related the reason Alex's restaurant has been delayed in opening is that the County disputes Berkley's authority to change the curb. Collins said he'd recommend that Council hire an attorney to review the matter and may recommend that Berkley proceed against the County.

**B. Planning Commission Liaison:** Logsdon urged Board members to attend the Planning Commission session on the master plan at 7:30 on October 11. Catalytic projects will be the focus. Novitsky and Logsdon noted their positive impression of the master plan consultant. Novitsky reported that the PUD project on the Burger King 12 Mile site is stalled because of engineering issues between the developer and the City. Logsdon noted that if there was anything the DDA could do to move the dialog along between the parties, they were more than willing to do so. Another PUD will come before the Commission at their next meeting. DiSessa assured Novitsky she would look again at the issues involved in the first 12 Mile PUD to see if she could do anything to move it forward.

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

**D. Chamber of Commerce Liaison:** Logsdon read McDonald's e-mail updating the Chamber's recent activities. T-shirt sales at the Cruise Fest and Dream Cruise were successful. Their Board is deciding how to invest the proceeds from that and the Art Bash. They made a donation to the Berkley Public Safety Officers Louisiana relief effort. The Chamber also had a table at the recent 5K Hospice Run. Logsdon spoke with Beaumont's person in charge of the 5K Run and expressed the DDA's interest in doing more together. At all three Chamber events, they distributed bags with trinkets, flyers, and coupons from Chamber members as a marketing tool. McDonald reported their membership is on target to increase by 10% this year. Upcoming events: State of the City, 2nd or 3rd Tuesday in October ("Best of Berkley" awards announced); Berkley Business Assistance Team fall tour; Shop Hop, mid-November to mid-December; and Chamber Holiday Party, first week in December.

**XI. ADJOURNMENT:**

The meeting was adjourned at 9:24 AM on motion by Barbuscak and second by Murad.