

MEETING MINUTES
Berkley Downtown Development Authority
Meeting of the Board of Trustees
Berkley Community Center
Wednesday, March 14, 2007

- I. **CALL TO ORDER:** The meeting was called to order at 7:50 AM with Chair Keith Logsdon presiding.
- II. **DETERMINATION OF ATTENDANCE:**
Present: Dr. Jeff Allyn
Jane Bais-DiSessa
John Barbuscak
Tony Duce
Diane Farrington
Lawrence Gallagher
Keith Logsdon
Michael Pesendorfer
- Absent:* Allen Dyer
James Eshaki
Matthew Gross
John McGovern – *excused*
Alan Semonian – *excused*
- Also Present:* Ron Meyer
Joe Novitsky, Planning Commission Liaison
David Sabuda, City of Berkley Finance Director
- III. **APPROVAL OF AGENDA:** The agenda was approved unanimously upon a motion by Barbuscak and a second by Gallagher.
- IV. **APPROVAL OF MINUTES:**
A. Regular Meeting of February 21, 2007: On motion by Barbuscak and a second by Gallagher, the minutes were unanimously approved by the Board.
- V. **PUBLIC COMMENTS:** Meyer noted the amount of cracks and pockmarks on Coolidge. He said it was something to keep an eye on because the road was just redone. He also noted that the road seems to have been re-stripped improperly in some places and suggested taking a look at that as well. He had difficulty recently unloading in front of his building when he was parked on Coolidge. Bais-DiSessa said it was the first time she'd heard that complaint, but she would look into it. Barbuscak reported that there appeared to be too much signage on Twelve Mile, making it look cluttered. Logsdon asked him what kinds of signs he was talking about, and Barbuscak said large municipal parking signs, for one example. Logsdon wondered if they were done to the streetscape specifications, but Barbuscak didn't know. Bais-DiSessa said she would look into it, but she thought there were fewer signs than before the streetscape was done. Barbuscak suggested the new downtown manager check out the situation as well.
A. Communications: Keith Logsdon – Logsdon reported receiving a notice from SEMCOG regarding a workshop addressing transportation operations in Southeast Michigan and asked if Berkley was participating. Bais-DiSessa said Berkley is a member of SEMCOG and she and the mayor attend some of the sessions. Matthews-Pennanen was appointed to the Economic Development Committee, and she hoped other Council members would attend meetings as well.
B. Introduction of First Time Visitors: None.
- VI. **CHAIRPERSON'S UPDATE:** Nothing additional.

VII. UNFINISHED BUSINESS:

A. Downtown Manager: Logsdon reported that the Board had a lively discussion about the Downtown Manager candidates interviewed at the February 21 Board meeting, and one candidate received the vast majority of the vote, Nathan Geinzer. The committee met with him the previous week and negotiated a tentative agreement, the terms of which the City Attorney would be reviewing. Then a letter of agreement would be presented to Geinzer. Logsdon said they had agreed to pay Geinzer \$1,600.00 a month plus expenses to be determined. He hoped to get a breakdown of what those expenses would be in time to include them in the upcoming budget due in April. Sabuda had sent Logsdon a sample agreement the City has used. Logsdon hoped Geinzer could start April 1 and he asked for a motion to recommend the approval of Nathan Geinzer as DDA Downtown Manager to City Council for their March 19 meeting, pending resolution of an agreement between all the parties. He said Geinzer was already working on a press release announcing the appointment. Farrington asked about setting his priorities, and Logsdon said the entire Board would prioritize their goals. He thought the first order of business was getting the development plan updated. Pesendorfer asked how direction would flow to Geinzer, and Logsdon said through the chair of the Board, and any information Geinzer would need about City procedures would come through Bais-DiSessa. In terms of where his office would be located, Logsdon noted Bais-DiSessa had offered a spot in the Finance Department. Greg Thom also offered some first floor office space, as did Allen Dyer. Pesendorfer suggested his main phone be a dedicated DDA cell phone number. Logsdon said he would entertain a motion to recommend to Council that they approve Nathan Geinzer as the new DDA Downtown Manager. Gallagher so moved, and Barbuscak seconded. Bais-DiSessa asked that the motion also include pending resolution of the terms of the agreement with Geinzer. With the additional language, the motion was unanimously approved by the Board. Logsdon encouraged Board members to attend the Council meeting. Barbuscak thanked everyone who took part in the search process and setting up the criteria. Logsdon said he would describe the process the Board went through at the Council meeting on 3/19.

B. DDA 2007-2008 Budget: A copy of the preliminary budget was given to each Board member. Logsdon and Sabuda had reviewed the figures the previous week. A summary sheet was provided putting all the funds on one page with the account number for each line item. Logsdon noted some line items that would probably change, such as Administrative Services, which would be impacted by the downtown manager's fee and expenses. He noted that the line item for legal services should actually be \$5,000. Sabuda said the Board should come up with some projects to offset the fund balance. Bais-DiSessa noted that the budget at this point is just a draft and needs one more review. The numbers presented are expected to change as the year progresses, but this is their best guess now. Sabuda said he expects that on 4/11, the Board will approve the preliminary budget before it's sent to City Council. Logsdon noted the start up costs and other one time costs can tap the fund balance, but regular monthly costs shouldn't. The budget for market development (façade improvement) will go up as well as plan administration (rewriting development plan, a one-time cost). He will e-mail the updated figures. Pesendorfer asked if there was a place in the budget for banners and flowers. Logsdon said there was a line item for banner purchases under special events. He said it was based on making 75th anniversary banners for the entire downtown. Bais-DiSessa said she would try to get funding for banners from the general fund, but they wouldn't be a qualified item in the DDA budget. She will make a recommendation as manager on the budget, and Council will see both the request from the DDA and her recommendation. Barbuscak asked that she come back to the Board if there were areas she disagreed with, and she said she would and hoped that everything could be ironed out by 4/11. Bais-DiSessa said that once the TIFA plan is updated, they could do more things. Pesendorfer suggested that since it seems there is money to be spent, this would be the time to buy three seasonal banners and take advantage of the economies of scale as well as getting the landscaping in as soon as possible. Sabuda noted the surplus in capture fund can be used for landscaping and streetscape. Logsdon said he's been asked what will be put in the planters and it was time for their consultant to make that decision. Pesendorfer said they should be getting a competitive bid. Logsdon said the key was to have a design of what they want in the planters and then get bids. Gallagher asked Sabuda how much of the projected fund balance was capture versus the 2 mils. Sabuda approximated that capture was 2/3, and the 2 mil levy 1/3. Gallagher would like to see the expenses against the two broken out, and Sabuda said he could do that. Logsdon said he

would like to get the executive committee together before April 11 to focus on the budget details and asked other Board members to e-mail him with questions and concerns. Bais-DiSessa said she had sent everyone a copy of the old TIF plan some time ago and reminded them that until it was updated, they had to adhere to the old plan. Sabuda noted it was very expensive to change the plan. Barbuscak asked if Logsdon wanted the executive committee to start on it or appoint a separate committee. Logsdon responded that he would like Geinzer to lead the charge. Pesendorfer asked if the City event schedule was available so that the DDA could decide how to participate. Farrington suggested that a Berkley business be hired for the planter landscaping. Logsdon said he was sure they would get a good bid from Four Seasons. Bais-DiSessa noted that anyone who wants to bid is allowed to do so, and the City can't place restrictions on that. Barbuscak said he thought the Beautification Committee was going to be involved in some way. Logsdon said he had talked to Mahrle, who will be scaling back her activity somewhat. She told him she wanted the Beautification Committee to give the DDA the money they have for flowers, but that proposal hasn't been officially approved. Farrington suggested having business sponsorship for the plantings. Logsdon said that would be a great program for Geinzer to look into. Bais-DiSessa said that trees were going in as soon as the weather permits.

VIII. NEW BUSINESS:

A. Budget Amendment: Andriese Invoice – Sabuda reported on the tree planting bid package invoice from Andriese for \$6,676.02 that had been sent out with the minutes package. No money for that was originally appropriated in the budget. Sabuda had prepared a proposed budget amendment also sent with the minutes, which moved funds not used from the Land Improvement account to the Consultant account to cover the cost. He recommended that the Board approve the amendment. Related to that, Logsdon noted discussion about how to pay for the actual trees. The City contributed \$4,000, the Beautification Committee \$3,000, with the remainder from the DDA. Logsdon noted some of Andriese' fees were paid by HFC, because he was a consultant to them. Logsdon will confirm with Andriese what the current charges cover, as he believed design for the planters was included. Gallagher suggested amending the budget to cover the total \$16,400 projected landscaping/design cost in case the money needs to be expended before the end of the current fiscal year. Sabuda said it may or may not be needed, and he recommended not amending the budget at this time. Gallagher moved to approve the budget amendment as presented, Pesendorfer seconded, and the Board approved it unanimously.

IX. COMMITTEE REPORTS:

A. Treasury/Budget/Finance: Alan Semonian, Larry Gallagher, John McGovern – No additional business.

B. Development: Jane Bais-DiSessa – Nothing to report. Logsdon reported meeting with Tom Munsel, the intersection consultant, about how to move forward. He will submit a proposal to the DDA to help them do that, to decide on an ongoing maintenance program, and make future plans.

C. Build Berkley/B.B.A.T.: Keith Logsdon – Logsdon reported he hadn't heard anything about the next tour. He thought another tour would take place in the spring.

D. Business Recruitment: Jeff Allyn – Allyn noted that Geinzer had mentioned getting a wish list of businesses to recruit. Allyn would like to work with him and start going after those specific kinds of businesses. Farrington suggested ribbon cuttings for new businesses as something that should be included in the development plan.

E. Banners/Appearance: John Barbuscak – Barbuscak suggested putting the specs for new banners together and getting a quote. Logsdon asked Bais-DiSessa when the City planned to start celebrating Berkley's 75th birthday. She said May 23 is the official date, and several events are planned. The City wants to have a year-round celebration, with a tour of the cemetery, special 75th birthday banners, a commemorative Christmas ornament, a breakfast, a tour of some City homes, an historical picture book, and special Cruise Fest events. The City's Web site will have more details. Logsdon said the Art Bash weekend might be a good opportunity for the DDA to plan something special. Barbuscak reported the snowflake banner would be taken down. If a special 75th birthday banner is going up, he said planning has to start immediately. He would like to see new banners throughout the city. Bais-DiSessa asked Barbuscak to work with her and Sabuda on banner plans.

Logsdon suggested having a mock up of the design to approve at the next meeting. Duce has someone on staff who could help with design, and Bais-DiSessa offered Mary Hughes' services. Gallagher wondered if capture funds were available for streetscape banners. Logsdon said it was certainly a physical improvement. Sabuda said capture funds could only be used in certain areas. Barbuscak hoped to have big street banners celebrate the 75th birthday. Bais-DiSessa said she hoped for a design that could be used a majority of the time. Logsdon proposed hiring a professional to design the banner. Duce will check with his staff. Logsdon asked for additional members to join Bais-DiSessa and Barbuscak on the banner plan committee. Duce and Pesendorfer volunteered. Pesendorfer moved to let Barbuscak chair the committee and do what's necessary to get the job done because time is so short. Bais-DiSessa noted that Council has to approve because general fund money will be used. Logsdon suggested a cooperative effort with the DDA doing the triangular banners and the City the bigger street banners. Bais-DiSessa stated she didn't think the DDA could do the triangular banners. Logsdon and Barbuscak noted poles with brackets for banners are shown in the original development plan drawings. Bais-DiSessa said there was nothing in the budget for those banners. Barbuscak said he hoped the small banners could be done legally under the streetscape plan. Sabuda noted the development plan doesn't call for banners and turning that funding over to the City eliminates any spending controversy. Logsdon countered that the development plan doesn't call for welcome signs on the walls either. Bais-DiSessa said she would try to come up with a way to get approval quickly from Council. Pesendorfer noted as a 12 Mile business resident, he wanted all these issues taken care of now: trees, flowers, and banners. Barbuscak said to assume the streetscape plan calls for banners. The DDA should be able to buy them, and a precedent was being set that needed to be solved, for other DDAs as well. Bais-DiSessa said the controversy should be corrected when the TIFA plan is updated. Logsdon called for a target to have the design available for approval by the next Board meeting, 4/11. Barbuscak will see how quickly suppliers can get the banners made.

F. Newsletter: John Barbuscak – Logsdon said the newsletter would come out soon with the announcement of Geinzer's appointment as manager. Penelope Morris will send a draft to Logsdon and Barbuscak.

G. Web Site: Jeff Allyn – Allyn said the Web site is being updated and running well. He suggested budgeting enough so that it can be "tweaked" a little bit. He'll come back to the Board with ideas. He welcomed suggestions. On a separate subject, Barbuscak noted approval of the master plan. Part of the plan focuses on the part of 12 Mile near Robina. He thought the DDA should get involved quickly and make it a major project because the area is a focal point of downtown. He suggested getting consultants working on design. Logsdon asked Novitsky about floating ideas out to the development community. Novitsky said it might be a perfect opportunity for projects like that, adding that it may take 5 to 10 years to happen. It would take an aggressive developer to work with the City and DDA. Matching funds from different venues would help. Barbuscak suggested looking for grant money.

X. LIAISON REPORTS:

A. City Council Liaison: Absent – no report.

B. Planning Commission Liaison: Novitsky reported the Commission has had a quiet agenda recently. They are in the process of canvassing every building in the City looking for ways to relax ordinances to develop each lot to its full potential. At the Home Expo on 3/17, architects will be on hand offering free design assistance to homeowners. He also reported that Twelve Mile from Tyler to Buckingham was rezoned to local business, with more relaxed zoning.

C. Beautification Committee Liaison: No report. Logsdon noted that he was taking up a collection to give Christina Sheppard-Decius a gift certificate for dinner at a Berkley restaurant in appreciation for her help choosing a downtown manager. He wanted to collect \$50 and asked for donations from the Board. Farrington wondered if Sheppard-Decius could help Geinzer when the Board initially sets his priorities.

D. Chamber of Commerce Liaison: Absent – no report.

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

XI. ADJOURNMENT:

The meeting was adjourned at 9:15 AM on motion by Barbuscak and second by Farrington.