

MEETING MINUTES
Berkley Downtown Development Authority
Meeting of the Board of Trustees
Berkley Public Safety Building, 2nd Floor Conference Room
Wednesday, May 9, 2007

- I. CALL TO ORDER:** The meeting was called to order at 7:37 AM with Chair Keith Logsdon presiding.
- II. DETERMINATION OF ATTENDANCE:**
- Present:* Dr. Jeff Allyn
Jane Bais-DiSessa
John Barbuscak
Tony Duce
Allen Dyer
Diane Farrington
Keith Logsdon
John McGovern
Alan Semonian
- Absent:* James Eshaki
Lawrence Gallagher – *excused*
John McGovern – *excused*
Michael Pesendorfer
- Also Present:* Paul Andriese, Grissim Metz Andriese
Alan Kideckel
Michael Matthews-Pennanen, City Council Liaison
David Sabuda, City of Berkley Finance Director
- III. APPROVAL OF AGENDA:** Logsdon asked that two items be added to the agenda, a presentation by Paul Andriese for the streetscape planters under VII. Unfinished Business, and 75th anniversary T-shirts under IX.E. Banners and Appearance. The revised agenda was approved unanimously upon a motion by Dyer and a second by Duce.
- IV. APPROVAL OF MINUTES:**
- A. Regular Meeting of March 14, 2007:** On motion by Dyer and a second by Allyn, the minutes were unanimously approved by the Board.
- V. PUBLIC COMMENTS:** None.
- A. Communications:** Keith Logsdon – None.
- B. Introduction of First Time Visitors:** None.
- VI. CHAIRPERSON’S UPDATE:** Nothing to report.
- VII. UNFINISHED BUSINESS:**
- A. DDA 2007-2008 Budget:** Sabuda distributed printouts of the proposed budget, with a summary spreadsheet and detail spreadsheets for the 814 ad valorem and 815 tax capture funds. He noted that revenues from property taxes come in over time starting July 1. There are several one-time costs that put the 814 fund at a projected \$34,742.00 in expenditures over revenues, with the difference coming out of the fund balance from 2006/07. Bais-DiSessa will be asking Council to approve an expenditure of \$5,000.00 from the City budget for banners. For the 815 fund, expenditures are projected to be \$118,813.00 over revenues. Sabuda reiterated that the 815 fund should not show a large fund balance. With the carryover from the fund balance of 2006/07, he estimates the 2007/08 ending fund balance for the 815 account at \$99,193.00. Bais-DiSessa noted that budgets are just projections and as things change, it can be amended. She will advise the Board as quickly as possible when those projections deviate from reality. Logsdon said he believed that the DDA has never spent everything that was projected in a proposed budget. Sabuda also noted that

funds budgeted and not spent are carried forward to the next year, using a budget amendment (carry forward) in July. Logsdon said they had done a walk-through of the downtown with Main Street staff, and they (Main Street) were really excited about the DDA's plans and parking lot upgrades for the south side of Twelve Mile. Sabuda then asked the Board for a motion to approve the 2007/08 budget and send it to City Council for consideration. Bais-DiSessa said she would take the budget to the May 14 Council meeting and make a recommendation to approve it. Logsdon asked her if there was a chance they would deviate from the proposed budget. He and Barbuscak suggested it would be appropriate for Board members to be present at the meeting. Barbuscak also noted that from past experience, it was instructional to learn about the whole City budget and City expenditures. He also wanted the DDA ideas to be given consideration in the community promotion budget. Barbuscak moved to approve the proposed 2007/08 budget, Semonian seconded, and the motion was unanimously approved by the Board. Barbuscak complemented Sabuda on the budget documents and his presentation, noting it was the first time the documents were easy for him to understand. Semonian seconded the opinion.

B. 75th Anniversary: Barbuscak reported that he got a quotation for 90 triangular banners (for 45 light poles), and 30 large street banners and placed the order, but they probably won't be ready for the May 23 birthday celebration. Logsdon noted that the money for the banners probably wouldn't actually be spent until after the start of the new fiscal year. Sabuda reported that there was @\$3,600.00 available in the banner account, after the \$3,000.00 budgeted for 2007/08, and the DDA could amend for this fiscal year with the difference to be covered by T-shirt sales. Barbuscak noted that the low quote for the 90 triangular banners (at the 100 quantity price) was @\$3,930.00, and @\$2,964.50 for the 30 large street banners (or @\$7,000.00 cost for both banners). Sabuda noted the Board could approve the expenditure of the balance in the banner fund for this fiscal year and reduce the corresponding budget amount for 2007/08. Logsdon noted that by the start of the new fiscal year, they would have a good idea of what T-shirt sales would be. Barbuscak asked for a motion to spend the \$6,600.00 banner fund balance on new banners. Sabuda suggested they amend the budget for 2006/07 to utilize the banner funds, to be supplemented by T-shirt sales (with only @\$400.00 in sales needed to break even), and then amend the amount budgeted for banners down for fiscal year 2007/08. Bais-DiSessa noted that City Council approval will be needed for the \$5,000.00 appropriation she's requesting for banners. Farrington moved to amend the 2006/07 budget to expend the banner fund balance of @\$6,600 plus an additional @\$1,000 from projected T-shirt sales and to approve Barbuscak to spend the money on new banners. Dyer seconded, and the motion was approved unanimously. Barbuscak displayed the T-shirt and noted the sales price would be \$12.00. He made a presentation to the Parade committee and reported they were very enthusiastic about it and made a verbal commitment to buy 600 shirts. The DDA would sell that quantity of T-shirts to them for \$9.00 each. However, he wasn't able to get a firm OK on the sale yet. He did get permission for the DDA to alternatively sell the shirts from the Parade committee tent. He offered them an exclusive on Berkley Days sales if they followed through on their commitment for 600 shirts. Logsdon noted the importance of having T-shirt sales at Berkley Days and asked for volunteers to work the tent if the Parade committee doesn't follow through. Barbuscak said he hadn't talked to April McCrumb about sales at the Art Bash. Volume sales (25 or more) would be \$10.00 each. A business's logo could be added on the sleeve for an additional \$1.00 with a \$25.00 set-up charge, and 50 or more would be \$10.00 each with the logo. Barbuscak said he already had a commitment from someone for 100 shirts, and Wally Gulli at Sunoco wants 50 with his logo on it. Logsdon noted discussion about the DDA having their logo on the sleeve. He thought it would be good to promote the DDA but asked for Board input as to whether it would be worth the additional \$1.00 per shirt. Barbuscak thought there could be logistical problems if they put the DDA logo on the shirts, and Farrington and Semonian didn't see any "draw" from the DDA logo. Logsdon also wanted to make the point that if the DDA sells the shirts, they make more profit, so he wanted Board volunteers to sell them at Berkley Days. Barbuscak noted the need to keep close tabs on sales and costs. He also noted that they could get a neutral color, rather than white, for just 40 cents more, and someone he talked to already indicated an interest in it. He was planning to meet with all the previous banner sponsors to promote the T-shirt sales with their logos on them. He suggested approaching businesses by stressing that the sales support dressing up the downtown with banners. Semonian suggested selling corporate sponsors ad space on the back of the shirts. Logsdon

suggested coordinating Berkley Days volunteers for Friday, Saturday, and Sunday through Geinzer. Barbuscak said if they could get business commitments for the 600 shirts they have, they could do another run for Berkley Days. Sabuda noted that sales tax has to be paid if the shirts are sold retail, but not if wholesale. Tax would be included in the \$12.00 retail selling price. Sales by check should be made out to the City of Berkley, then the DDA will send a memo to the City, and the money from the sales will be credited to the DDA's account. Sabuda recommended that the Board approve a budget amendment for T-shirt sales in the amount of an additional \$3,000.00 and direct Barbuscak to purchase the shirts. Bais-DiSessa asked him where those funds would come from, and Sabuda said from the DDA's 814 fund. Bais-DiSessa said that wasn't allowed and it could only come from the banner fund, which they just voted to use to purchase new banners. Barbuscak wondered if the City could "loan" the money to buy the shirts. Barbuscak said they would need \$3,000.00 to buy the number of shirts he thought they could sell easily. Bais-DiSessa said there was a fund that she could use, but she would have to get Council approval. Bais-DiSessa suggested motion language that the City Manager will appropriate funds from the City's general fund to be reimbursed by the DDA with proceeds from the T-shirt sales. Logsdon asked Matthews-Pennanen if he thought Council would have any problem with that, and he said no. Barbuscak said he has to put the purchase through the books of his business, and they'd have 30 days to pay once the invoices were sent. Barbuscak suggested that three Board members be willing to back the T-shirt purchase, so he, Semonian, and Dyer agreed to do so, and Bais-DiSessa said the City would support them if there was a concern. Logsdon then asked for a motion to move forward with T-shirt sales, with the purchase privately funded. Dyer so moved, Barbuscak seconded, and the motion was approved unanimously. Geinzer asked anyone willing to volunteer for Berkley Days T-shirt sales to e-mail him. He'll create a matrix to organize times/days.

C. Streetscape Planters: Paul Andriese of Grissim Metz Andriese presented his concept plan for the 12 Mile Streetscape planter boxes. He noted there are four different sizes of planters. Each will contain basically the same plants, but in different quantities: Hamelin grass, coreopsis, sedum, and phlox, interplanted with white tulips (which will be planted in the fall). The plans also show a decorative metal hoop edging. Bais-DiSessa said she would discuss maintenance with Bruce Jerome (DPW), but Andriese noted the plants chosen require minimal maintenance. Logsdon brought up the possibility of getting business sponsorships for the plantings. For the hanging baskets, Andriese is suggesting wave petunias in harmonizing colors (magenta, pink, and white). He recommends hiring a water truck service to take care of the hanging baskets. Logsdon reported speaking to someone on the Beautification Committee about that service. Andriese will put together a proposal, specifications, and bid package right away and also appear at the council meeting on May 21. Andriese noted that during the one- or two-year warranty period, the contractor is obligated to weed and maintain the plantings. Barbuscak noted the newly planted trees are filling out and could obscure the light poles and/or banners on the poles. Logsdon said they had the option not to hang flower baskets on the poles between the trees. Bais-DiSessa and Andriese added that Jerome was planning to prune the trees so that they don't obscure the lights. Logsdon asked for a motion to adopt Andriese's planting plan, which Bais-DiSessa will present to Council on May 21, 2007. Dyer so moved, Semonian seconded, and the motion was unanimously approved by the board.

VIII. NEW BUSINESS:

A. DDA Priorities: Logsdon reported meeting with Geinzer and with the Executive Committee regarding the DDA's priorities for Geinzer, taking into account the Planning Commission's list of priorities. At the top of the list is redoing the development plan, noting what is needed to accomplish each year. Additionally, with Main Street, once committees are in place, each one has to identify its top projects. That process has to begin as Berkley starts to operate like a Main Street community. Geinzer and the Executive Committee identified items on the Planning Commission list that should be DDA priorities and on which they should have input. Geinzer suggested the Board give him input on each item on the preliminary to-do list, add items as necessary, and have a matrix with a scoring system to help organize priorities. Logsdon noted that Geinzer would e-mail the list to all Board members, and then they would have a work session to discuss it in more detail. Geinzer read through the preliminary list for the Board. Logsdon mentioned there had been discussion of a downtown master plan, and design guidelines for a façade improvement program could fit within that.

One of the ideas on the list was to organize a 2007 farmers market event. Regarding that concept, Logsdon noted discussion about approaching Hiller's and Westborn first. Geinzer said he was waiting for a call back from Westborn. The pastor of the Methodist church loved the idea of having the market in their parking lot one Saturday/month. Bais-DiSessa expressed concerns about the idea and suggested contacting the Royal Oak Farmers Market for more input, and she was also worried about competing with Hiller's and Westborn. On the priorities list, working to build a stronger volunteer network is essential for Main Street. Logsdon said the goal is to have Geinzer respond to the Planning Commission with their list and the DDA's priorities on it. Bais-DiSessa suggested also looking at acquiring property. Geinzer noted that in the Main Street walk-through, the plaza project was especially exciting. Logsdon said Main Street has a lot of development connections. The downtown master plan is a supplement to the master plan. Geinzer will be working on putting together a DDA presentation for the Planning Commission and City Council. Bais-DiSessa said he needs to sit down with Vansen. Geinzer suggested an additional project could be a self-funding, direct mailing publication. He was also considering a business-to-business meeting on a quarterly basis, bringing in speakers and holding workshops. Logsdon noted Oakland County's Linda Earhart has numerous free programs to offer. Bais-DiSessa stated it's also important to get more business people at Board meetings. Barbuscak sees going out to visit businesses as another opportunity to get more information about them. He'd also like Geinzer to document the response to his visits. Geinzer suggested using an intern to update the database. He also wondered if the Board had thought about doing a business survey to gauge the downtown climate and get feedback. On a separate note, Logsdon pointed out that on May 16 and 17, Geinzer would be attending Main Street 101, a manager training program. There will be summary sessions at the end of the day describing each of the four committees (each of which would ultimately be headed by a DDA Board member). He invited interested Board members to attend, but they could also go to the all-day sessions.

B. Updating DDA Development Plan: Nothing additional to add.

C. Farmer's Market: Covered in A. above.

IX. COMMITTEE REPORTS:

A. Treasury/Budget/Finance: Alan Semonian, Larry Gallagher, John McGovern – Covered above.

B. Development: Jane Bais-DiSessa – Bais-DiSessa reported that Gwen Ahearn was retiring and Bais-DiSessa thought it might be appropriate for the DDA to get involved in the Business Expo.

C. Build Berkley/B.B.A.T.: Keith Logsdon – Nothing to report.

D. Business Recruitment: Jeff Allyn – Nothing to report.

E. Banners/Appearance: John Barbuscak – Covered above.

F. Newsletter: John Barbuscak – The newsletter was mailed out from the City on Tuesday. The City will bill the DDA for the postage.

G. Web Site: Jeff Allyn – Nothing to report.

X. LIAISON REPORTS:

A. City Council Liaison: Matthews-Pennanen had to leave before making a report. Logsdon asked Kideckel if he wanted to say anything about Recreation, and he reported there's a new kick ball league starting with games at Lazenby Field (Rogers Elementary). Parks & Recreation is visiting different community centers for ideas about a new one for Berkley.

B. Planning Commission Liaison: Absent – no report.

C. Beautification Committee Liaison: Absent – no report.

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

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

XI. ADJOURNMENT:

The meeting lost its quorum, so there was no motion to adjourn.