

MEETING MINUTES
Berkley Downtown Development Authority
Meeting of the Board of Trustees
Berkley Public Safety Building, 2nd Floor Conference Room
Wednesday, June 13, 2007

I. CALL TO ORDER: The meeting was called to order at 7:48 AM with Chair Keith Logsdon presiding.

II. DETERMINATION OF ATTENDANCE:

Present: Jane Bais-DiSessa
John Barbuscak
Allen Dyer
Diane Farrington
Lawrence Gallagher
Keith Logsdon
Alan Semonian

Absent: James Eshaki
John McGovern – *excused*
Michael Pesendorfer – *excused*

Also Present: Nate Geinzer, DDA Downtown Manager
David Sabuda, City of Berkley Finance Director
Aleta Young, Fifth Third Bank

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

IV. APPROVAL OF MINUTES:

A. Regular Meeting of May 9, 2007: Geinzer asked to amend the minutes to reflect that he was present at the meeting. Bais-DiSessa also asked to amend the minutes in section VII.A., 2007-2008 Budget. Where the minutes reported: "Bais-DiSessa noted that budgets are just projections and as things change, it can be amended," she wanted to clarify her comments to reflect that the budget is a plan of action, and they will do their best to work within that plan. So they are important and are not just projections. On motion by Dyer and a second by Gallagher, the amended minutes were unanimously approved by the Board.

V. PUBLIC COMMENTS:

A. Communications: Keith Logsdon – None received.

B. Introduction of First Time Visitors: Aleta Young, Vice President and Financial Center Manager, Berkley branch of the new Fifth Third Bank, was in attendance and was being considered to fill one of the vacant Board positions.

VI. CHAIRPERSON'S UPDATE: Logsdon noted that he was approaching the end of his third year as chair of the Board and could not continue in that position past the end of his term. He will remain on the Board and offered his assistance to the new chair. There was roundtable discussion among Board members to gauge their interest in being chair or another officer. Only Semonian was willing to be considered for the chair position, but he noted Logsdon's shoes would be hard to fill. Logsdon assured him he would be there to help him, especially at the beginning of his term, and Bais-DiSessa noted that Geinzer would also be able to take some of the pressure off. Barbuscak recounted that some of the past chairs, including Logsdon, served during tough periods for the DDA, but he thought the position would be less demanding now that the DDA had dealt with some major challenges and finished some major projects. Bais-DiSessa moved to nominate Semonian as DDA Board chair, Barbuscak seconded, and the motion was unanimously approved. Barbuscak then moved to nominate Dyer as vice chair, Bais-DiSessa seconded, and that motion was also unanimously approved. Logsdon suggested that Semonian also continue as Treasurer for the time being until

some of the vacant Board positions are filled, since one of the new members might be well qualified to hold that position.

VII. UNFINISHED BUSINESS:

A. DDA Priorities/ Planning Retreat: A list of priorities for Geinzer to pursue as Downtown Manager had been sent to the Board. Logsdon and Geinzer had discussed a venue for the Board to rank those priorities, but Logsdon noted it was difficult in the summer for members to get together at a separate time to discuss issues. Main Street calls for a "town meeting" to inform the public and recruit volunteers. Franklin is the other new Main Street Oakland County mentor community, and Geinzer noted they're further behind the Berkley DDA in the Main Street way of doing things. In terms of Berkley's presentation, he suggested starting with an intro of what the DDA has done and where it's heading. Main Street people would probably put on the main presentation describing what they do and how it's structured. Then someone from Berkley would probably make the pitch for volunteers. Once the date is set, the DDA should work hard to get a good turnout. Geinzer said Franklin had about 40 people attend their presentation, and there was a lot of dialog between business owners. Farrington asked him how they promoted their meeting, and he wasn't sure but suggested Berkley use press releases, newspaper articles, mailings, and word of mouth. He'll ask Main Street for additional suggestions. Bais-DiSessa noted they could also use Berkley cable TV and suggested developing a video promoting the DDA. Logsdon said Geinzer's working on a Power Point presentation on the DDA. The main goal is to get volunteers willing to work on projects and committees, both from the business community and neighborhoods. All work is done at the committee level in Main Street. Business involvement is key. The DDA would probably have an application process for volunteers, to make it easier to match skills and interests to appropriate committees. There's no reason why a volunteer couldn't sit on several committees. Logsdon suggested using the priorities list to create a work plan and goals for each of the committees. Geinzer noted it would be some time before Berkley applies to Main Street as a regular member, time to get committees in place, do training, and work out the bugs, which would make their application look that much better. Barbuscak asked what does Main Street provide to its members, and Geinzer said he has packets of their information that he would like to distill and present at a future meeting, adding Main Street provides technical assistance, training, design standards, and opportunities for large cooperative promotional activities with other Main Street communities. They also give free help to businesses. Barbuscak noted it's important to keep in mind the financial structure and the budget when they're coming up with ideas for the committees. Geinzer noted that part of what Main Street does is to diversify funding through different kinds of fundraising, such as through banks, corporations, and private donors. Logsdon noted Ferndale does a lot of fundraising. Logsdon wants to plan a session to discuss priorities for the four committees before the town meeting. Farrington suggested also getting Chamber involvement. Logsdon noted when he was at the Art Bash a teacher from Pattengill asked him how the schools could get involved in helping out the downtown, because the whole 2nd grade curriculum is geared around community involvement. Geinzer recalled a presentation he attended on how other communities get various groups involved and noted the example of handing out disposable cameras to third graders, who took pictures around town of things they liked and disliked. The kids wanted to have a rock wall, and after it was built it gave the residents a sense of community that kept them involved. Barbuscak noted that aside from Main Street, there are some items that the DDA needs to move on now, especially the new master plan and the development plan. Bais-DiSessa said Geinzer could develop the RFP for the development plan to send out soon since the new budget kicks in July 1. She previously sent the Board a draft RFP and will send it again. Logsdon proposed having the RFP prepared for Board review at the July meeting. Geinzer noted that depending on what the Board is looking for, with the resources available he thought the TIF update could be done in-house. Sabuda and the engineers and attorney could also provide assistance. Initial estimates from LSL were approximately \$15,000. Logsdon noted another option was to have various components of the plan done by a consultant. Because of the tie-ins with the City's master plan, he thought it made sense to involve LSL in the downtown master plan in some capacity. Bais-DiSessa noted there are two plans, the TIF update and the downtown master plan. State law mandates how the TIF update is done and public hearings are required. Logsdon noted part of the process is identifying the projects the DDA wants to accomplish, one of which is parking, which also ties in with Robina development.

Barbuscak said he saw no reason the TIF update couldn't be done in house, at least the beginning stages. Logsdon asked to form a subcommittee to deal with that, which would consist of him, Barbuscak, Dyer, Bais-DiSessa, Sabuda, Gallagher, and McGovern, with Logsdon as chair. The committee will meet within a few weeks. Geinzer brought up discussion of a planning retreat for priorities. Logsdon asked the Board how they felt about spending some time in summer for those discussions. Logsdon and Geinzer would propose some tentative dates and Geinzer would organize it.

VIII. NEW BUSINESS:

A. 12 Mile Planters: Logsdon reported that only one valid bid was received back, from B&L Landscaping. Andriese reportedly received another bid, but that one was not admissible because it wasn't delivered to the City. Four Seasons and Garden Central did not bid. B&L's bid was for a total of \$62,690.00. Logsdon had a line item copy of the bid with him. Because of the time of year, the Board decided to forego hanging baskets of annuals on the light poles. Logsdon displayed a sample of a hanging planter with a water reservoir that B&L was offering for approximately \$378 each, or a total cost of approximately \$19,000. Bais-DiSessa said they could try to put the project out for bid again, but Semonian said that at this time of year, his landscaping clients are turning down most new requests because of commitments to their regular clients. Barbuscak noted that \$19,000 could buy three sets of new banners and suggested there wasn't room under the banner for the hanging planter. Logsdon didn't like the look of the planter. He said if they opted for moss baskets like some other cities use they would need to have them watered daily. Worry Free Lawns, owned by a Berkley resident, has a service that does that for other communities for \$60 an hour at two hours per day. The Beautification Committee voted to donate \$6,000 for light pole planters with the stipulation that the City help maintain them. Bais-DiSessa noted that the DDA's funds are limited, so then the City would have to come in and budget for maintenance, and nothing like that is in the budget right now. Logsdon said the bid covered a two-year maintenance guarantee, but maybe there was a way for the DPW to help out after that. Barbuscak wanted to test the planter to see how it would actually hang from the poles, but he still thought they were far too expensive. The cost to use a service like Worry Free Lawns to water moss baskets was calculated at \$720 per week for three months, a total of \$8,640.00. Bais-DiSessa said money for that couldn't come out of the TIF or ad valorem, so it would have to come out of the general fund, and she would have to budget for it. Barbuscak reminded everyone that the Beautification Committee wouldn't commit their funds without a promise of City maintenance. Logsdon suggested they might not need a budget commitment and that they might take a good faith commitment from the City. He noted that Bais-DiSessa was stepping up and saying she'll look into it and find a way to do it. Barbuscak wanted to go on the record that they should go out and hang the planter from the poles as a test. He suggested considering another way of decorating the downtown for three months that wouldn't cost so much. Dyer suggested splitting the plan into stages, putting in just the perennials this year and dealing with the hanging baskets of annuals in early spring next year. Geinzer said an RFP for something like that should probably go out in January or February. Logsdon suggested eliminating the flower baskets and decorative hoop detail (the total cost of the hoop detail at over \$26,000), bringing the cost for the perennial planting and maintenance down to \$22,235.00. Since the cost comes out of the TIF (permanent improvement), they would have to amend the 06/07 budget. Sabuda didn't think it would get done within that budget period. Barbuscak suggested asking the Beautification Committee for a donation to put toward the planters, but Logsdon said they might be more amenable to putting that money aside until next season. Logsdon asked for a motion to approve \$22,235 to accept B&L's bid for the perennial plantings, which includes a two-year warranty on the plants and maintenance, Barbuscak adding that they approach the Berkley Beautification Committee and ask them to apply the @\$6,000 they've put aside for basket plantings to this year's perennial plantings. Logsdon added language to accept B&L Landscaping's bid. Bais-DiSessa thought making the approval contingent on what the Beautification decides could be a problem. Barbuscak then amended the motion to remove the request for Beautification Committee funds. Dyer finally moved to approve spending \$22,235 on the perennial plantings, which includes a two-year warranty and maintenance, to accept the B&L Landscaping bid, and to amend the budget for this fiscal year to cover the cost. Gallagher seconded, and the motion was unanimously approved.

IX. COMMITTEE REPORTS:

A. Treasury/Budget/Finance: Alan Semonian, Larry Gallagher, John McGovern – Logsdon and Semonian had just approved some invoices the previous day, but there was an issue with one of the invoices for the trees in the streetscape. Bais-DiSessa talked to Jerome about it, and he was told by the contractor that they were 3-inch trees. Someone will check the size, and rather than have them replaced, they'll ask for some kind of credit. Logsdon said there was a typo on the letter from HRC that listed all three alternates as 3½-inch trees.

B. Development: Jane Bais-DiSessa – Nothing to report.

C. Build Berkley/B.B.A.T.: Keith Logsdon – Logsdon had no news about a new tour.

D. Business Recruitment: Geinzer had met with the commercial realtor, Rick Ax, who mentioned interest in bringing a piano bar to Berkley. Geinzer sent him the link to the MML new liquor license site. Bais-DiSessa was contacted by someone interested in setting up a dinner theater, and she proposed a meeting with the developer (who has a site in mind), Geinzer, and Vansen. Logsdon had a meeting with the man who's putting a restaurant in the Metro Uniform space who is pursuing purchasing a liquor license.

E. Banners/Appearance: John Barbuscak – Barbuscak reported that the new 75th anniversary banners are all up. The cost was @\$7,000. T-shirt sales so far are a little over \$5,000. Board members applauded Barbuscak for the "good job," and he noted a lot of people did a lot of work. There are 206 shirts left. The bill for the shirts came to \$1,781.20 plus the cost of personalization. The DDA sold \$1,100 worth of shirts at Berkley Days and \$516 at the Art Bash, and 297 shirts were sold to businesses. He would like those business sponsors' names put on the Web site. Logsdon said he has six businesses to contact. Bais-DiSessa said they could have T-shirts for sale at City Hall. Gallagher asked for 50 T-shirts for school employees.

F. Newsletter: John Barbuscak – Logsdon suggested thinking about the next newsletter. On a separate matter, Geinzer reported on attending Main Street 101, where he met other Main Street community managers. He also attended the Michigan Downtown Association meeting. Topics there were business recruitment and retention and marketing plans/tools. He got a CD about retail development from a representative of the International Council of Shopping Centers. He could give a copy to Board members if they're interested. Logsdon suggested when they have the meeting about the TIF plan, Geinzer could show it on his laptop. He's been meeting businesses a block at a time. He's also working on the DDA presentation, and the Board will want to review that before he gives it to the Planning Commission. Brenda Cole bought some new software for the DDA Web site that makes it easier to reformat and reorganize and makes the site more visually appealing and more of a promotional and marketing piece. They also might use a mapping service to show the downtown businesses. Geinzer's also working on an E-newsletter. Brenda Cole got the City a subscription to send e-mail and newsletters to 2,500 e-mail addresses for \$220/year. Geinzer would like to bundle the newsletter with surveys and also send out e-postcards. Barbuscak suggested that when Geinzer visits a business, he should have a card to record information from them. Logsdon said he talked to him about creating an information/report sheet. Geinzer noted that 80–90% of business owners are not accessible. He may have to make appointments. Bais-DiSessa said she'd been thinking about the election and asked if she should contact John Staran. Logsdon agreed and said they should put a draft together. Barbuscak said they need to find out who the actual registered voters are and contact them.

G. Web Site: Nothing additional to report.

X. LIAISON REPORTS:

A. City Council Liaison: Absent – no report.

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 was adjourned at 9:20 AM on motion by Barbuscak and second by Farrington.