

MEETING MINUTES
Berkley Downtown Development Authority
Special Meeting of the Board of Trustees
Berkley Public Safety Building, 2nd Floor Conference Room
Wednesday, May 28, 2008

I. CALL TO ORDER: The meeting was called to order at 6:30 PM with Vice Chair Allen Dyer presiding.

II. DETERMINATION OF ATTENDANCE:

Present: Jane Bais-DiSessa
John Barbuscak
Allen Dyer
Diane Farrington
Lawrence Gallagher (left early)
Robert Liss
Keith Logsdon
John McGovern

Absent: James Eshaki – *excused*
Karen Koerber – *excused*
Michael Pesendorfer
Alan Semonian – *excused*
Aleta Young

Also Present: Dale GoodCourage, City Council
Julie Melrose, Chamber of Commerce
Jennifer Mlutkowski, DDA Downtown Manager
Aimee Spencer, Magic 105.1
Marilyn Stephan, Mayor
Dan Terbrack, City Council
Dana Zimmerman, Magic 105.1

Note: Bais-DiSessa reported speaking with Eshaki that afternoon, who asked to be excused. He also told her he has not been receiving e-mail notices of the meeting or the minutes.

III. APPROVAL OF AGENDA: The agenda was approved unanimously upon a motion by Logsdon and a second by Bais-DiSessa.

IV. APPROVAL OF MINUTES:

A. Regular Meeting of May 14, 2008: On motion by McGovern and a second by Logsdon, the minutes were unanimously approved by the Board.

V. PUBLIC COMMENTS: None.

VI. SPECIAL PRESENTATION BY MAGIC 105.1 REGARDING THE CRAZY KARAOKE CONTEST:

Jennifer Mlutkowski – Mlutkowski introduced Spencer and Zimmerman from Magic 105.1. She has met with them regarding promotions. They brought pizza and lasagna to the meeting for those attending. Mlutkowski reported calling different venues in Berkley about hosting one of the Crazy Karaoke sessions Magic 105.1 will be holding. Farina's and O'Mara's were interested. Koerber of Farina's told her some other venues may not want to contribute all the money for sponsorship, and Mlutkowski wondered if the DDA might cover the balance. She suggested the Board vote at the next meeting about contributing.

Aimee Spencer, sales promotions director for Magic, summarized the different types of promotions Magic could offer Berkley and passed around a handout describing them. Jim Harper, their morning radio lead, was just voted best radio personality by *Hour Detroit*. Magic works with a number of cities, notably Allen Park and Royal Oak. Their marketing objective for Berkley would be to showcase the downtown. Magic's handout showed how their audience fits with Berkley's demographics. Karaoke is a big draw for Magic's listener demographic. Every week of the 8-week contest will be a different

category. Magic will provide the prizes, such as front row tickets to see Bon Jovi for the Bon Jovi karaoke contest winner. The grand prize in week eight is \$1,050.00. Magic will have a link to the contest on their home page as well as links to the local sponsors. Another possible promotion is the Magic Road Show, held in conjunction with an event already in place. Magic holds a live broadcast from the event, a 4-hour show. They also offer a VIP Party and a program called "Positive Mentions," where Harper weaves a topic they're promoting into his on-air conversations. All Magic's promotions have an online element. Bais-DiSessa noted from contacts as she visits downtown businesses that larger ones have some money for promotion but smaller ones don't, and the city needs to promote them. She suggested partnering with the Chamber, but Melrose said she didn't know if there would be support for that. Bais-DiSessa suggested inexpensive ways to promote like discounts and coupons. Logsdon asked if Magic's offerings were ala carte, and they are. Dyer summarized that there were a lot of good ideas presented, and the Board has to prioritize the different options. Farrington asked what city would be good to give an evaluation of Magic's promotional effectiveness, and Spencer suggested Royal Oak because they've been working with them for a couple of years. She said they'd like to work with Mlutkowski to create different packages for Berkley. Bais-DiSessa wants to introduce the DDA at any event they choose.

Mlutkowski announced that three Berkley businesses won *Hour Detroit's* best of Detroit awards: Catching Fireflies for best gift shop; Berkley Front for best beer selection; and Oddfellows for best antiques. She wrote a press release for *Woodward Talk* and the *Mirror*.

VII. DOWNTOWN AESTHETICS: FLOWER PLANTING AND BANNERS: Bais-DiSessa apologized that Jerome was unable to attend the meeting. Landscaping and improving the aesthetics are the goal. She noted the dead tulip foliage can't be removed or they won't perennialize. Some replacements for plants are coming for 12 Mile streetscape planters. The city also needs to do sidewalk improvements on 12 Mile and Coolidge, and it will require a special assessment. The engineers estimate \$3 million to fix all the sidewalks. She is working with the engineers and Finance Director to come up with a plan of action. Liss asked if the plan will specify what sidewalks will look like so he can do repairs now to avoid liability issues. Bais-DiSessa said she would have Jerome look at his sidewalk and get back to him on Thursday.

Bais-DiSessa said their recommendation is to clean up Coolidge and 12 Mile, and she passed around an estimate. The DPW will do the work and charge the DDA. They will clean up all squares with trees, remove tree suckers, then mulch and mulch all empty squares as well. The handouts detailed the costs, a total of @\$4,459. There are some highway funds to put additional trees on 12 Mile. For the Robina planters (both sides of 12 Mile), she approached Garden Central, Four Seasons, and B&L Landscaping. The DPW will water the area two times a week. Bais-DiSessa said she doesn't know what the Junior Women's Club wants to contribute. Regarding the bid submitted by B&L Landscaping for Robina, McGovern asked if they could save by getting smaller hostas (quoted at \$89 each). Bais-DiSessa said she was checking. There is currently no way to water plants on Coolidge. She also said that Jerome considered flower baskets too costly to put in the streetscape area because of maintenance costs. Logsdon asked if the DPW could water the flower baskets, but Bais-DiSessa said the city only has one truck with that capability.

McGovern noted it sounded like the Robina planting wouldn't be done in time for the Art Bash on June 14, and something should be in place so that it looks nice. Logsdon suggested a compromise for flower baskets, watering less often than the quote called for. McGovern noted that the baskets aren't typical and hold 15 gallons of water. Bais-DiSessa said Jerome is still studying the basket idea, and may make a recommendation about them later. Dyer reminded the Board that a decision needed to be made at that night's meeting. Mlutkowski said flower baskets seemed to be a luxury to her. Barbuscak asked Bais-DiSessa where the funds for landscaping were in the DDA budget, and she said in the TIF. Barbuscak noted the need to coordinate the streetscape plan for West 12 Mile because the area requires design first. Bais-DiSessa said that was further down the road. McGovern said he recalled that Koerber said there might be @\$1,000 to \$1,400 available from the JWC, but that doesn't go very far. Barbuscak said he would prefer to have the Treasurer at the meeting because he couldn't understand where the money would come from. Bais-DiSessa countered that the Treasurer

doesn't have to be there, and it was budgeted under "Landscaping." Logsdon said he considered the Robina planting in time for Art Bash the most critical work to be decided on. Liss said it was impossible to make a decision on flower baskets at this meeting, and he moved to accept everything as indicated on the memos Bais-DiSessa passed around. Bais-DiSessa seconded. Barbuscak said there was an issue that seven members of the Board would be making a decision on a large expenditure, with four a majority, and that a decision on that needed to be made, if not at this meeting, then in the future. Dyer said the Board needed to move forward because time had run out to put off a decision on beautification. He summarized that the motion was to approve up to \$7,642 based upon the estimates submitted, to prioritize working on Robina, then to clean up the tree beds on Coolidge and 12 Mile, Logsdon adding that Robina planters would be done by the Art Bash. The discussion on flower baskets would be tabled.

On a roll call vote, Bais-DiSessa, Barbuscak, Dyer, Farrington, Liss, Logsdon, and McGovern all voted in favor (unanimous), with Esshaki, Gallagher, Koerber, Pesendorfer, Semonian, and Young absent.

McGovern agreed with Barbuscak's point about the number of votes and noted a difference for City Council, which requires a majority of Council to take action. He advised further investigation in the bylaws on the legality.

Mlutkowski passed around handouts with thumbnail designs and details of the three bids received for new banners. Of the bids received, she recommended approving Copilot's because of the price and design. They digitally print the banners on a different material than what has been used in the past. Logsdon noted that the PVC quality can sometimes seem "chintzy," and said it would be worth it to spend more to get a better quality banner. He would like to see the actual material before making a decision. Farrington agreed. Dyer said he agreed with a point Pesendorfer made earlier that it looks cheap if banners aren't put up on all available poles. Logsdon asked to see a sample banner from Copilot at the next regular meeting. Mlutkowski cautioned that the funds for banners needed to be spent by 6/30/08 under the current budget. Bais-DiSessa said she would check with the Finance Director about the timeline. Dyer said they needed to know by the June Board meeting. Bais-DiSessa advised Barbuscak that since he was submitting a banner quotation, he could not discuss the issue, Dyer adding that the Board needed to avoid any appearance of impropriety. Liss suggested that if there was a budgetary timeline problem, the funds could be spent but put in escrow. Dyer agreed that a decision on new banners would have to be put over to the regular meeting in June.

VIII. DDA STREETScape PARKING PLAN: No discussion or report.

IX. Closing Remarks: Jennifer Mlutkowski – Mlutkowski reported she has been going around the city talking with residents and business people to gauge their perceptions of the DDA, and she feels the DDA is not popular. People tell her the DDA is not doing enough. Each Board member needs to be out in the community and active in the downtown. She recommended they go out and talk to the business community at least once a month. They owe it to the community to be positive. Farrington responded that the effort needs coordination. Logsdon suggested that Mlutkowski make a form to record feedback so she can give specifics to the Board on what people tell her. In closing, Mayor Stephan thanked the Board members for their time and noted her respect for them. She appreciates the youthful enthusiasm of the DDA Director.

X. ADJOURNMENT:

The meeting was adjourned at 8:02 PM on motion by Logsdon and second by Bais-DiSessa.