

**MEETING MINUTES**  
**Berkley Downtown Development Authority**  
**Meeting of the Board of Trustees**  
**Berkley Public Safety Building, 2nd Floor Conference Room**  
**Wednesday, January 10, 2007**

**I. CALL TO ORDER:** The meeting was called to order at 7:40 AM with Chair Keith Logsdon presiding.

**II. DETERMINATION OF ATTENDANCE:**

*Present:* Dr. Jeff Allyn  
Jane Bais-DiSessa (8:10)  
John Barbuscak  
Tony Duce  
Allen Dyer  
Diane Farrington  
Lawrence Gallagher  
Keith Logsdon  
Alan Semonian

*Absent:* James Esshaki  
Matthew Gross  
John McGovern – *excused*  
Michael Pesendorfer

*Also Present:* Michael Matthews-Pennanen, City Council Liaison  
Ron Meyer  
David Sabuda, City of Berkley Finance Director

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

**IV. APPROVAL OF MINUTES:**

**A. Regular Meeting of December 13, 2006:** On motion by Gallagher and a second by Dyer, the minutes were unanimously approved by the Board.

**V. PUBLIC COMMENTS:** Penelope Morris brought up the broken curbs and condition of the sidewalks on Griffith just south of Twelve Mile near Catching Fireflies, 24 Seconds, and the Berkley Front. She said the poor condition of the curbs and sidewalk really detracts from the new streetscape adjacent on 12 Mile. Logsdon wondered why that section wasn't part of the local roads repair project. Matthews-Pennanen responded that it should have been done, and he's noticed a number of similar situations throughout the city. He said that repair had to be prioritized, but when funds are available those should receive attention. Sabuda noted the City is aware that there are areas that need attention, and they're working with the engineers to see what funds are left versus what needs to be done. The area mentioned may be taken care of during the next construction season. Matthews-Pennanen concurred, noting that a drive-around inspection of all the roads should be done. Farrington and Barbuscak called attention to gaps between the sidewalk and buildings and patterned brick and sidewalk that appear to need sealing. Sabuda said he'll be meeting with the engineers and see if he can get more information. He added that money is appropriated annually, and it could be a spring project. Meyer said some roads in St. John's Woods were fixed and roads west of there with worse problems were not. Sabuda responded that the engineers evaluated the whole city's roads. Meyer repeated his question from the previous meeting: Would the ad valorem fund be reimbursed first for attorney expenses with funds from the lawsuit settlement? He said he would pursue the answer with an FOA request if he needed to. Sabuda responded that settlement proceeds had been deposited into the construction fund from which they were originally appropriated. Meyer also mentioned attending the previous Saturday's meeting in Royal Oak about their DDA.

- A. Communications: Keith Logsdon** – Logsdon reported receiving a letter from Oakland County summarizing their Main Street Mentor meeting. He said it was a great meeting, and there was a lot of dialogue with Ferndale, Berkley's mentor city.
- B. Introduction of First Time Visitors:** None.
- VI. CHAIRPERSON'S UPDATE:** Logsdon asked if anyone had specific information about Berkley's 75th anniversary, and Matthews-Pennanen said Council was investigating. They would choose a date and begin plans for an appropriate celebration.
- VII. UNFINISHED BUSINESS:**
- A. Downtown Manager – Ad Hoc Committee:** Logsdon noted he had narrowed his preferred candidates down to five from the eighteen who applied and asked the other committee members if they had been able to shorten their lists. Gallagher said he had narrowed his but not as much, and Semonian said he hadn't narrowed his list yet but would do so. Logsdon asked them to narrow their lists to at most five so they could schedule a meeting soon and pare the list to the candidates to be interviewed by the full Board at the February meeting. He had requested evaluation forms from some other DDAs. Christina Sheppard-Decius of Ferndale and Jerry Detloff agreed to help them interview the candidates. Sabuda asked if he had discussed Council approval with Bais-DiSessa, and Logsdon noted the Board is aware Council will have final approval.
- B. Use of Ad Valorem Funds:** Nothing to report.
- C. Development Plan Update:** Logsdon said this would be put on the back burner until the Downtown Manager is hired. He feels that the draft RFP has flaws.
- VIII. NEW BUSINESS:**
- A. DDA 2007-2008 Budget:** Sabuda gave Logsdon a disk with instructions and worksheets to use when putting together the upcoming 2007/08 budget, which is due in March and will be approved by Council in April. He also provided a calendar listing key dates and actions that need to be taken. The Board is scheduled to approve their final budget at the April 11 meeting. Logsdon said he would convene a meeting of the Budget Committee soon. Sabuda said to estimate revenue using the current figure plus 3%. Bais-DiSessa noted that plans for capital improvements would be reviewed by the Planning Commission to ensure compliance with the new master plan. She is meeting with the City engineers to develop a comprehensive capital improvements plan. She has already met with Council about their budget vision and upcoming projects.
- B. Budget Review July 2006 through December 2006:** Sabuda passed around fund reports for the period July 2006 through December 2006, showing budgeted amounts and actual expenditures through the end of the year. He stated that the budget is right on target. Budget amendments approved at the last meeting were made and approved by Council. Legal fees have been paid, and he is getting ready to charge the Web site account for Brenda Cole's services. Logsdon asked how the TIF was performing in relation to projection, and Sabuda said right on target. Logsdon clarified and said he meant as compared to the original development plan. Sabuda said he would have to get back to him on that. Barbuscak asked if he could get a report on the separate banner sponsor fund, and Sabuda said he would bring that to the February meeting. The money is deposited in an interest-earning CD.
- IX. COMMITTEE REPORTS:**
- A. Treasury/Budget/Finance: Alan Semonian, Larry Gallagher, John McGovern** – Covered in VIII.A and B. above.
- B. Development: Jane Bais-DiSessa** – Bais-DiSessa said Council would be reconvening their Intersection Committee. Logsdon informed her about the proposal from Munsell to work with the DDA as a consultant on future direction for the intersection. Bais-DiSessa said she would be having lunch with the intersection lawsuit attorneys and that they would be presenting their final bill for attorney fees. Barbuscak asked Bais-DiSessa if it wouldn't be appropriate for Logsdon to also attend her lunch with the attorneys, but Logsdon said he didn't feel it was necessary.
- C. Build Berkley/B.B.A.T.: Keith Logsdon** – Logsdon reported the next tour would be in February or March.

**D. Business Recruitment: Jeff Allyn, Matthew Gross** – Logsdon noted he had heard about some new businesses interested in Berkley but has nothing official to report. He asked for contact information for the AYH property. He also noted that Brenda Cole has been great working on the DDA Web site.

**E. Banners/Appearance: John Barbuscak** – Barbuscak asked for opinions about leaving up the “Season’s Greetings” banners, and the consensus was to take them down. Logsdon would like to see more banners in the streetscape. Barbuscak said he still doesn’t know how to pay for new banners, unless the City takes over the cost of banner installation. He suggested putting up one or two triangular banners per block, but Logsdon said not putting banners on all the light poles in the streetscape makes it look unfinished. Another option is to alternate hanging plants with banners on the new poles. Logsdon asked if Barbuscak had the total cost to buy banners for all the poles, and he said he did but didn’t have it with him. He recalled it was approximately \$30 per banner. Allyn suggested going back to businesses for donations and highlighting them in a Web site slide show. Logsdon noted that the money from banner sponsors was just sitting in an account not being used. Barbuscak reiterated that if the City puts up money to change the banners, the money in the banner fund could be freed up to buy new banners. Logsdon asked about installation of the triangular banners, and Barbuscak said it was easy to do with a stepladder.

**F. Newsletter: John Barbuscak** – Logsdon, Barbuscak, and Penelope Morris agreed to exchange ideas about content for the next newsletter. They agreed that spotlighting the hiring of the new downtown manager would be important to include and that the newsletter might be postponed until that decision is made.

**G. Web Site: Jeff Allyn, Matthew Gross** – Allyn stated that Brenda Cole has been “amazing” in getting the Web site updated and keeping it current. He had spoken to her about his idea for a slide show, perhaps of sponsor businesses, to play across the bottom of the page and noted the DDA needs to figure out how to pay for the work to get that done. They could hire Nancy Line from the City to take the photographs and put them in a format to have a Web slide show. He wasn’t sure what the cost would be, but it would probably be done under the 2007/2008 budget. Bais-DiSessa said she had talked to Line, and the cost of the photography would be @\$500. Logsdon suggested basing the number on the current number of sponsors the DDA has and put it in the budget. Meyer noted the many photographers in business in the City and suggested they get a chance to compete for the job, but Semonian responded that the amount in question isn’t material enough to require competitive bidding. Allyn added that Line’s expertise and ability to work with Cole on the site are good reasons to use her services. Semonian said it was a much more efficient way to get the project done.

**X. LIAISON REPORTS:**

**A. City Council Liaison:** Matthews-Pennanen reported that the Council had a simple and straight-forward agenda for their last meeting. They approved fencing ordinance changes requested by the Planning Commission. Councilperson GoodCourage has been paying close attention to Public Acts 501 and 502 dealing with liquor license changes and their impact on cities like Berkley. There is a new structure to encourage cities like Berkley to bring in new bars and restaurants. The new type of license stays in the city where it originates and isn’t transferable to another city. Logsdon noted that he has had discussions with a prospective new business that might be able to take advantage of the new license structure. Bais-DiSessa said one of the key requirements is to have a DDA district. Logsdon asked her how long it would be for the new law to take effect, and she said she thought it would be just a couple of months.

**B. Planning Commission Liaison:** Bais-DiSessa reported on Oakland County’s review of Berkley’s new draft master plan. The plan received an excellent report. She noted that the County does not have to approve it, only Berkley’s City Council. The County reported that the plan seems doable and realistic. She received some ideas about working with the surrounding communities and working to become what is called a permit-ready city. She congratulated Vansen and the Planning Commission for their efforts. Logsdon asked if there was anything new about implementation of the master plan’s catalytic projects, and she responded that she had spoken to Beaumont Hospital about the Coolidge part of the master plan catalytic projects. There has also been positive input about establishing a City “meeting place,” as the summer Robina Rhapsody had done with that section of the downtown.

Logsdon noted another recommendation of the master planners was to have a DDA point of contact for new developers, and that will be the DDA downtown manager.

**C. Beautification Committee Liaison:** Absent. Logsdon reported that their Top This Auction would be held on February 9 and publicity would be breaking shortly.

**D. Chamber of Commerce Liaison:** Absent. Logsdon said they're sending out newsletters. Barbuscak asked if the Comcast commercial would be shown on Berkley cable, and Bais-DiSessa said it would not.

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

**XI. ADJOURNMENT:**

The meeting was adjourned at 8:48 AM on motion by Barbuscak and second by Dyer.