

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, May 8, 2024 8:15 AM
Berkley Public Safety - 2nd Floor Conference Room**

MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.



AGENDA

- I. **Call to Order (8:15 a.m.)**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes (8:17 a.m.) 3 Minutes**
 - A. Regular Meeting Minutes of April 10, 2024
- V. **Treasurer's Report (8:20 a.m.) 5 Minutes**
- VI. **Action Items (8:25 a.m.) 20 Minutes**
 - A. Adoption of Berkley Downtown Development Authority Committee Action Plan
 - B. Mural Program Request from Reware Vintage and Avenue Group Real Estate
 - C. Mural Program Request from Time Travelers Comic Books
 - D. Mural Program Request from Mayflower Books
- VII. **Discussion Items (8:45 a.m.) 20 Minutes**
 - A. Ongoing Landscaping Needs and Opportunities in our Downtown – West Twelve Mile Planters
 - B. Spirit of Main Street Grant Funding Opportunity from Oakland County and Genisys Credit Union
 - C. May the Fourth – Leia's Day Out in Downtown Berkley Recent Promotional Event
- VIII. **Liaison Reports (9:05 a.m.) 15 Minutes**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Adam Wozniak
 - E. Chamber of Commerce – Tim Murad
- IX. **Student Board Member Updates (9:20 a.m.) 3 Minutes**
- X. **Board Committee Updates (9:23 a.m.) 8 Minutes**
 - A. Art & Design – *Berkley has heART Photography Contest Underway*
 - B. Business Development – *New Retailers and New Restaurant News for Coolidge*
 - C. Downtown Events – *Next Berkley Pride Planning Session Set for May 15*
 - D. Marketing Strategies – *Royal Oak Leprechauns Baseball Team Feature, Partnership*
 - E. Organization – *New DDA Board Applications Incoming for Review, Recommendations*
 - F. West Twelve Mile – *DDA Board Applicant Coming from West Twelve; Landscaping Work to Come*
- XI. **Executive Director Updates (9:31 a.m.) 4 Minutes**
 - A. National Main Street Conference Currently Underway in Birmingham, Alabama
 - B. Michigan Downtown Association Summer Workshop, May 31 in Harbor Springs
 - C. Successful Ribbon Cutting Ceremonies for Bombshell Treat Bar, Law Office of Rachel Pinch
 - D. Holiday Light Parade Early Strategy Session Held with R. Nicolai, C. Coon, A. Leithead
 - E. Creating Pop-Up Public Space Next to City Hall Along Rosemont
- XII. **Board of Directors' Comments (9:35 a.m.) 5 Minutes**
- XIII. **Public Comments (3 Minutes Per Person)**
- XIV. **Adjournment (9:45 a.m.)**

APPROVAL OF MINUTES

REGULAR MEETING OF THE BOARD OF DIRECTORS FOR APRIL 10, 2024



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RECOMMENDATION:

MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF APRIL 10, 2024

BACKGROUND:

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Authority Board of Directors, which took place on Wednesday, April 10, 2024. She shared an initial draft of minutes with me to review for corrections, and then circulated the draft minutes to the entire Board of Directors ahead of this Board Meeting. The draft minutes are also posted and available on our Downtown Berkley website for public viewing.

Please advise if there are any corrections needed. Once all corrections have been made, and upon an affirmative vote by the Board of Directors approving the April 10, 2024 meeting minutes, I shall post the adopted minutes to the Downtown Development Authority's website in order for the public, as well as members of this body, to access as needed in the future. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- **Mike McGuinness, Executive Director. May 1, 2024.**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, April 10, 2024, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. **CALL TO ORDER:** The meeting was called to order at 8:18 AM with Chair Matteo Passalacqua presiding.

II. **ROLL CALL:**

A. Attendance Taken and Quorum Determined

Present: Matthew Baumgarten
Donna Dirkse
Desiree Dutcher
Katie Forte
Chris Gross
Matteo Passalacqua
Ashley Poirier
Brian Zifkin

Absent: Justin Findling – *excused*
Scott Francis – *excused*
Uli Laczkovich – *excused*
Talia Wittenberg – *excused*

Also present: Nate Geinzer, Interim City Manager
Kristen Kapelanski, Community Development Director
Lisa Kempner, Planning Commission Liaison
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Adam Wozniak, Berkley DPW

B. Quorum Balance Needed and Recent Departures

Passalacqua noted that with ten currently active Board members, six are needed for a meeting quorum, and asked that he or McGuinness be notified as soon as a member knows they will be absent. There are three Board vacancies to be filled.

C. Welcoming New Interim City Manager Nate Geinzer

Geinzer is no stranger to Berkley and has known retiring Manager Baumgarten for a long time. He also served for a short period as the DDA Manager very early in his career and is looking forward to continuing the momentum Baumgarten has set in place.

III. **APPROVAL OF AGENDA:**

Dirkse moved to approve the agenda, and Gross seconded. For this meeting and going forward, Passalacqua proposed there be a time limit of three minutes per speaker during Public Comments. To accommodate the Chair's schedule, agenda item discussions will generally be limited and noted on the agenda as well, to the extent possible. On motion by Dirkse and second by Gross, the amended agenda and Public Comments time limit was unanimously approved by the Board.

IV. APPROVAL OF MINUTES

A. Regular Meeting of March 13, 2024

On motion by Poirier and second by Dutcher, the minutes of the regular meeting of March 13, 2024 were unanimously approved by the Board.

V. TREASURER'S REPORT:

A. Financial Reports for February and March 2024

Gross reported @\$7,700 revenues for February and \$0.00 for March. Expenses for February and March were @\$38,000 and @\$12,000, respectively, noting no expenses out of the ordinary. Year-to-date revenues total @\$415,000 and expenses @\$373,000. The ending fund balance as of March 31 was @\$332,000.

Zifkin moved to receive and approve the Treasurer's Report, Dirkse seconded, and the motion was unanimously approved by the Board.

VI. ACTION ITEMS:

A. Resolution of Appreciation for Matthew Baumgarten's Years of Service on the DDA Board of Directors

McGuinness reported that after eight years in the position, Matthew Baumgarten was stepping down as City Manager as of April 19, 2024. He had included in the Board's Information Packet a proposed Resolution of Appreciation for Matthew Baumgarten's years of service on the DDA Board of Directors. The resolution reads as follows:

RESOLUTION

**ACKNOWLEDGING AND THANKING MR. MATTHEW BAUMGARTEN
FOR HIS YEARS OF EFFECTIVE SERVICE ON THE DDA BOARD OF DIRECTORS**

WHEREAS, for eight years Berkley City Manager Matthew Baumgarten has been a catalyst for progress in our downtown; and,

WHEREAS, Mr. Baumgarten has been a strong advocate for advancing the City of Berkley and, as City Manager, held a seat on our Downtown Development Authority Board of Directors; and

WHEREAS, he has served for eight years on the DDA Board, made a substantial difference, and fostered an era of collaboration and open communication between City government and our DDA; and

WHEREAS, he has decided the time has come to conclude his time as Berkley City Manager and, as a result his tenure on the Berkley DDA Board will be concluding; now, therefore, be it

RESOLVED, the Berkley Downtown Development Authority formally acknowledges, thanks, and celebrates the many years of strong service by Mr. Matthew Baumgarten as Berkley City Manager and as a Board Member for the Berkley DDA; and further

RESOLVED, we wish him the very best as a continued strong part of our downtown community and we resoundingly say "thank you."

ADOPTED: April 10, 2024

Baumgarten responded, noting the DDA is a fantastic tool for the community, he strongly supports the direction they are pursuing, and the Downtown Master Plan. The work of the Board is one of the reasons people love their community want to live and work here. "This Board is solid."

McGuinness thanked him, personally and professionally, and especially appreciates the collaboration Baumgarten fostered with the DDA. He should be rightfully proud of his time in office.

Zifkin moved to adopt the Resolution of Appreciation for Matthew Baumgarten's Years of Service on the DDA Board of Directors, Dutcher seconded, and the motion was unanimously approved by the Board. At meeting's end, Board members signed a copy of the Resolution to be presented to Baumgarten by McGuinness.

B. Updated Oakland County Placemaking Grant Funding Application

Since last month's meeting McGuinness received final guidance from Oakland County about what projects can be funded with any grant money and also heard that one of the other communities has dropped out.

He was seeking Board approval regarding how to proceed on the Revitalization and Placemaking grant application. He had revised the application to include a 10% contingency and noted the total grant request would be in the amount of \$209,105, with Oakland County contributing \$83,642 and the DDA contributing the remainder, \$125,463. The DDA will be contributing all monies for Berkley's share. These are not necessarily final numbers.

The County had indicated that the Robina North and South areas should be the only focus for any grant monies awarded, the Dorothea location and City Hall having been removed. A breakdown of how the total would be allocated was included in the Board packet. He also noted that he expected to have an agreement from the County by May 30.

Forte moved to support the direction outlined by McGuinness and the line-by-line breakdown he submitted, Dutcher seconded, and the motion was unanimously approved by the Board.

C. Revisiting of Perch Façade Grant Withdrawn Application from 2021

In August 2021, Perch filled out a façade grant application for the extensive improvements they planned to make at the former Disabled American Veterans building at 2717 Coolidge. At that time, the Board needed to approve the plan before the applicant could move on making renovations, and the applicant put aside plans to pursue the grant because of urgency to make changes necessary to open their business. At the time, the maximum grant award was \$5,000.00.

The owners have now asked that their original \$5,000.00 application be reconsidered. All current improvements have been completed. They are not currently asking for more money to make additional façade improvements.

The timeline for DDA approval has since changed in terms of when work can actually start, and application need only be made for a grant to be considered.

Board members' original concerns, about the precedent that would be set if a grant was awarded so long after completion of the renovations, were discussed at length. That precedent could open a can of words in that awarding the grant at this time might precipitate other owners who've made improvements without prior DDA approval to approach the Board with grant requests. However, there was strong Board consensus that the improvements the owners made to their building's façade are substantial and positive enhancements to the Downtown Berkley streetscape.

Baumgarten moved to deny the application for reconsideration, based on the age of it, Zifkin seconded, and the motion was unanimously approved by the Board.

VII. Discussion Items

A. Landscaping Enhancement Opportunities for our Downtown

McGuinness reported that Frank's, the DDA's landscaper, is reviewing the contract for services, expanded from more than one season and working on ways to include the 12 Mile West Arts District/Gateway area and enhancements to Robina North and South.

VIII. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported that Council read a proclamation recognizing the City's volunteers and declaring Volunteer Week, including the DDA Board. Much of the meeting dealt with City government business items, including purchasing needed equipment and approving maintenance contracts. DDA events were also approved. Geinzer was hired as Interim City Manager, and the firm GovHR was hired to do a nationwide search for the next full-time City Manager.

There will be a resolution of appreciation for Matt Baumgarten's years of service to the city on the Council's next agenda. Council will be approving provisions regarding parklets and how to set one up with a neighboring business in case the space in front of your own business is not suitable for a parklet.

Council will conduct budget hearings on April 16 and 17.

B. Community Development – Kristen Kapelanski

Kapelanski reported the zoning ordinance is almost complete. The special land use request for the former Vitrine space on Coolidge was denied. Prohibiting first floor "offices" in the downtown district (Coolidge from Catalpa to 12 Mile and 12 Mile to Buckingham) is under consideration for the zoning revisions. The draft zoning ordinance will be out for review soon. The PUD developer for the Coolidge/Columbia property has submitted revised plans, splitting the development into two separate buildings and eliminating the "bridge" that spanned the road.

C. Planning Commission – Lisa Kempner

Kempner reported they will address some zoning ordinance questions that haven't been resolved. Meeting with some Council members, she noted one issue they brought up is what is the DDA plan for when a business closes: How to recruit successors and what kinds of businesses they would target. She also noted that planning for downtown events is made more difficult when there are "office gaps" between retail businesses that people would want to visit.

Zifkin asked about existing office tenants in the downtown district if that's prohibited in the new zoning ordinance. Kapelanski said they would be "non-conforming" and could continue but not expand. If that business moved out and the space was vacant for six months or more, the owner could not have another "office" business move in.

D. Public Works – Ric Chalmers

Wozniak reported DPW thinks the crosswalk lights are now working correctly. Passalacqua asked what City department is working with DTE about the street lights, and McGuinness noted it was DPW. Passalacqua would like to make sure the DDA is kept apprised of those conversations.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber has received 160-170 applications for Art Bash. Art Fest plans are continuing. With Katie Forte's help the Chamber is launching the program, Berkley Has HeART, a photo contest for pictures of anything in Berkley with a public vote on the winner during the Street Art Fest. The next Chamber Chat is at Berkley Eyewear on April 19, and they're restarting Chamber Blenders in the evening, two or three this year.

IX. STUDENT BOARD MEMBER UPDATES

Absent.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee

1. Incoming Mural Program Submissions

McGuinness reported that six different businesses are in various stages of submission or expressing interest in applying: Time Travelers, Mayflower Books, Coffee and Bark, Armadillo, Magic Alterations, and Reware Vintage, on its rear wall, where they want to start having musical performances.

2. Berkley has HeART Initiative, Chamber Collaboration

Forte is preparing a map of murals for the Berkley Has HeART campaign that will be included in the booklet and also be available digitally.

B. Business Development Committee

1. Bombshell Treat Bar Ribbon Cutting April 19

2. Law Office of Rachel Pinch Ribbon Cutting May 2

3. Time Travelers Comic Books Relocation, Expansion

McGuinness has spoken to Time Travelers about the DDA's desire to see expanded window visibility and display, since the new corner location is very prominent. Council Thrift, which is expanding into their old space next door, is open to ideas about beautifying their exterior

McGuinness has had discussions with Gross and Forte about holding strategy sessions for business development with multiple Berkley stakeholders.

C. Downtown Events Committee

1. Berkley Pride Planning Meeting April 17, 7:00 PM, City Hall. Council approved street closures for Farmers Market, Pride, and Monster Mash.

Kempner asked where the B.O.S.S. program currently stands, as it seemed like it had gotten lost. Kapelanski reported that they're working on the launch, with three businesses set to go and others in the application stage. It's been suggested to partner with the Chamber and tie in to one of the planned events.

D. Marketing Strategies Committee

1. April Fool's Day Social Media Post Engagement

The Downtown Berkley social media post on April Fool's Day jokingly declared that the speed limit and traffic lanes on Coolidge would be drastically reduced. The social media post generated a large amount of engagement from the community, even more than last year's April Fool's Day prank of announcing the downtown would be officially renamed Downtown BOO!kley.

E. Organization Committee – Scott Francis

1. Accepting Applications for 12 Mile, Coolidge Board Seats

McGuinness noted candidates are under consideration. For informational purposes, he reported the committee had received an FOIA request from a resident to receive a copy of the Director's recent evaluation.

F. West 12-Mile Committee – Brian Zifkin

Zifkin reported he has a business associate who wants to buy and move into a Berkley DDA district building. He's looking at @4,000 sq. ft. Zifkin said he is very serious and is a professional watchmaker with several additional watchmakers on staff. Passalacqua suggested he contact Rick Ax of Farbman, who has worked with several Berkley properties. Gross also mentioned a Coolidge building that she has for sale or lease.

XI. EXECUTIVE DIRECTOR UPDATES

A. National Main Street Conference May 6-8 in Birmingham, Alabama

The National Main Street Certification requires its communities to send a representative to the National Conference. McGuinness reported he would be attending and would miss the May Berkley DDA Board meeting. Main Street Oakland County subsidizes most of the expenses.

B. Michigan Downtown Association Summer Workshop May 31 in Harbor Springs
McGuinness invited all to attend the Summer Workshop with him.

XII. BOARD OF DIRECTORS' COMMENTS:

Baumgarten reported that the Library's Youth Librarian, Rebecca Stout, has decorated the Young Adults Room, above the stacks, with very good photographs of all the city's murals.

Someone asked about the former Smokers Island space on Coolidge and what was moving there. Kapelanski said a retail women's clothing store would be moving in.

XIII. PUBLIC COMMENTS: The opportunity for public comment was offered, and no requests to comment were made at the meeting. Anyone with comments or questions is asked to e-mail them to the DDA to be answered within five business days.

XIV. Adjournment:

The meeting was adjourned at 9:35 AM on motion by Zifkin and second by Forte.

TREASURER'S REPORT

APRIL 2024 BALANCE SHEETS, REVENUE AND EXPENDITURE REPORTS FOR DDA



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RECOMMENDATION:

MOTION TO ACCEPT THE TREASURER'S REPORT

BACKGROUND:

The City of Berkley Finance Department has provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the month of April 2024.

These reports have been received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness. They are included with the meeting materials for the Board of Directors and the public at large for further review.

All questions are welcomed and encouraged.

- **Mike McGuinness, Executive Director. May 3, 2024.**

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	PERIOD ENDED 04/30/2023	PERIOD ENDED 04/30/2024
*** Assets ***			
248-000-001-000	CASH IN BANK	408,790.52	335,158.10
248-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,828.84)
248-000-005-000	PETTY CASH	300.00	300.00
248-000-026-000	DELINQUENT PPT RECEIVABLE	2,912.26	8,691.66
Total Assets		412,002.78	337,320.92
*** Liabilities ***			
248-000-202-001	ACCOUNTS PAYABLE - MANUAL	8,244.53	8,244.53
248-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	2,668.87	0.00
248-000-241-000	FICA TAXES	171.64	194.84
248-000-257-000	ACCRUED PAYROLL	2,266.47	5,010.82
248-000-259-000	ACCRUED HEALTH CARE	978.80	877.49
248-000-285-000	UNEARNED REVENUE	1,264.16	10,375.47
Total Liabilities		15,594.47	24,703.15
*** Fund Balance ***			
248-000-390-000	FUND BALANCE	314,861.00	289,857.89
Total Fund Balance		314,861.00	289,857.89
Beginning Fund Balance		314,861.13	289,857.89
Net of Revenues VS Expenditures		81,547.31	22,759.88
Fund Balance Adjustments		(0.13)	0.00
Ending Fund Balance		396,408.31	312,617.77
Total Liabilities And Fund Balance		412,002.78	337,320.92

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 04/30/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 04/30/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 04/30/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDTG USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 001 - REVENUES						
248-001-402-000	PROPERTY TAXES	37,000.00	34,645.18	1,345.01	2,354.82	93.64
248-001-402-001	PROPERTY TAX CAPTURE - DDA	361,000.00	363,701.99	3,662.46	(2,701.99)	100.75
248-001-539-010	STATE GRANTS	10,000.00	7,500.00	0.00	2,500.00	75.00
248-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	11,000.00	8,520.77	0.00	2,479.23	77.46
248-001-674-005	MERCHANDISE REVENUE	5,000.00	40.00	0.00	4,960.00	0.80
248-001-675-005	CORPORATE DONATIONS	5,000.00	0.00	0.00	5,000.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	20,000.00	7,889.50	500.00	12,110.50	39.45
Net - Dept 001 - REVENUES		463,000.00	422,297.44	5,507.47	40,702.56	
Dept 252 - ACTIVE EMPLOYEE BENEFITS						
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,461.00	3,357.85	319.66	103.15	97.02
248-252-716-500	HEALTH CARE COSTS - BC/BS	25,682.00	0.00	0.00	25,682.00	0.00
248-252-718-000	RETIREMENT-DB MERS	26,000.00	12,854.40	0.00	13,145.60	49.44
Net - Dept 252 - ACTIVE EMPLOYEE BENEFITS		(55,143.00)	(16,212.25)	(319.66)	(38,930.75)	
Dept 265 - CITYWIDE PROJECTS						
248-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Net - Dept 265 - CITYWIDE PROJECTS		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 722 - DDA OPERATIONS						
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	15,000.00	0.00	5,000.00	75.00
248-722-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
248-722-803-000	MEMBERSHIPS AND DUES	1,100.00	857.25	132.25	242.75	77.93
248-722-807-000	AUDIT SERVICES	1,800.00	0.00	0.00	1,800.00	0.00
248-722-818-205	SECRETARIAL SERVICES	2,000.00	1,200.00	150.00	800.00	60.00
248-722-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
248-722-853-000	TELEPHONE	600.00	404.27	40.44	195.73	67.38
248-722-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
248-722-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
248-722-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Net - Dept 722 - DDA OPERATIONS		(29,000.00)	(17,461.52)	(322.69)	(11,538.48)	
Dept 724 - SPECIAL EVENTS						
248-724-706-000	DPW WORKERS	1,195.00	1,194.19	0.00	0.81	99.93
248-724-709-000	OVERTIME	108.00	107.71	0.00	0.29	99.73
248-724-715-000	FICA	100.00	98.80	0.00	1.20	98.80
248-724-758-001	BOOKLEY SEASON	20,000.00	15,781.00	0.00	4,219.00	78.91
248-724-817-004	DDA - EVENTS	45,000.00	33,645.07	1,085.30	11,354.93	74.77
248-724-817-005	DDA - MEDIA	2,600.00	2,532.15	0.00	67.85	97.39
248-724-817-015	HOLIDAY LIGHTS	50,000.00	39,017.04	0.00	10,982.96	78.03
248-724-940-000	EQUIPMENT RENTAL	1,700.00	1,600.94	0.00	99.06	94.17
Net - Dept 724 - SPECIAL EVENTS		(120,703.00)	(93,976.90)	(1,085.30)	(26,726.10)	
Dept 726 - MARKETING AND ADVERTISING						
248-726-814-000	WEBSITE	500.00	332.48	312.00	167.52	66.50

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 04/30/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 04/30/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 04/30/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN	DEVELOPMENT AUTHORITY					
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	326.48	0.00	2,673.52	10.88
248-726-818-000	CONTRACTUAL SERVICES	48,000.00	32,900.00	7,700.00	15,100.00	68.54
248-726-901-000	ADVERTISING/MARKETING	17,800.00	16,194.72	0.00	1,605.28	90.98
248-726-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Net - Dept 726 - MARKETING AND ADVERTISING		(70,800.00)	(49,753.68)	(8,012.00)	(21,046.32)	
Dept 729 - STREETScape & DESIGN						
248-729-818-200	FLOWER BASKET PROGRAM	78,000.00	7,752.51	0.00	70,247.49	9.94
248-729-818-201	PUBLIC ART/PLACEMAKING	40,000.00	14,011.94	0.00	25,988.06	35.03
248-729-818-207	PEST CONTROL	500.00	320.00	40.00	180.00	64.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	15,000.00	30,000.00	0.00	(15,000.00)	200.00
Net - Dept 729 - STREETScape & DESIGN		(133,500.00)	(52,084.45)	(40.00)	(81,415.55)	
Dept 740 - DDA ADMINISTRATION						
248-740-704-000	FULL TIME EMPLOYEES	79,567.00	64,969.72	6,120.48	14,597.28	81.65
248-740-715-000	FICA	6,600.00	7,358.60	463.54	(758.60)	111.49
248-740-725-000	WORKERS COMPENSATION	336.00	336.00	0.00	0.00	100.00
248-740-728-000	OFFICE SUPPLIES	500.00	266.72	25.40	233.28	53.34
248-740-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	2,148.70	49.50	851.30	71.62
Net - Dept 740 - DDA ADMINISTRATION		(92,003.00)	(75,079.74)	(6,658.92)	(16,923.26)	
Dept 902 - PUBLIC IMPROVEMENT						
248-902-821-001	ENGINEERING - ROBINA PROJECT	0.00	3,801.78	0.00	(3,801.78)	100.00
248-902-972-200	STREETScape IMPROVEMENTS	160,000.00	89,667.24	0.00	70,332.76	56.04
248-902-972-700	BERKLEY PLAZA PROJECT	0.00	1,500.00	0.00	(1,500.00)	100.00
Net - Dept 902 - PUBLIC IMPROVEMENT		(160,000.00)	(94,969.02)	0.00	(65,030.98)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		463,000.00	422,297.44	5,507.47	40,702.56	91.21
TOTAL EXPENDITURES		663,149.00	399,537.56	16,438.57	263,611.44	60.25
NET OF REVENUES & EXPENDITURES		(200,149.00)	22,759.88	(10,931.10)	(222,908.88)	11.37

ACTION ITEM

ADOPTION OF BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY COMMITTEE ACTION PLAN FOR 2024



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY COMMITTEE ACTION PLAN FOR 2024

COMMITTEES:

ART & DESIGN (Board Liaisons - Desiree Dutcher, Katie Forte)

2024 Focus – Proactively and Consistently Getting Committee Feedback on Façade and Mural Program Requests, Cohesive Street Light Plan of Action, Flower Program Upgrades

BUSINESS DEVELOPMENT (Board Liaisons - Chris Gross, Desiree Dutcher)

2024 Focus – Convene Roundtables of Stakeholders, Revisit and Reaffirm or Modify Identified Transformational Strategies, Through Lens of those Strategies Identify Needed New Businesses

DOWNTOWN EVENTS (Board Liaisons - Uli Laczkovich, Ash Poirier)

2024 Focus – Honing the Quality of Events Versus Quantity, Strengthening the Planning and Systems for our Emerging Signature Annual Events, Solidify New Sponsors for Signature Events

MARKETING STRATEGIES (Board Liaisons - Ash Poirier, Katie Forte)

2024 Focus – Berkley has heART Collaboration with Berkley Area Chamber, Building a Volunteer Engagement Process Leveraging Berkley has heART as the Branding for it

ORGANIZATION (Members - Scott Francis, Donna Dirkse, Matteo Passalacqua)

2024 Focus – Returning Board to Full Operational Membership, Conducting Annual Evaluation Process of Executive Director Earlier, Ensuring Committee Action Plans Happens Annually

WEST TWELVE MILE, Ad Hoc (Board Liaisons - Brian Zifkin)

2024 Focus – Recruiting New West Twelve Mile Allies, Setting Regular Outreach Meetings, Developing a Framework for Attainable Art-Focused Installations and Improvements

- **Mike McGuinness, Executive Director. May 3, 2024.**

ACTION ITEM

APPROVAL OF MURAL PROGRAM REQUEST FROM REWARE VINTAGE AND AVENUE GROUP REAL ESTATE



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MURAL PROGRAM REQUEST FOR REWARE VINTAGE AND AVENUE GROUP REAL ESTATE AT THE REAR OF 2985 TWELVE MILE ROAD IN DOWNTOWN BERKLEY

BACKGROUND:

Reware Vintage and Avenue Group Real Estate are neighboring businesses on Twelve Mile Road. Though the wall in question is the Avenue Group Real Estate's property, it is most visible to – and impacting – Reware Vintage and their customers. Though it is on the rear of the building, there is an active entrance to the store at the rear, there is active parking behind the building, and PNC Bank drive-through teller lanes, Reware also intends to continue her trend of holding live musical performances at her store and, if the mural were there, she plans to hold live musical performances with the mural wall as the backdrop. Though not directly connected to this request, neighboring BeWell LifeStyle Center also plans rear aesthetic improvements and has connected with Reware Vintage proprietor Bethany Nixon previously about coordination of their rear-building activities.

The artist they have identified is Jason Abraham Smith. He has painted stunning murals in Oakland County and the region, but has also made murals come to life in other parts of the country as well. Normally his rate for a wall of these dimensions would be more than the \$5,000 cap of our mural program resources per project, but due to his eagerness for the project and his friendship with Bethany Nixon of Reware Vintage, he states he's still willing to do the mural project at the reduced rate of \$5,000.

- Mike McGuinness, Executive Director. May 3, 2024.

CURRENT WALL APPEARANCE

Berkley, Michigan

Google Street View

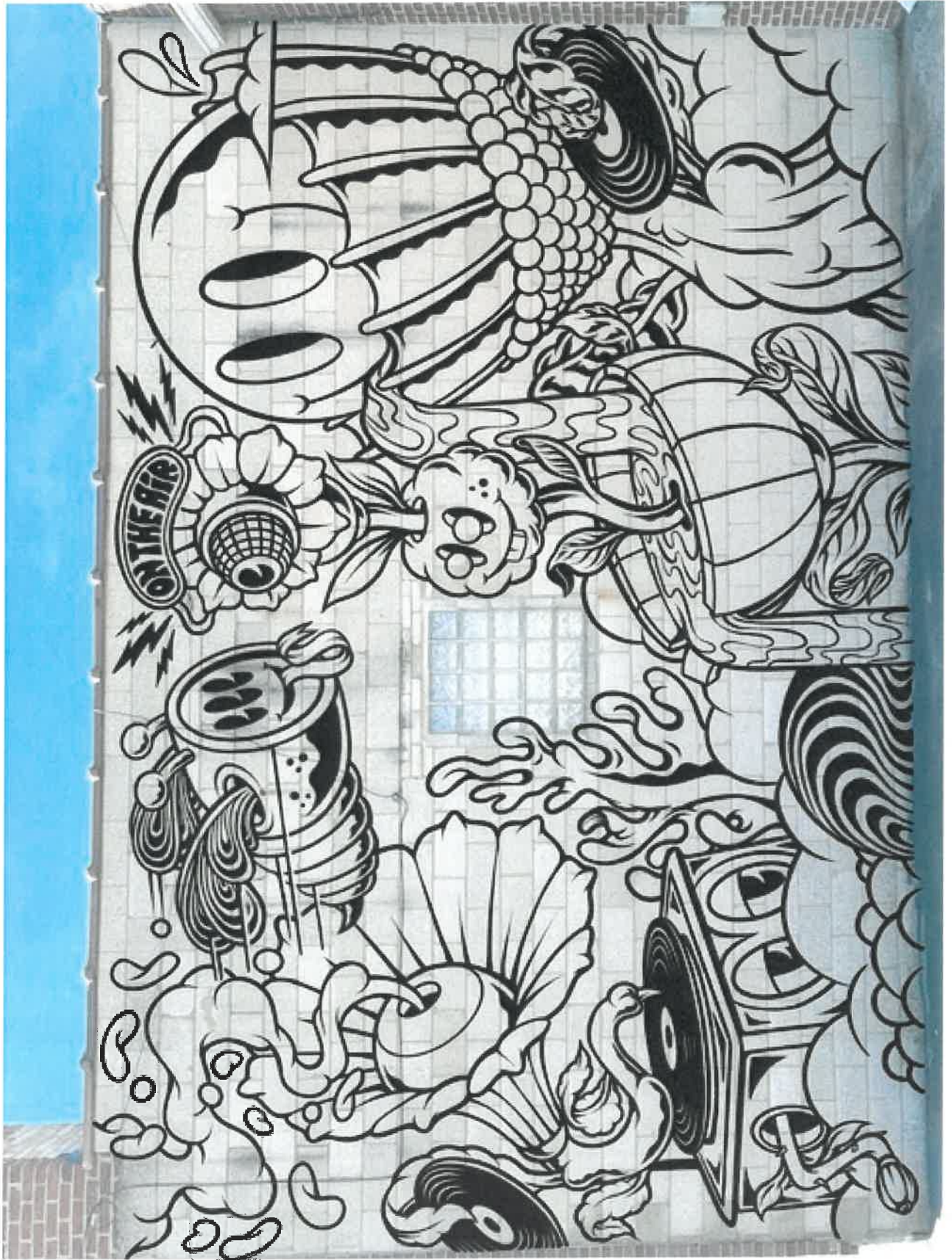
Aug 2018



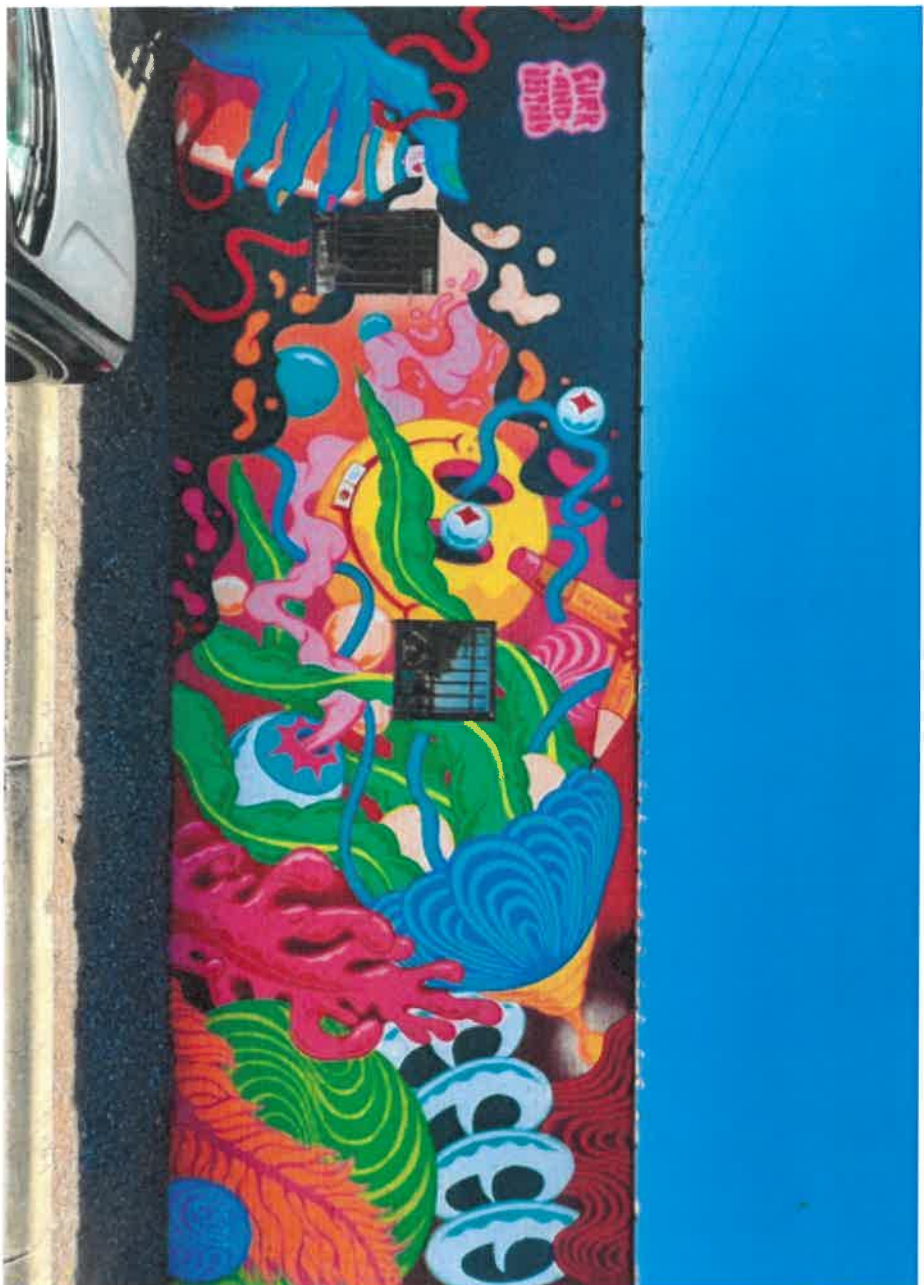
Image capture: Aug 2018 © 2024 Google



PROPOSED MURAL



PROPOSED
COLOR SCHEME



MURAL BY THE SAME ARTIST,
JASON ABRAHAM SMITH,
IN OKLAHOMA CITY, OKLAHOMA

ACTION ITEM

APPROVAL OF MURAL PROGRAM REQUEST FROM TIME TRAVELERS COMIC BOOKS



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MURAL PROGRAM REQUEST FOR TIME TRAVELERS COMIC BOOKS AT 3116 TWELVE MILE ROAD IN DOWNTOWN BERKLEY

BACKGROUND:

Time Travelers is moving a new and larger location, at the northwest corner of 12 Mile and Griffith. They wish to have a mural installation painted on the western wall of the structure, which was once the first location of Hiller's Supermarket. The rendering also indicates a partial installation on the rear, or north, wall of the structure.

The artist they have identified is Kobie Solomon. He has painted other known murals in the region, especially the large-scale griffin-like tiger figure on the side of the Russell Industrial Complex in Detroit; it is visible from Interstate 75 – an image of that long-admired mural is included in the meeting materials.

In addition to seeking our program funding, Time Travelers has also been crowdsourcing the funds to install a mural. The long-running Berkley business, which now has a new owner, is eager and motivated to elevate their role, impact, and visibility in the downtown Berkley community.

- Mike McGuinness, Executive Director. May 3, 2024.

3408 Griffith Ave

Berkley, Michigan

Google Street View

Aug 2022 [See more dates](#)



Image capture: Aug 2022 © 2024 Google



WALL'S
CURRENT
APPEARANCE

Berkley, Michigan

Google Street View

Aug 2022 [See more dates](#)



Image capture: Aug 2022 © 2024 Google



WALL'S
CURRENT
APPEARANCE

Berkley, Michigan

Google Street View

Aug 2022 [See more dates](#)



Image capture: Aug 2022 © 2024 Google

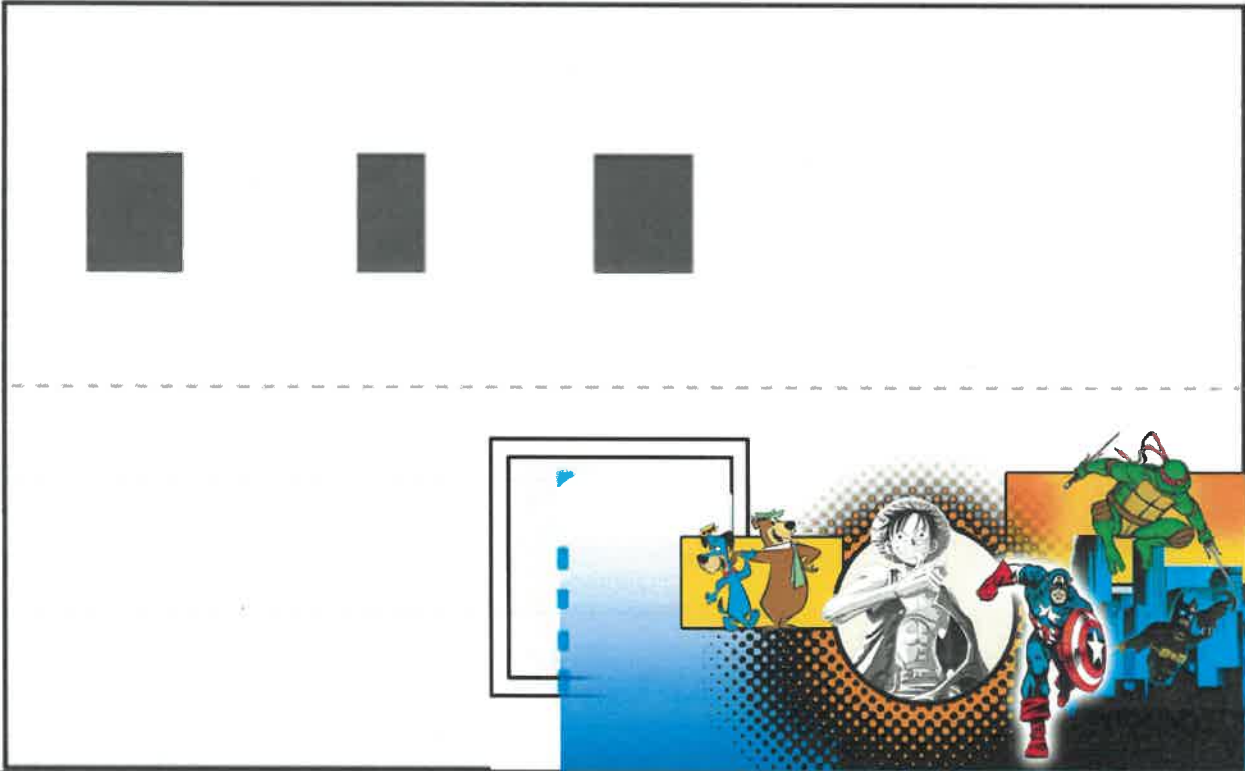


WALL'S
CURRENT
APPEARANCE

MAX HEIGHT
BASE OF MAX HEIGHT
TOP OF BOTTOM



PROPOSED MURAL
(WEST WALL)



MAX HEIGHT

BASE OF MAX HEIGHT

TOP OF BOTTOM

3116 W 12 MILE ROAD / BERKLEY MI | NORTH WALL ELEVATION

PROPOSED MURAL
(NORTH WALL)



PAST MURAL WORK BY
ARTIST KOBIE SOLOMON

ACTION ITEM

APPROVAL OF MURAL PROGRAM REQUEST FROM MAYFLOWER BOOKSHOP



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MURAL PROGRAM REQUEST FOR MAYFLOWER BOOKSHOP AT 2645 TWELVE MILE ROAD IN DOWNTOWN BERKLEY

BACKGROUND:

Mayflower Bookstore on 12 Mile Road between Kenmore and Cumberland has been in Downtown Berkley for decades. The building's east wall and southern wall both has an existing mural, which predates the Berkley DDA Mural Grant Program. I inquired with the proprietor, Robert Thibodeaux, and he stated it has been so many years that he difficulty remembering when it was painted. He estimates that it was over a decade and it may be closer to two decades old. His assessment is that a new mural is necessary for a refresh of the exterior walls.

The artist they have identified is Lisa Littell. She is an artist who has been very active in Downtown Berkley in recent years, including the painting of the Parisian café and street scene mural at Robina and 12 Mile on Alice's Perfect Fit Alterations last year.

The owner of Mayflower Books is seeking \$5,000 from the Downtown Mural Grant program of the DDA to facilitate this new mural on both the side and the rear his building.

- **Mike McGuinness, Executive Director. May 3, 2024.**

CURRENT
WALL



PROPOSED
CONCEPT



Mayflower
Remember the
More books. Easier.

MA

DISCUSSION

LANDSCAPING NEEDS AND OPPORTUNITIES – WEST TWELVE MILE FLOWER PLANTER POTS



retro feel. metro appeal.

BACKGROUND:

The Berkley DDA Board of Directors previously voted to expand the Downtown Hanging Flower Baskets Program, and authorized the budgetary expending of DDA resources to install flowers throughout the entirety of the DDA footprint.

That has led to the entire DDA footprint along Coolidge, the one-mile stretch from 11 Mile to 12 Mile, to have hanging flower baskets. It was a bold choice with a dramatic result, with the cohesive streetscape aesthetic substantially boosting the curb appeal. Where 12 Mile once only had the flower beds, a few blocks of that thoroughfare now has hanging flower baskets. Due to the narrow sidewalks and close proximity of buildings to the street in the Gateway West stretch of 12 Mile, however, that continuity was hindered for the full length of 12 Mile.

The Board with their vote and with their verbal statements made it clear their interest in seeing an equal distribution of flower installations throughout the entirety of the DDA District. And as reported during discussions at the past few DDA Board meetings, the emerging solution is for clusters of flower planter pots at the intersections of neighborhood streets with 12 Mile Road.

From our established contractor, we now have an identified scope that accomplishes what the Board voted to undertake. From Buckingham to Greenfield on 12 Mile Road, there will be 14 clusters of the flower planters. Each cluster is slated to have a tall planter of approximately 3 feet in height, accompanied by two shorter planters.

As previously reported to the Board, this experiment with planters will include the daily watering of them by the contractor, just as they do with their water trucks for the hanging flower baskets in our downtown.

LANDSCAPING NEEDS AND OPPORTUNITIES – WEST TWELVE MILE FLOWER PLANTER POTS

Here are the locations the DDA has provided the contractor for the initial target of planter cluster installations:

- 12 Mile + Buckingham Northwest Corner
- 12 Mile + Buckingham Southeast Corner
- 12 Mile + Royal Northwest Corner
- 12 Mile + Bacon Northeast Corner
- 12 Mile + Bacon Southeast Corner
- 12 Mile + Bacon Southwest Corner
- 12 Mile + Cummings Southeast Corner
- 12 Mile + Cummings Southwest Corner
- 12 Mile + Thomas Southeast Corner (north of bike racks)
- 12 Mile + Thomas Southeast Corner (south of bike racks)
- 12 Mile + Ellwood Northwest Corner
- 12 Mile + Ellwood Northeast Corner
- 12 Mile at 4111 12 Mile, in Green Space
- 12 Mile + Greenfield Northeast Corner

Here is the Contractor's price breakdown:

Short Planters Purchase - \$5,040, Miracle Gro for Short Planters - \$1,820, Flowers for Short Planters - \$7,000, Tall Planters Purchase - \$5,950, Miracle Gro for Tall Planters - \$910, Flowers for Tall Planters - \$3,500, Watering of Planters During Season - \$6,080. Subtotal: \$33,300.

That expense is in line with the expansion of the remaining half-mile on Coolidge and would accomplish the Board's stated goal for 12 Mile's full downtown flower features. The Board has already provided for those funds and the current Fiscal Year is able to handle paying that expense.

DISCUSSION

SPIRIT OF MAIN STREET GRANT FUNDING OPPORTUNITY



retro feel. metro appeal.

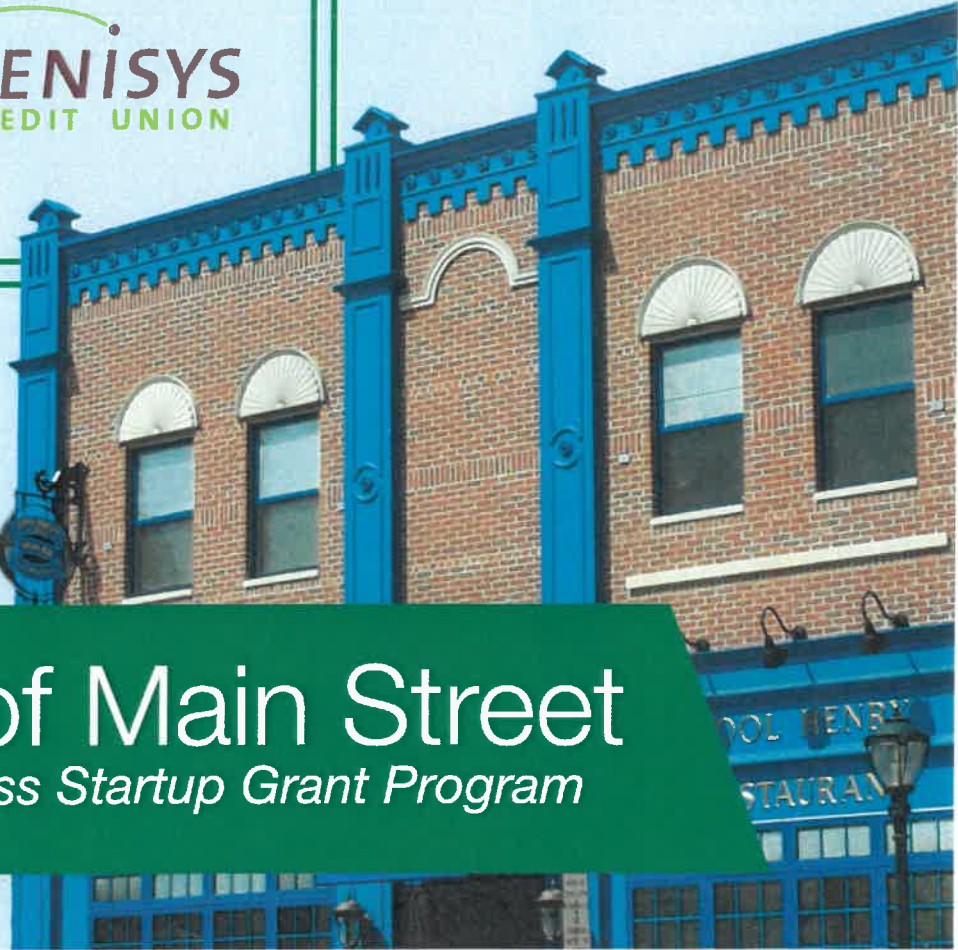
BACKGROUND:

The Spirit of Main Street is a Micro Business Startup Grant Program. It is offered by Main Street Oakland County and Genisys Credit Union. Businesses in the startup phase (0 to 1 years old) or existing phase (1 to 5 years old) that are located in Downtown Berkley are eligible due to Berkley being a Select Level designation with Main Street Oakland County.

Eligible activities are location renovations and preparations, equipment purchases, required permits and fees, outdoor improvements (excluding signage), and more. The maximum grant award is \$2,500.

The upcoming deadline for this round of grants is May 13, 2024. The next round later this year has a deadline of October 1, 2024. I'd love for a newer downtown Berkley business to win those funds; I've shared it with some businesses individually, but I strongly welcome the Board's assistance in identifying other prospective applicants with whom we can share this funding opportunity.

- **Mike McGuinness, Executive Director. May 1, 2024.**



Spirit of Main Street

Micro Business Startup Grant Program

*For Eligible MSOC
Communities and
Their Downtown
Businesses*

In an effort to support the attraction, retention and growth of small businesses in your historic downtowns and neighborhood commercial corridors, Main Street Oakland County (MSOC) has partnered with Genisys Credit Union to create the Spirit of Main Street Micro Business Startup Grant Program. This grant program is designed to complement MSOC economic vitality efforts and support entrepreneurship at the local community level.



Eligible Grant Applicants:

Eligible businesses can be in the Startup Phase (0 to 1 year old) or Existing (1 to 5 years old) and must be located in one of the Main Street Districts in Auburn Hills, Berkley, Clarkston, Clawson, Farmington, Ferndale, Franklin, Highland, Holly, Lake Orion, Ortonville, Oxford, Pontiac, Rochester, Royal Oak, or Wixom. Downtown organizations are eligible to apply and can also assist a local business with matching funds if desired.

NOTE: Pop-up businesses are eligible provided they have been open in the downtown district on a consistent basis for a minimum of six months. One time event pop-up businesses are not eligible.

Eligible Activities:



Location renovations and preparations



Rent Assistance Programs



Equipment purchases



Outdoor Improvements



Required permits and fees



Other uses deemed appropriate to support the creation, relocation or expansion of a micro business

Grants and Match:

The maximum grant award is \$2,500. A minimum dollar-for dollar match must be provided by the applicant. The cost of labor and materials can go towards grant match. **Signage is not eligible.** After the proposed project has been completed and final costs have been verified, the grant funds will be issued directly to the local Main Street program, paid as a reimbursement. The local Main Street will be responsible for monitoring approved projects and programs to ensure compliance with the grant program guidelines.

Conditions:

All applications are reviewed by and award determinations made by representatives of Genisys Credit Union and MSOC. Genisys Credit Union and MSOC reserve the right to decline grant applications that are not consistent with the National Main Street Program and/or the vision and masterplan of the local Main Street community. All projects must have appropriate zoning, permitting and historic district approvals if required by the municipality. Grant recipients agree to display signage at or near the project site thanking the sponsors of the grant. Signage will be provided by MSOC and must be displayed for a minimum of 30 days after completion.

Deadlines for Next Rounds of Grants

Round One: May 13, 2024
Round Two: October 1, 2024

For more information, contact:

Erick Phillips, *Senior Local Business Development Consultant, Oakland County*

phillipse@oakgov.com
(248) 858-4070



All ways, MOVING FORWARD

DISCUSSION

MAY THE FOURTH – LEIA'S DAY OUT PROMOTIONAL EVENT



retro feel. metro appeal.

BACKGROUND:

Well, I'm writing this to you prior to the event itself happening, with it taking place after the Agenda and Packet are distributed but before the actual DDA Board of Directors meeting. With that said, I wanted to provide the Board a quick snapshot of the unique way that us following the calendar date of May the Fourth for the Star Wars tie-in and brand-building.

Last year, Leia's Night Out was a themed part of our Ladies Night Out series. It proved to be a breakout hit. It fell on a Thursday night in 2023. This year, with a Leap Day getting involved, it falls on a Saturday. So, it has become Leia's Day Out. As a result, the DDA has been able to enlist many more downtown businesses than we typically would get to participate with a Ladies Night Out due to the Saturday alignment with already existing hours of operation for the respective businesses. This 2024 Leia's Day Out has 31 businesses as active stops.

Per the previous Board feedback of more trolley action, yes, there is a trolley for the Leia's Day Out. The complimentary lightsabers are back, too, as is the roaming Princess Leia and Darth Vader characters.

Provided in accompaniment with this memorandum is the map of participating retailers and a run-down of some of the features.

The strategic aim is for us corner the downtown market in our region for the Star Wars-flavored annual arrive of "May the Fourth." Next year it'll be a Sunday, and so on each year. This aim aligns with our transformational strategy of leveraging our "retro feel" and "retro cool," our independent comic book store here, our multiple gaming retailers, and vintage stores.

- **Mike McGuinness, Executive Director. May 3, 2024.**

LEIA'S DAY OUT MAY THE 4TH BE WITH YOU

11 AM
- 3 PM

FEATURING FREE TROLLEY RIDES
VISITS BY PRINCESS LEIA + DARTH VADER
WIN PRIZES AND GIFT CERTIFICATES
FREE LIGHTSABERS + GIVEAWAYS

DOWNTOWN
BERKLEY

12 MILE ROAD

Clark's Ice Cream
Odd Fellows Antiques
The Twisted Shamrock
Princess Nails
Kam's Express
Jewel's Pet Cuisine
Reduex

Council Resale
Peninsulas
Mongers' Provisions
El Patio
Sum Girls Boutique
Neighbor's Shoppe
O'Mara's

Amici's Kitchen & Living Room
Yellow Door Art Market
The Artsy Umbrella
24 Seconds

GateKeeper Games
Time Travelers Comic Books
Catching Fireflies

Robina
Reware Vintage
BeWell LifeStyle Center
Alex's
Elwin & Co.

Mr. Kabob
Berkley Public Library
Flipside Records
Bagger Dave's Tavern

WILTSHIRE

Mr. J's Bar & Grill
Elaine's Bagels
OSS Detroit
Jet's Pizza
Toadvine Books
Coffee & Bark

COOLIDGE

Ullman's Health & Beauty
Bombshell Treat Bar
Berkley Eyewear & Local Sunglass Co.
June & December
Collectible Investments
Little Lou's Hot Chicken

PERCH

Casa Amado

TROLLEY RUNNING ON A CONTINUOUS LOOP FOR ENTIRE EVENT!

Leia's Day Out Participating Retailer

Dining Options

Convenient, Free Parking Throughout Downtown

Free Inflatable Light Sabers for Everyone, while supplies last!

Note: These identified retailers confirmed their participation in this featured event; even more places to shop and dine are open in our downtown at differing times of day & days of the week.

***Map is not to scale**

VISIT OUR DOWNTOWN RETAILERS TO BE ENTERED TO WIN TODAY'S GRAND PRIZES!

ON THE REVERSE SIDE IS THE PRIZE ENTRY FORM, AS WELL AS FEATURED DEALS AND PROMOTIONS AT TODAY'S PARTICIPATING SPOTS



LEIA'S DAY OUT MAY THE 4TH BE WITH YOU

VISIT OUR DOWNTOWN RETAILERS TO BE
ENTERED TO WIN TODAY'S BIG PRIZES

GRAND PRIZE ENTRY FORM

Participating Leia's Day Out Retailers will stamp, sticker, or sign your map when you visit their stores. To be eligible to win our Grand Prizes today, you'll need to visit at least four (4) Coolidge retailers and five (5) Twelve Mile retailers. Turn in your map (with completed info below) to the last store you visit.

NAME: _____

PHONE: _____

EMAIL: _____

TODAY'S FUN FEATURES INCLUDE:

- COMPLIMENTARY TROLLEY - Running Continuously Between Participating Retailers
- FREE INFLATABLE LIGHTSABERS - Distributed On the Street + Available on the Trolley
- PHOTO OPPORTUNITIES WITH PRINCESS LEIA + DARTH VADER - During Entire Event
- FREE COMIC BOOK DAY - Happening at Time Travelers Comic Books
- Artsy Umbrella - Saber Sips and Sweets, Sooper Sales, Candle Make-n-Take
- Artsy Umbrella - Get Entered to Win a Star Wars Gift Basket with Every Purchase
- BeWell LifeStyle Center - Chewy's Coffee Smoothie, Yoda's Green Smoothie + The Princess Leia
- BeWell LifeStyle Center - Complimentary Star Wars-Themed Giveaways
- Berkley Eyewear - Free Star Wars Bracelets, Rings, and Star Wars Treats for All Visitors
- Berkley Public Library - Free Star Wars Assorted Stickers for Kids + Adults
- Catching Fireflies - Moon Velvet Moisturizing Face Masks with \$25+ Purchases
- Coffee & Bark - Free Galaxy Slime Packs for Kids + Adults Alike
- Collectible Investments - Free Star Wars Mandalorian Dipping Sticks
- Council Resale - 30% Off Entire Store, with Additional 10% Off During Event
- Council Resale - Free Galaxy Slime Packs for Kids + Adults Alike
- GateKeeper Games - Free Star Wars Bracelets, Star Wars Candy, More
- Jewel's Pet Cuisine - Find the Hidden Ewok, Win Free Treats for 6 Months
- Jewel's Pet Cuisine - Free Star Wars Rings for All Visitors, Plus 15% Off June & December - Mothers Day Specials, Scratch Off Sale up to 20% Off + More
- Neighbor's Shoppe - Free "The Force is Strong with Me" Bracelets
- PERCH - Free Star Wars Pez Dispensers + Pez Candy for Visitors
- Odd Fellows Antiques - Complimentary Star Wars Pens and Pencils
- Reware Vintage - 20% Off All Vintage Star Wars, and Free Star Wars Stickers
- Time Travelers Comic Books - Treats, Plus a Sale on All Star Wars Merchandise
- Toadvine Books - Free Tote Bags, and Featured Star Wars Titles for Sale
- Twisted Shamrock - Free Star Wars Pez Dispensers + Pez Candy for Visitors
- Ullman's Health & Beauty - Star Wars-Themed Sweet Treats, Prizes for Shoppers
- Yellow Door Art Market - Michigan Made Space Sweets with \$25+ Purchase
- Amici's Kitchen & Living Room - Dagobah Daquiris on the Menu (opens at 4 pm)



EXECUTIVE DIRECTOR UPDATES

**MICHIGAN DOWNTOWN ASSOCIATION
SUMMER WORKSHOP PARTICIPATION
MAY 31, 2024 IN HARBOR SPRINGS**



retro feel. metro appeal.

BACKGROUND:

In my capacity as Executive Director, I have represented our Downtown Development Authority to the Michigan Downtown Association and attended most of their conferences and workshops. It is through this organization that I applied for and was accepted into their Downtown Professional Certification process (and through which I continue to progress). The next workshop is May 31 in Harbor Springs. There is also a virtual option for those that may be interested.

The Berkley DDA budget does include Board Training and Board Development funds, should a DDA Board of Directors member have interest in this or future offerings. I have included the workshop session topic listings for your review and consideration.

At the Michigan Downtown Association Summer Workshop last year, which was held in Alpena, I presented at one of the workshop sessions. The topic on which I presented was about downtown stakeholder engagement, and I amplified multiple best practices that we have organizationally built into our governing framework.

Please let me know if you have additional questions, or if you have interest in participating in the workshop. The registration period is still open.

- **Mike McGuinness, Executive Director. May 1, 2024.**

**MICHIGAN
DOWNTOWN
ASSOCIATION**



SUMMER WORKSHOP

May 30 & 31, 2024
Harbor Springs, MI
In-person and Virtual Attendance Option

Laying the Foundation for Strong Michigan Downtowns & Their Management

Downtown Harbor Springs
Photo provided by Petoskey Area Visitors Bureau

Summer Workshop:

THURSDAY, MAY 30, 2024

3:00 pm – 5:30 pm **The Pointer**

The Pier Restaurant

102 E. Bay Street, Harbor Springs, Michigan 49740

This special **ticketed** event begins at The Pier Restaurant where the historic Pointer boat is docked. The exclusive tour will hug the shoreline of Harbor Springs' Little Traverse Bay, Harbor Point, and Wequetonsing. Three, 45-minute boat tours will be offered, each holding 12 guests. The Pier Restaurant will be open at 3pm to accommodate guests and a cash bar will be available. Drinks purchased at The Pier Restaurant will be allowed to be consumed on the boat tour.

\$30 per person, approximately 45-minute boat tour.

Cost not included in Workshop registration fee.

4:00 pm – 4:45 pm **Historic Walking Tour of Harbor Springs**

The Pier Restaurant

102 E. Bay Street, Harbor Springs, Michigan 49740

Members of the Harbor Springs Historical Society will lead us on this complimentary tour of downtown Harbor Springs. The tour will begin and conclude at the location of our Meet & Greet, The Pier Restaurant.

5:30 pm – 7:30 pm **Networking Event**

The Pier Restaurant

102 E. Bay Street, Harbor Springs, Michigan 49740

Enjoy complimentary appetizers and a cash bar at The Pier, overlooking beautiful Little Traverse Bay.

Workshop: Laying the Foundation for Strong Michigan Downtowns & Their Management

FRIDAY, MAY 31, 2024

Holy Childhood of Jesus Church,

150 W Main St., Harbor Springs, MI 49740

Successful downtown organizations provide strong leadership, innovative programming, and sustainable initiatives. The MDA's Annual Summer Workshop will give you the building blocks needed to promote, improve, and strengthen the downtown and YOU. Our experts will present examples of real projects, ideas that work, and the tools necessary to build and grow a strong Michigan downtown.

8:00 am – 8:30 am **Registration**

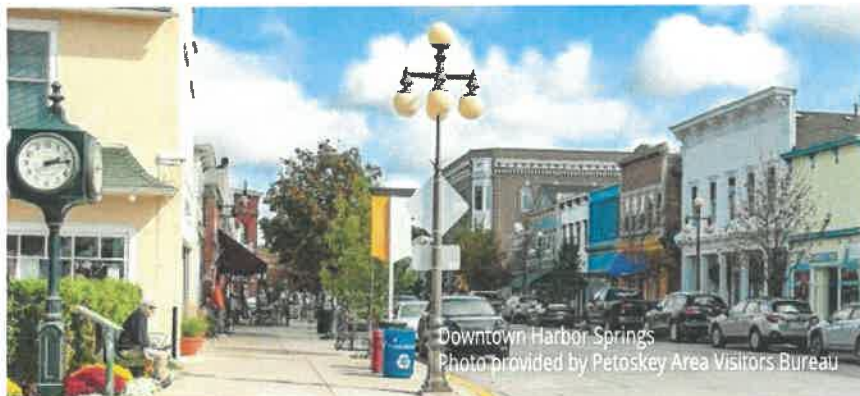
Continental Breakfast

Sponsored by Lake Trust Credit Union

8:30 am – 8:45 am **Welcome**

Cristina Sheppard-Decius, Chair,

Michigan Downtown Association



8:45 am – 8:55 am **Welcome to Harbor Springs**

Mayor Matt Bugera, Harbor Springs

8:55 am – 9:05 am **Attendee Introductions**

9:05 am – 9:20 am **Vendor & Sponsor Introductions**

9:20 am – 9:50 am **Redevelopment Sites- Promotion to Investment**

Dan Leonard will provide context and information about the role the Redevelopment Services Team plays within downtowns across the state of Michigan. Dan will showcase how governmental agencies can position their resources and promote local opportunities to attract new private investment and redevelopment measures into historically challenging real estate markets. Targeting redevelopment sites, marketing and promoting priority properties and predevelopment assistance are a few of the topics that will be covered as well as various redevelopment scenarios from both experienced and emerging developers within RRC Certified communities.

Dan Leonard, EDFP, Senior Community Development CAT/RST Team Specialist, MEDC

9:50 am – 10:05 am **Networking Break**

10:05 am – 10:50 am **Revitalizing Downtown with Integrated Marketing**

Discover how to transform downtown areas into bustling hubs of activity through an integrated marketing strategy. This presentation will cover the essentials of enhancing online presence with Google Business Profiles, capturing potential visitors through Pinterest, and the importance of website lead capture for repeat marketing opportunities. We'll also delve into the power of blogging for storytelling and SEO, along with email marketing to nurture leads and keep your audience engaged. Learn how these interconnected marketing channels can work together to attract more visitors, support local businesses, and foster a thriving downtown community.

Sommer Poquette, Owner, Keep it Real Social

10:50 am – 11:35 pm **You Light Up My Life**

As cities expand, so does the need for street and area lighting. However, the unintended consequence of light pollution has become a growing concern for astronomers, environmentalists, and communities alike. To mitigate the negative impacts of light pollution, guidelines have been developed for dark sky-compliant lighting projects. This session will explore the benefits of installing warm white area and streetlights including the ongoing economic benefits beyond rebates or reduced maintenance costs. We'll explore how responsible illumination of cities, communities, downtown districts, and large-scale residential and resort developments can positively impact the economy.

Bob Hahn, LC, President, Lumecon

11:35 am – 11:55 am **Twenty for Twenty**

Join Jennifer Shorter, a third-generation retailer, for an electrifying session where she will unveil insider secrets on how downtown organizations can help businesses through meaningful, low-cost efforts. In just twenty minutes, Jennifer will provide twenty ideas for you to walk away with and bring back to your downtown.

Jennifer Shorter, C.E.O., Grandpa Shorter's Gifts

11:55 am – 12:50 pm **Lunch on Site**

Legislative Update

Nate Mack, Co-Chair MDA Advocacy Committee

12:50 pm – 1:50 pm **The Emotionally Intelligent Leader**
Emotional Intelligence is an often underexplored and misunderstood field. Yet, up to 80% of our success in our careers can be attributed to our level of Emotional Intelligence. This workshop will define Emotional Intelligence, illustrate outcomes for those with higher levels of Emotional Intelligence, explore ways that participants can determine their own level of Emotional Intelligence, and offer tangible ways participants can increase their own Emotional Intelligence. Examples and discussion will relate Emotional Intelligence directly to the Downtown Development environment.

Jackie Krawczak, President, Jackie Krawczak LLC

1:50 pm – 2:00 pm **Networking Break**

2:00 pm – 3:00 pm **Technical Training Coordinating Construction Projects**

Downtown management staff often sit on the sidelines when big construction projects come to town because they do not understand the process or the language. Learn the construction-speak that will empower you to integrate into the design and build processes. You can be informed and informative so that you are an asset to your business and property owners during what is normally an inspiring, yet stressful, time. Our presenters will offer insight on the planning and engaging process, how to communicate effectively with businesses and the community about the project status, and be hands-on during the endeavor.

Jennie Beeker, Director, Ferndale DDA

Christy Summers, Partner, Beckett & Raeder

Available for MIPDM credit

3:00 pm – 3:45 pm **Truly Affordable Housing in Downtown**

How can a downtown organization be part of the solution for the growing need for affordable workforce housing? This enthusiastic panel discussion will highlight a variety of initiatives that may assist you in your local efforts to provide places for workers to live. Learn about data resources and regional housing plans, deed restrictions paired with other incentives, community land trusts, land banks and adaptive reuse of dormant school properties.

Lindsey Dotson, ED, Charlevoix DDA

Yarrow Brown, ED, Housing North

Annette Knowles, ED, Frankfort Area

Community Land Trust

Trevor Woollatt, Sr. Project Manager,

Fleis & VandenBrink

3:45 pm

Closing Remarks

Dana Walker, Director,

Michigan Downtown Association

www.michigandowntowns.com



EXECUTIVE DIRECTOR UPDATES

REPRESENTED DDA AT RIBBON CUTTING CEREMONIES FOR BOMBSHELL, LAW FIRM



retro feel. metro appeal.

DDA Executive Director Mike McGuinness, left, with property owner Rachel Pinch, center, and leaders of the Berkley Area Chamber of Commerce outside of Pinch's new law office at 2790 Coolidge.



BACKGROUND:

In my role as Executive Director, I represented our Downtown Development Authority and spoke at two new downtown business ribbon cutting ceremonies since the last Board of Directors meeting. At both events, I served as emcee of the brief programs, and both reflect our ongoing collaborations with the Berkley Area Chamber.

On April 19, Bombshell Treat Bar formally opened at 2688 Coolidge. The customer response has been epic, with major crowds and long lines evident many days of the week. During my remarks, I highlighted the DDA support of this new business with our Mural Program grant and the Façade Enhancement Program matching grant. Though not invoked in my remarks, through me the DDA provided consultation, grant leads, and bistro tables for their exterior.

On May 2, the Law Office of Rachel Pinch formally opened at 2790 Coolidge. I similarly emphasized the DDA support for the building renovation with our Façade Enhancement Program matching grant.

- Mike McGuinness, Executive Director. May 3, 2024.

EXECUTIVE DIRECTOR UPDATES

HOLIDAY LIGHTS PARADE EARLY STRATEGY SESSION RECENTLY HELD



retro feel. metro appeal.

BACKGROUND:

In my capacity as Executive Director, I recently met with RoseAnn Nicolai of Nicolai Events, as well as Cinda Coon and Angela Coon Leithead of the Holiday Lights Parade organizing committee. I expressed to the committee organizers that the Berkley DDA would definitely like to continue our sponsorship of this annual tradition in our downtown.

In addition to confirming our sponsorship continuation, I worked with them to generate early ideas to enhance the parade's impact in the community and benefit to the downtown's businesses, as well as the parade's logistics. The parade organizers are starting much earlier this year and are working to get their street closure requests in, months prior to the event and months prior to recent years' request timing.

The intended parade date is again the first Saturday in December, which falls on December 7 this year. They shared with me that they would be meeting in the coming days with the Berkley Department of Public Works in the coming days to review logistics and collaboration ideas, and their parade committee is scheduled to meet in early May to keep the early planning momentum going.

I will continue to update the Board of Directors on future progress, and I will similarly continue informing the DDA Events Committee's active participants.

- **Mike McGuinness, Executive Director. May 1, 2024.**

EXECUTIVE DIRECTOR UPDATES

CREATING POP-UP PUBLIC SPACE NEXT TO CITY HALL ALONG ROSEMONT



retro feel. metro appeal.



**SOUTHERN EXTERIOR OF BERKLEY HISTORICAL MUSEUM AND
BERKLEY CITY HALL, ALONG ROSEMONT AT COOLDGE,
BEFORE McGUINNESS DDA LIGHT ENHANCEMENTS**

BACKGROUND:

Our office for the Berkley DDA is located in Berkley City Hall, in a portion of the historic 1920s era Berkley Village Hall. I am grateful for the space, which allows for efficient and effective collaboration with the municipal government of the City of Berkley. Further, I love the historic aspect and solid structure of the building itself.

With that said, the space just outside the Berkley DDA office window sometimes bums me out since it isn't shown much love lately. I've been meaning to do something about that, but there is never enough time. Well, not that I have the time, but I was motivated with the beautiful recent weather to give it some attention.

Provided are 'before' and 'after' images. It is still a work in progress, but it does make me smile more than it did before and it has been fun to see City Hall staff and passing neighbors alike use the space and relax there.

AFTER



- Mike McGuinness, Executive Director. May 3, 2024.