

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF DIRECTORS
Wednesday, January 8, 2025, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



MEETING AGENDA

- I. **MEETING CALLED TO ORDER (8:15 am – 2 minutes)**
 - A. Roll Call Taken and Quorum Determined
- II. **APPROVAL OF AGENDA (8:17 am – 1 minute)**
- III. **APPROVAL OF MINUTES (8:18 am – 2 minutes)**
 - A. Regular Meeting Minutes of December 11, 2024
- IV. **TREASURER'S REPORT (8:20 am – 5 minutes)**
- V. **ACTION ITEMS (8:25 am – 35 minutes)**
 - A. DDA Executive Director Job Posting Approval
 - B. DDA Open Tasks Tracking Matrix
- VI. **DISCUSSION ITEMS (9:00 am – 20 minutes)**
 - A. Dorothea Road Reopening Status Update
 - B. Feedback on Long-Term Dorothea Public Space Concepts
- VII. **LIAISON REPORTS (9:20 am – 10 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
- VIII. **STUDENT BOARD MEMBER UPDATES (9:30 am – 2 minutes)**
- IX. **BOARD COMMITTEE UPDATES (9:32 am – 5 minutes)**
 - A. Art & Design Committee
 - B. Business Development Committee
 - C. Downtown Events Committee
 - D. Marketing Strategies Committee
 - E. Organization Committee
 - F. West 12 Mile Committee
- X. **EXECUTIVE DIRECTOR UPDATES (9:37 am – 2 minutes)**
- XI. **BOARD OF DIRECTORS' COMMENTS (9:39 am – 2 minutes)**
- XII. **PUBLIC COMMENTS (3 Minute Time Limit Per Person)**
- XIII. **ADJOURNMENT (9:45 am)**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, December 11, 2024, 8:15 AM
Berkley Public Safety, 2nd Floor, Conference Room**



- I. **CALL TO ORDER:** The meeting was called to order at 8:15 AM with Chair Matteo Passalacqua presiding.

II. **Attendance Taken and Quorum Determined**

Present: Desiree Dutcher
Katie Forte
Scott Francis
Anna Grace
Shawn Heath-Lee
Uli Laczkovich
Matteo Passalacqua
Ashley Poirier
Todd Schaefer
Crystal VanVleck
Brian Zifkin

Absent: Donna Dirkse – *excused*
Justin Findling – *excused*
Chris Gross – *excused*
Talia Wittenberg – *excused*

Also present: 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 Liaison

III. **APPROVAL OF AGENDA:**

Zifkin moved to approve the agenda, Forte seconded, and the motion was unanimously approved by the Board.

IV. **APPROVAL OF MINUTES**

A. Regular Meeting of November 13, 2024

On motion by Francis and second by Forte, the minutes of the regular meeting of November 13, 2024 were unanimously approved by the Board.

V. **TREASURER'S REPORT:**

A. Financial Reports for November 2024

In Gross's absence, McGuinness reported that Financial Reports had not been received from the City, although balance statements were sent.

New City Manager Crystal VanVleck was introduced, and she spoke briefly about her work experience in Oak Park, how much she enjoyed living in Berkley, and her goals moving forward as City Manager and working with the DDA. She noted she especially enjoys working on placemaking and infrastructure projects.

VI. 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.

VII. LIAISON REPORTS

A. City Council

In Baker's absence, VanVleck reported that Council last met on 12/2, and approved the second reading of the revised parklet ordinance. At their next meeting on 12/16, they will discuss the petition submitted to the City dealing with the temporary closure of Dorothea at Coolidge.

B. Community Development

Kapelanski noted she had nothing to report.

C. Planning Commission

Kempner reported that the Commission reviewed the Zoning Ordinance draft, wanted to make several "tweaks" to it, and should have those revisions ready in January.

D. Public Works

Wozniak reported that the Holiday Parade went smoothly, and they're making sure the downtown is cleaned up, especially for holiday shopping nights. They met with DTE about the LED changeover, and he said DTE will address the lights that aren't working.

E. Chamber of Commerce

Murad reported they're preparing for the new year and reviewing their budget, Board positions, and other issues.

VIII. Discussion Items

A. Main Street Annual Evaluation Set for January 16, 2025

McGuinness reported that meetings with the evaluator from Louisiana will take place, and he urged Board members to speak with him, if they have some time available.

MSOC has shared the names of people who might be interested in applying for the soon-to-be vacant DDA Director position.

B. Submitted Resignation of Executive Director Mike McGuinness

Passalacqua thanked McGuinness for all he has done for Berkley during his term and is excited for him about his future in his hometown, Pontiac.

He noted that the next 60 days the Board will be focusing on finding his replacement and developing a matrix of short-term goals during that period and the near-term. There was a roundtable discussion of issues each Board member rates as important in their committee roles and what they see will be coming up soon. This can be presented to the incoming Director when he or she is on board. Poirier noted that no major events are in the planning stages at this point in time. She anticipates that the events calendar will be smaller in McGuinness' absence, but the major events will be retained. She also needs to meet directly with the personnel working on the Web site redesign.

For Dutcher, current pressing priorities are the Dorothea space and next steps, the DDA Strategic Plan, and the future of the Marquee. Passalacqua noted determining the scope of the Strategic Plan and next steps on RAP 2.0, which he believes needs to have the funds spent in 2025 (actually by 2026 per McGuinness), and a draft budget for 2025/26 as soon as possible, showing where approximately \$50,000-\$60,000 in savings can be identified.

Laczovich would like to see efforts to recruit new businesses and attract customers for them continue at the same pace as they have under McGuinness, with the events that bring visitors to

Berkley. VanVleck will continue to learn how to support the DDA in her administrative role and will help to assure that vendors are paid in a timely fashion. Francis noted the Organization Committee needs to take the lead on hiring the next Director, and he asked McGuinness for his help writing the posting for the position (describing the duties, etc.). He can also assist on the particulars of the employment contract. The committee and the city need to decide what is communicated publicly about the upcoming vacancy and who else should be informed.

Forte noted current priorities include the Dorothea location, murals and façade grants (she has a spreadsheet list of the murals), the Strategic Plan, and moving forward with a new director, cohesiveness of the business district (Coolidge and 12 Mile). Grace said communication (to the DDA and Director) needs to be established with a direct phone line. An events calendar could be listed on the DDA web site, and an internal list with contact information for event volunteers be distributed among them.

Poirier added that the dedicated DDA phone line at City Hall needs to be communicated to all downtown businesses as well as informing them of the e-mail address to use to contact the Director. Zifkin questioned the status of the winter landscape barrels, which McGuinness noted could be displayed very soon, and Zifkin said it was also time to evaluate the MOGO relationship. McGuinness noted another timely issue is the landscaping contract for 2025 and additional years.

Passalacqua asked McGuinness for an outline of what comes next: A list of hard-soft deadlines, what are highest priority actions/what order, and points of contact for outstanding priorities. Kempner said she could create a road map for BOOKley season activities.

At @9:10, Passalacqua asked McGuinness and liaisons, if they chose, to leave the meeting so the Board could continue the candid discussion of future steps and important qualities they would be seeking in the next director.

At that point, Passalacqua noted that the Organization Committee would be meeting the following week to discuss next steps in finding a new Director, and the purpose of the Board's current discussion was to better define what qualities Board members considered important to have in the individual chosen to lead the organization.

He noted McGuinness brought presence and personality to the DDA when he took on the job at a time when the position (and organization) lacked some structure. He expected the new Director would work out of City Hall, where he or she would have day-to-day support and coordination. Fundraising skills and brick and mortar (development) skills are important for Passalacqua.

A board member suggested that some set office hours are important although events and meetings will make additional demands on the Director's time. For others, personality would be key, someone who can rally the business community and Berkley as a whole (the social aspect).

Board members are looking for management skills and the ability to delegate time-consuming tasks. A Board member suggested the Director have an assistant to help with those tasks. The Director should be approachable and give a "face" to events and the organization. In her previous position with Oak Park, VanVleck noted they moved from providing resources and information about them to their businesses, to focus more recently on promoting events that benefit their businesses. As part of onboarding for new businesses, information about monetary resources such as grants could be part of a packet presented. Periodic informational meetings for downtown businesses could be revived. Individual committees could be beefed up in terms of organizational structure (setting agendas, etc.).

For Francis, setting the organization's priorities will help guide the Director selection in terms of evaluating a candidate's strengths. Building the DDA's structure, for growth, knowing how to delegate and recognizing strengths in assistants/volunteers and creating a network of volunteers (something the Chamber is working on) are high on his list. It's possible that a paid or unpaid

intern/assistant can be invaluable to raise the level of communication with the community and business people. Zifkin noted they need to do a better job *defining* the position and Board members have to take stronger leads. He also believes they should mandate using the DDA cellphone and could perhaps institute an incentive for fundraising as part of the compensation package.

There needs to be a comprehensive list of how to contact all of Berkley's downtown businesses. Regarding fundraising, Schaefer said there actually are professional fundraisers (compensated according to results).

IX. STUDENT BOARD MEMBER AND COMMITTEE UPDATES:

A. Student Board members were excused, and there was no report.

B. Art & Design Committee

No report.

C. Downtown Events Committee

No report.

D. Marketing Strategies Committee

No report.

E. Organization Committee

No report.

F. West Twelve Mile Committee

No report.

X. EXECUTIVE DIRECTOR UPDATES

A. Passalacqua asked McGuinness for an update on the Dorothea public space, which has received grant funding for short-term planning. The DDA then asked City Council to authorize closing Dorothea for an indefinite period between Coolidge and the east alley and to then study the impact of the closure. Some limited use and minimal decoration followed. One nearby business owner who disliked the appearance and the proposed use as a public space started a petition to remove the closure and open the road back up to traffic and parking, and got a number of business owners in the vicinity to sign it. That petition was brought to City Council on December 2.

Because of the uncertainty about the future use and status of the road closure, McGuinness was hesitant to make any additional decorative changes to the area (such a lighting, seating, greenery, and so on). Passalacqua noted there are two City Council meetings before the DDA meets again in January. Council is not expected to take any action on the petition at those meetings. VanVleck noted her sense that Council is still in favor of the project over the long term but feels pressure to open the road back up while it appears nothing is actually happening there.

Passalacqua asked if the DDA should to take any action to present to Council before the next Board meeting in January to indicate their support for the longer term use of the space and design plans, grant funded. Kapelanski suggested the DDA present the more detailed *long-term plans* at the January Council meeting and affirm their support for that project.

Kapelanski and VanVleck suggested the DDA make a resolution supporting the long-term plan of creating a public space at Dorothea and Coolidge

Passalacqua moved to communicate to the Berkley City Council the DDA's openness to the short-term opening of Dorothea to vehicular traffic again and reserving the continued partnership for activation and piloting of temporary closures in the coming seasons and is actively reviewing in

partnership with the City the long-term plans for how to best activate Dorothea, Poirier seconded, and the motion was unanimously approved by the Board.

XI. BOARD OF DIRECTORS' COMMENTS:
None.

XII. Adjournment:
The meeting was adjourned at 10:14 AM on motion by Zifkin and second by Poirier.

BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY

POSITION DESCRIPTION

Job Title: Executive Director

Department: Downtown Development Authority

Reports to: DDA Board of Directors / Works with City Manager

Status: Full-Time

Salary Range: \$70,000+

Mission: The Berkley Downtown Development Authority exists to spur economic vitality, construct and improve streetscapes and public spaces as well as enhance visitors' diverse experiences, and create connections with residents and business of Downton Berkley.

Vision: Downtown Berkley is an active, friendly, welcoming, creative, exciting, and attractive destination for our city's residents, visitors, and businesses. Our unique and diverse businesses prosper amidst economic growth, renewal, and momentum along Coolidge and Twelve Mile Road. Downtown Berkley is a broadly known, highly regarded, and leading downtown choice.

Job Summary: The Executive Director of the Berkley Downtown Development Authority (DDA) is responsible for leading and managing the DDA's efforts to enhance and promote the downtown area. This role involves working closely with the DDA Board of Directors, city officials, local businesses, and community organizations to implement strategies that drive economic development, construct and improve public spaces, and create a vibrant downtown district.

The DDA Executive Director will ultimately report to the DDA Board, but is an employee of the City of Berkley, and therefore, shall be subject to the policies outlined in the City of Berkley's Merit System policy manual. Further, the DDA Director will be considered a department director of the City, and will be expected to participate in the organization as such.

The City Manager is responsible for ensuring the Director is adhering to these policies and shall communicate any issues to the Board.

The City Manager will confirm the Executive Director's schedule and approve their timesheet.

Discipline, hiring or other employment actions shall be done in coordination between the DDA Board, the City Manager and City Human Resources Director, and consistent with City policies and procedures.

The DDA Board shall conduct performance reviews of the DDA Director at least annually, in coordination with the City Manager and City Human Resources Director, and consistent with City policies and procedures.

Benefits: As a Merit System employee with the City, the Executive Director has a right to the following benefits:

- a) Vacation Leave Earned at Eight (8) Hours Per Month
- b) Sick Leave Earned at Eight (8) Hours Per Month
- c) Four (4) Personal Days
- d) 13 Holidays
- e) Healthcare Coverage
- f) Dental Coverage
- g) Vision Coverage
- h) Defined Contribution: 10% Employer/4% Employee
- i) Retire Health Savings Plan: 4% Employer/1% Employee

Key Responsibilities:

Leadership and Management

- Provide strategic direction and leadership for the DDA.
- Implement the DDA's strategic plan at the direction of the Board.
- Manage the day-to-day operations of the DDA, including budgeting and administrative duties. Work under daily guidance from city manager and coordinate with city departments.
- Attend and facilitate monthly DDA Board of Directors meetings.
- Attend city council meetings as needed.
- Facilitate and attend DDA events both during and outside of business hours including weekends.
- Serve as the primary liaison between the DDA Board of Directors, city officials, city council, business owners, and the community.

- Develop, maintain, and manage a coordinated and organized volunteer network.
- Lead and facilities sub-committee members and meetings when necessary.
- Other duties as assigned by the Board.

Economic Development

- Develop and implement plans to attract new businesses and support the growth of existing businesses within the downtown area.
- Coordinate with City of Berkley departments on policy considerations and policy implementations that impact downtown businesses.
- Identify and pursue funding opportunities, including grants, sponsorships, and partnerships, to support DDA initiatives, project, and priorities.
- Maintain relationships and provide resources and assistance to downtown businesses, including financial programs, grants and incentives.

Marketing and Promotion

- Coordinate and oversee marketing and promotional activities with selected vendors to enhance the visibility and attractiveness of the downtown area.
- Develop, execute, and attend events and programs that drive foot traffic and community engagement, engaging with the existing committee structures and community volunteer base.
- Work with vendors to maintain and update the DDA's websites and social media platforms.
- Facilitate efforts related to the Downtown Berkley Farmers Market series, which has been directly handled by contracted coordinators.
- Coordinate efforts related to the downtown social district, Berkley Outdoor Social Scene (BOSS).
- Maintain email list of downtown business owners, building owners, and other interested parties.
- Develop and publish a regular email newsletter with pertinent information for stakeholders.

Community Engagement

- Foster strong relationships with local organizations, community groups, and residents.
- Represent the DDA at public meetings, community events, and other forums.
- Conduct public awareness and education programs to highlight the benefits of the downtown area.

- Lead monthly informational and coordination meetings for downtown businesses and building owners.

Planning and Development

- Oversee the development and maintenance of a comprehensive inventory of downtown properties and businesses.
- Work with city officials on planning and zoning matters that impact the downtown area.
- Implement capital improvement projects as approved by the DDA Board of Directors.
- Support strategic planning efforts and measurement of progress toward strategic goals.

Supervisory Responsibilities

- Responsible for hiring and supervising DDA contractors and any future DDA employees.

Qualifications:

Education and Experience

- Bachelor's degree in a related field preferred.
- 3-5 years of experience in downtown development, economic development, urban planning, or a related field.
- Proven experience in fundraising, grant writing, and budget management.

Skills and Abilities

- Strong leadership and management skills.
- Excellent communication and interpersonal skills.
- Ability to build and maintain effective relationships with a wide range of stakeholders.
- Proficient in the use of office software and social media platforms.
- Ability to work flexible hours, including evenings and weekends as required. Flex time will be offered when position requires after hour and weekend work.
- Effective public speaker

Physical Demands and Work Environment: The Executive Director will primarily work in an office setting located in city hall, but will also frequently travel to other locations within the downtown area. The role requires the ability

to communicate effectively, both verbally and in writing, and may occasionally involve lifting or moving items of moderate weight.

Equal Opportunity Employer: The Berkley Downtown Development Authority is an Equal Opportunity Employer and encourages applications from all qualified individuals.

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM**

TO: The Board of Directors
FROM: Executive Director Mike McGuinness
DATE: January 3, 2025



PROSPECTIVE BUDGETING STRATEGIES

The City of Berkley, and the Berkley Downtown Development Authority, runs on the annual Fiscal Year cycle that runs July 1 of a calendar year to June 30 of a following calendar year. As such, the Berkley DDA begins preparing and reviewing a prospective Fiscal Year budget in January and February of a calendar year. The Berkley City Council ultimately ratifies the Board-proposed DDA annual budget in May of a calendar year, in advance of the beginning of the Fiscal Year's start on July 1.

As such, the target is for the Berkley DDA Board of Directors to have a first reading of a proposed DDA 2025-2026 Fiscal Year budget at the February 2025 Board of Directors meeting. I will prepare that draft budget for your consideration. The initial starting point can be more fixed on the standard operating expenses as the Executive Director transition takes place, but one question that the Board will have to answer is for how best to reflect the grant-funded placemaking funding from Oakland County that has been awarded. A portion will be received in the current 2024-2025 Fiscal Year, but the expending of those categories will manifest in the next Fiscal Year and partial reimbursements may also likely fall within that next Fiscal Year, too.

Per the Board leadership's direction, the Board has been engaged in conversations about how to streamline some annual budget expenses to generate more savings on an annual basis. Through that process, I have identified a number of **options that would generate approximately \$60,000 in potential reductions**, should the Board wish to pursue that budgeting strategy. Not reflecting any modifications from the Oakland County placemaking grant funding, they could include:

Reduction of \$35,000 from Streetscape Improvements line item
Reduction of \$20,000 from the Advertising/Marketing line item
Reduction of \$5,000 from DDA Events line item

As with any Fiscal Year, the annual budget can be amended as the realities of the year when underway become evident or as external and internal factors arise. The Board can adopt a more streamlined budget now and, once a next Executive Director is hired and acclimated to the role and organization, can help shape a refreshed budgeting vision and approach for the 2025-2026 Fiscal Year and Fiscal Years to come.

Again, at the February 2025 DDA Board of Directors meeting, an initial draft of a 2025-2026 Fiscal Year Budget will be before you for consideration. Attached is a recent Revenue and Expenditure Report for the Berkley DDA's current Fiscal Year budget, showing the categories and line items and their current approved amounts.

11/12/2024 03:17 PM
User: cjohnson
DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
PERIOD ENDING 10/31/2024
% Fiscal Year Completed: 33.70

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		END BALANCE 06/30/2024	2024-25 ORIGINAL BUDGET	2024-25 AMENDED BUDGET	YTD BALANCE 10/31/2024	% BDGT USED
GL NUMBER	DESCRIPTION	NORMAL (ABNORMAL)			NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 001 - REVENUES						
PROPERTY TAXES						
248-001-402-000	PROPERTY TAXES	37,490.25	36,000.00	36,000.00	6,331.29	17.59
248-001-402-001	PROPERTY TAX CAPTURE - DDA	414,194.11	388,000.00	388,000.00	77,602.72	20.00
248-001-402-990	PROPERTY TAXES - CHARGEBACKS	15,268.92	0.00	0.00	0.00	0.00
PROPERTY TAXES		466,953.28	424,000.00	424,000.00	83,934.01	19.80
STATE GRANTS						
248-001-539-010	STATE GRANTS	7,500.00	10,000.00	10,000.00	0.00	0.00
STATE GRANTS		7,500.00	10,000.00	10,000.00	0.00	0.00
INVESTMENT EARNINGS						
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	11,767.78	10,234.00	10,234.00	0.00	0.00
INVESTMENT EARNINGS		11,767.78	10,234.00	10,234.00	0.00	0.00
CONTRIBUTION/DONATIONS						
248-001-674-005	MERCHANDISE REVENUE	2,137.48	5,000.00	5,000.00	0.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	9,713.90	10,000.00	10,000.00	620.00	6.20
CONTRIBUTION/DONATIONS		11,851.38	15,000.00	15,000.00	620.00	4.13
Total Dept 001 - REVENUES						
		498,072.44	459,234.00	459,234.00	84,554.01	18.41
TOTAL REVENUES						
		498,072.44	459,234.00	459,234.00	84,554.01	18.41
Expenditures						
Dept 252 - ACTIVE EMPLOYEE BENEFITS						
SALARIES AND FRINGE BENEFITS						
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,997.17	3,738.00	3,738.00	1,305.31	34.92
248-252-716-500	HEALTH CARE COSTS - BC/BS	17,268.91	16,072.00	16,072.00	0.00	0.00
248-252-718-000	RETIREMENT-DB MERS	25,708.80	26,000.00	26,000.00	0.00	0.00
SALARIES AND FRINGE BENEFITS		46,974.88	45,810.00	45,810.00	1,305.31	2.85
Total Dept 252 - ACTIVE EMPLOYEE BENEFITS						
		46,974.88	45,810.00	45,810.00	1,305.31	2.85
Dept 722 - DDA OPERATIONS						
SALARIES AND FRINGE BENEFITS						
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	20,000.00	20,000.00	0.00	0.00
SALARIES AND FRINGE BENEFITS		20,000.00	20,000.00	20,000.00	0.00	0.00
MATERIALS AND SUPPLIES						
248-722-730-000	POSTAGE-PRINTING-MAILING	0.00	300.00	300.00	0.00	0.00
MATERIALS AND SUPPLIES		0.00	300.00	300.00	0.00	0.00
CONTRACTUAL SERVICES						
248-722-803-000	MEMBERSHIPS AND DUES	857.25	1,100.00	1,100.00	400.00	36.36
248-722-807-000	AUDIT SERVICES	1,800.00	2,100.00	2,100.00	0.00	0.00

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GL NUMBER	DESCRIPTION	END BALANCE 06/30/2024		2024-25		YTD BALANCE		% BDO USED
		NORMAL	(ABNORMAL)	ORIGINAL BUDGET	2024-25 AMENDED BUDGET	NORMAL	10/31/2024 (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
248-722-818-205	SECRETARIAL SERVICES	1,650.00		2,000.00	2,000.00	450.00	22.50	
248-722-866-000	SUBSCRIPTION SERVICES	189.00		300.00	300.00	0.00	0.00	
248-722-904-000	PRINTING	0.00		300.00	300.00	0.00	0.00	
CONTRACTUAL SERVICES		4,496.25		5,800.00	5,800.00	850.00	14.66	
UTILITIES								
248-722-853-000	TELEPHONE	485.15		600.00	600.00	121.45	20.24	
UTILITIES		485.15		600.00	600.00	121.45	20.24	
Total Dept 722 - DDA OPERATIONS		24,981.40		26,700.00	26,700.00	971.45	3.64	
Dept 724 - SPECIAL EVENTS								
SALARIES AND FRINGE BENEFITS								
248-724-706-000	DPW WORKERS	2,433.62		0.00	0.00	440.66	100.00	
248-724-709-000	OVERTIME	298.83		0.00	0.00	40.62	100.00	
248-724-715-000	FICA	208.19		0.00	0.00	36.52	100.00	
SALARIES AND FRINGE BENEFITS		2,940.64		0.00	0.00	517.80	100.00	
MATERIALS AND SUPPLIES								
248-724-758-001	BOOKLEY SEASON	15,781.00		20,000.00	20,000.00	264.99	1.32	
MATERIALS AND SUPPLIES		15,781.00		20,000.00	20,000.00	264.99	1.32	
CONTRACTUAL SERVICES								
248-724-817-004	DDA - EVENTS	60,065.58		45,000.00	45,000.00	1,142.41	2.54	
248-724-817-005	DDA - MEDIA	2,532.15		0.00	0.00	0.00	0.00	
248-724-817-015	HOLIDAY LIGHTS	39,017.04		40,000.00	40,000.00	0.00	0.00	
CONTRACTUAL SERVICES		101,614.77		85,000.00	85,000.00	1,142.41	1.34	
OTHER CHARGES								
248-724-940-000	EQUIPMENT RENTAL	1,600.94		0.00	0.00	0.00	0.00	
OTHER CHARGES		1,600.94		0.00	0.00	0.00	0.00	
Total Dept 724 - SPECIAL EVENTS		121,937.35		105,000.00	105,000.00	1,925.20	1.83	
Dept 726 - MARKETING AND ADVERTISING								
CONTRACTUAL SERVICES								
248-726-814-000	WEBSITE	380.48		500.00	500.00	0.00	0.00	
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	1,338.98		1,000.00	1,000.00	0.00	0.00	
248-726-818-000	CONTRACTUAL SERVICES	51,275.00		48,000.00	48,000.00	24,000.00	50.00	
248-726-901-000	ADVERTISING/MARKETING	17,680.94		30,000.00	30,000.00	350.00	1.17	
CONTRACTUAL SERVICES		70,675.40		79,500.00	79,500.00	24,350.00	30.63	
Total Dept 726 - MARKETING AND ADVERTISING		70,675.40		79,500.00	79,500.00	24,350.00	30.63	
Dept 729 - STREETSCAPE & DESIGN								

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REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 10/31/2024
 % Fiscal Year Completed: 33.70

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GL NUMBER	DESCRIPTION	END BALANCE	2024-25		YTD BALANCE	% BDGT USED
		06/30/2024 NORMAL (ABNORMAL)	ORIGINAL BUDGET	2024-25 AMENDED BUDGET	10/31/2024 NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
CONTRACTUAL SERVICES						
248-729-818-200	FLOWER BASKET PROGRAM	73,799.61	50,000.00	50,000.00	43,944.75	87.89
248-729-818-201	PUBLIC ART/PLACEMAKING	19,655.73	40,000.00	40,000.00	11,800.00	29.50
248-729-818-207	PEST CONTROL	400.00	500.00	500.00	40.00	8.00
CONTRACTUAL SERVICES		93,855.34	90,500.00	90,500.00	55,784.75	61.64
Unclassified						
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	30,000.00	15,000.00	15,000.00	0.00	0.00
Unclassified		30,000.00	15,000.00	15,000.00	0.00	0.00
Total Dept 729 - STREETSCAPE & DESIGN		123,855.34	105,500.00	105,500.00	55,784.75	52.88
Dept 740 - DDA ADMINISTRATION						
SALARIES AND FRINGE BENEFITS						
248-740-704-000	FULL TIME EMPLOYEES	75,457.75	81,954.00	81,954.00	25,216.40	30.77
248-740-715-000	FICA	8,152.93	6,270.00	6,270.00	1,909.76	30.46
248-740-725-000	WORKERS COMPENSATION	336.00	0.00	0.00	0.00	0.00
SALARIES AND FRINGE BENEFITS		83,946.68	88,224.00	88,224.00	27,126.16	30.75
MATERIALS AND SUPPLIES						
248-740-728-000	OFFICE SUPPLIES	452.22	500.00	500.00	0.00	0.00
MATERIALS AND SUPPLIES		452.22	500.00	500.00	0.00	0.00
OTHER CHARGES						
248-740-817-008	BOARD TRAININGS	18.60	0.00	0.00	0.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	3,758.84	3,000.00	3,000.00	0.00	0.00
OTHER CHARGES		3,777.44	3,000.00	3,000.00	0.00	0.00
Total Dept 740 - DDA ADMINISTRATION		88,176.34	91,724.00	91,724.00	27,126.16	29.57
Dept 902 - PUBLIC IMPROVEMENT						
CONTRACTUAL SERVICES						
248-902-821-001	ENGINEERING - ROBINA PROJECT	3,801.78	0.00	0.00	0.00	0.00
CONTRACTUAL SERVICES		3,801.78	0.00	0.00	0.00	0.00
Unclassified						
248-902-972-200	STREETSCAPE IMPROVEMENTS	95,591.30	60,000.00	60,000.00	53,390.22	88.98
248-902-972-500	WAYFINDING	0.00	10,000.00	10,000.00	0.00	0.00
248-902-972-700	BERKLEY PLAZA PROJECT	2,304.00	0.00	0.00	0.00	0.00
Unclassified		97,895.30	70,000.00	70,000.00	53,390.22	76.27
Total Dept 902 - PUBLIC IMPROVEMENT		101,697.08	70,000.00	70,000.00	53,390.22	76.27
TOTAL EXPENDITURES		578,297.79	524,234.00	524,234.00	164,853.09	31.45

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DB: City Of Berkley

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
PERIOD ENDING 10/31/2024
% Fiscal Year Completed: 33.70

GL NUMBER	DESCRIPTION	END BALANCE	2024-25		YTD BALANCE	% BDGT
		06/30/2024	ORIGINAL	2024-25	10/31/2024	
		NORMAL (ABNORMAL)	BUDGET	AMENDED BUDGET	NORMAL (ABNORMAL)	USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		498,072.44	459,234.00	459,234.00	84,554.01	18.41
TOTAL EXPENDITURES		578,297.79	524,234.00	524,234.00	164,853.09	31.45
NET OF REVENUES & EXPENDITURES		(80,225.35)	(65,000.00)	(65,000.00)	(80,299.08)	123.54

BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY EXECUTIVE DIRECTOR TRANSITION MATRIX, 2025

ACTIVITY

Posting of Executive Director Position
 Public Statement on Executive Director Departure
 Main Street Annual Evaluation
 Reviving of DowntownBerkley.com Domain
 Setting of Annual Calendar of Promotional Events
 Storage, Organization of Remaining DDA Supplies
 Website Redesign Project
 Next Fiscal Year Budget Draft
 Strategic Planning Update Scope of Work
 Preparation and Posting of DDA Board Meeting Info
 Smooth Transition on Email Response, Point of Contact
 Determination, Details of Farmers Market Series Return
 Berkley Pride Planning and Team Engagement
 Main Street America Conference Registration
 Landscaping: Annual Renewal of Vendor Contract
 Landscaping: Whether and to What Extent Barrel Planters
 Main Street America Conference Participation
 Board of Directors Composition, Term Renewals
 County-Funded Placemaking Improvements at Robina
 DDA Budget with City Council Budget Review
 Farmers Market Promotion, Support, Engagement
 BOOkley Season Planning and Team Engagement
 Annual Evaluation of Executive Director
 County-Funded Placemaking Improvements Reimbursements

 Attending of Weekly Department Directors Meeting
 Submission of Vendor Invoices for Payment
 Review of Draft Minutes Prior to Circulation
 Providing of Documentation for Credit Card Statements
 Requesting of Finance Department Monthly Reports
 Sharing Monthly Finance Reports with Board Treasurer

MONTH TARGET

January
 January
 January
 January
 January
 January
 January
 January
 January
 February
 February
 February
 February
 February
 February
 February
 April
 April
 April
 May
 June-October
 July
 November
 Ongoing

 Tuesdays
 Ongoing
 Mid-Month
 End of Month
 Beginning of Month
 Beginning of Month

INTERACTING WITH

Crystal VanVleck
 Caitlin Flora
 Annaka Norris
 GoDaddy
 Lisa Kempner
 Solo
 Julie Braun
 Matteo Passalacqua
 Matteo Passalacqua
 Penelope Morris
 Stan Lisica
 Janine Braun
 Ash Poirier
 Annaka Norris
 Frank Nasal, Frank's Landscaping
 Frank Nasal, Frank's Landscaping
 Annaka Norris
 Scott Francis
 Matteo Passalacqua
 Bridget Dean
 Janine Braun
 Lisa Kempner
 Scott Francis
 Annaka Norris

 Crystal VanVleck, City Manager
 Ashley Yeatts, Finance Dept.
 Penelope Morris
 Amy Zurawski, Finance Dept.
 Carl Johnson
 Chris Gross

Preparation of DDA Board Meeting Packet, Materials
Restocking of BOSS Social District Cups, Supplies
Review and Engagement of Façade Grant Requests
Review and Engagement on Mural Program Requests

Beginning of Month
As Needed
Ongoing
Ongoing

Matteo Passalacqua
Participating Businesses, Vendor Options
Desiree Dutcher
Katie Forte

Renewal or Revisions to Social Media Contract
Marquee Preservation Status, Next Steps
MOGO Bikeshare, Whether to Change or Retain
Board Training Opportunities, Strategies
Volunteer Engagement and Tracking Systems

Future
Future
Future
Future
Future

Ash Poirier
Kristen Kapelanski
Adriel Thornton, MOGO Exec. Dir.
Main Street Oakland County
Katie Forte

City of Berkley Recognized for its Commitment to Local Businesses

The City of Berkley has been recognized for its successes and efforts in contributing to Michigan's entrepreneurial growth and economic development in the annual eCities study conducted by researchers at iLabs, University of Michigan-Dearborn's Office of Engagement and Impact. Berkley was honored as a five-star community along with 91 other communities across the state.

Berkley's staff members pride themselves in excellent customer service and a willingness to work with existing and potential businesses to find solutions that help them achieve their goals. The City's robust Downtown Development Authority (DDA) supports businesses with grants for façade improvements and to expand its successful mural program. This commitment to supporting a diverse business community has helped create a vibrant city where residents can find everything they need close to home.

"A large part of what makes Berkley special is the access our residents have to so many types of businesses, all within our city limits," said Berkley Mayor Bridget Dean, "We work hard to be an environment that fosters creativity and sustainable growth for our entrepreneurs and businesses, and it's an honor to be recognized as a five-star community!"

The eCities study analyzed publicly available data from 277 communities from 54 counties in Michigan. Researchers focused on the five-year changes in property values, community assets, and tax rates, which can demonstrate the growth, investments, and cost of doing business within the community. For example, over the five-year period of 2019-2023, these communities increased their capital assets by an average of 3.71 percent per year by investments such as new buildings, roads and bike paths, and library renovations. Further, these places are home to 86 percent of Michigan's real commercial property and have 64 percent of the state's total property value. Communities that have seen the strongest growth in business development over the past five years, while controlling the costs of doing business in town, are designated as five- and four-star communities.

Although accounting for less than 20 percent of the State's cities and townships, the 277 communities analyzed are home to 71 percent of Michigan's population and 87 percent of the state's commercial property.

"Each year, we enjoy recognizing the efforts made by cities and townships throughout Michigan to support business growth and entrepreneurship in their communities," said Kari Kowalski, Assistant Director of iLabs.

More information about eCities is available at umdearborn.edu/ecities.

