

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING OF THE BOARD OF DIRECTORS**  
**Wednesday, August 12, 2026, 8:15 AM**  
***Berkley Public Safety, Second Floor Conference Room***



**MEETING AGENDA**

- I. **MEETING CALLED TO ORDER (8:15 am)**
  - A. Roll Call Taken and Quorum Determined
- II. **APPROVAL OF AGENDA (8:16 am)**
- III. **APPROVAL OF MINUTES (8:17 am)**
  - A. Regular Meeting Minutes of July 8, 2026
- IV. **TREASURER REPORT (8:20 am)**
- V. **PRESENTATION:** City of Berkley Economic Development Strategy: Jason Godfrey, Better City (8:25)
- VI. **ACTION ITEMS – None.**
- VII. **DISCUSSION ITEMS (8:55)**
  - A. Purchasing Policy
  - B. Bike Racks
  - C. 2027 National Main Street Conference Mobile Tour Application
- VIII. **LIAISON REPORTS (9:30 am)**
  - A. City Council – Steve Baker
  - B. Community Development – Kristen Kapelanski
  - C. Planning Commission – Lisa Kempner
  - D. Public Works – Adam Wozniak
  - E. Chamber of Commerce – Jennifer Finney
- IX. **STUDENT BOARD MEMBER UPDATES (9:40 am)**
- X. **BOARD COMMITTEE UPDATES (9:40 am)**
  - A. Art & Design Committee
  - B. Events Committee
  - C. Organization Committee
  - D. 12 Mile Committee

\*No report from other DDA committees.
- XI. **EXECUTIVE DIRECTOR UPDATES (9:50 am)**
- XII. **BOARD OF DIRECTORS' COMMENTS (9:55 am)**
- XIII. **PUBLIC COMMENTS (Three Minutes Time Limit per Speaker) (10:00am)**
- XIV. **ADJOURNMENT (10:05 am)**

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF DIRECTORS  
Wednesday, July 8, 2026, 8:15 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



- I. MEETING CALLED TO ORDER:** The meeting was called to order at 8:17 AM with Vice-Chair Desiree Dutcher presiding.

**A. Roll Call Taken and Quorum Determined**

*Present:* Desiree Dutcher  
Chris Gross  
Shawn Heath-Lee  
Uli Laczkovich  
Ashley Poirier  
Todd Schaefer  
Crystal VanVleck  
Brian Zifkin

*Absent:* Katie Forte – *excused*  
Scott Francis – *excused*  
Lucas Gonzalez – *excused*  
Katie Goodwin – *excused*  
Anna Grace – *excused*  
Matteo Passalacqua – *excused*

*Also present:* Kristen Kapelanski, Community Development Liaison  
Nate Mack, DDA Executive Director  
Adam Wozniak, DPW Liaison

**II. APPROVAL OF AGENDA**

Zifkin moved to approve the Agenda, Gross seconded, and the motion was unanimously approved by the Board.

**III. APPROVAL OF MINUTES**

**A. Regular Meeting Minutes of June 17, 2026**

Gross moved to approve the minutes of the regular meeting of June 17, 2026, Laczkovich seconded, and the motion was unanimously approved by the Board.

**IV. TREASURER REPORT**

Financial Reports for June 2026

Gross reported revenues stand at @\$527,000, and expenditures so far are @\$411,000. Net revenue available for use is @\$115,000. The ending fund balance after June 2026 was @\$369,000, and the financials are on budget. She noted some unexpended funds were shifted around line items, and Mack explained that the additional expense in the streetscape line items was for removal of the mulch in the flower bed, not originally included in the Frank's contract.

Dutcher moved to receive and file the Treasurer's Report for June 2026.

**V. ACTION ITEMS**

**A. Sole Source Justification for Sculpture at Robina Plaza**

Mack reported he had paid a deposit of \$25,000.00 to the Detroit Design Center to begin work on the Robina Plaza sculpture, the total price being \$50,000.00. In the City's purchasing policy, there is a procedure for not having to bid out for certain items where there is no competitive advantage in doing so. This is called a sole source justification. The Detroit Design Center in this case is the sole source for the Robina Plaza sculpture as they created the design and will produce the artwork, the theme being "The Heart of Berkley." The money saved on the Plaza landscaping can be used to have a base for the sculpture created.

Gross moved to approve the Sole Source Justification for the Robina Plaza sculpture, and Poirier seconded. Mack then asked that the motion language conform with that included in the back-up material he had previously sent to the Board. Gross retracted her motion.

Poirier then moved to approve and ratify the sole source justification for the Detroit Design Center sculpture purchase, in an amount not to exceed \$50,000, including the \$25,000 deposit already paid, acting under the Board's statutory authority, and to authorize the Executive Director to execute the contract on behalf of the DDA, Gross seconded, and the motion was unanimously approved by the Board.

**B. DDA Board Officers for FY 2026/27**

The current Board officers are Matteo Passalacqua, Chair, Desiree Dutcher, Vice-Chair, Chris Gross, Treasurer, and Crystal VanVleck, Secretary. That slate is proposed to continue for the 2026/27 fiscal year and all have accepted their nominations.

Laczovich moved to elect the slate as nominated, Zifkin seconded, and the motion was unanimously approved by the Board.

**VI. DISCUSSION ITEMS: None.**

**VII. LIAISON REPORTS**

**A. City Council – Steve Baker**

In Baker's absence, VanVleck reported City Council met the Monday prior to appoint members of the City's Boards and Commission. The process to fill Board and Commission openings has been revised and Council appoints all Board and Commission members. Council and Board chairs meet with and interview the applicants. VanVleck noted she would like to see the DDA's process for filling vacancies on the Board as a future agenda item prior to February 2027 when the vacancy is scheduled to be filled. Mack reviewed the current process in place for her.

Council will have a presentation on brownfield TIFs at their July 20 meeting.

**B. Community Development – Kristen Kapelanski**

Kapelanski reported that working closely with their consultant, Better City, who had made a presentation to the DDA Board earlier, the City's Economic Development Strategy is almost complete. Six preferred development sites have been identified. Presentations on the Strategy will be made to the DDA and community when it's finalized.

**C. Planning Commission – Lisa Kempner**

Absent – no report.

**D. Public Works – Adam Wozniak**

Wozniak reported the DPW is still dealing with storm damage. The banners for the Dorothea pocket part have been received.

VanVleck noted the variety of events planned while the space is officially open throughout the month with contributions from several City departments and BHS.

**E. Chamber of Commerce – Jennifer Finney**

Absent – no report.

**VIII. STUDENT BOARD MEMBER UPDATES**

Absent – no report. Student Board members are excused for the summer.

**IX. BOARD COMMITTEE UPDATES**

**A. Art & Design Committee**

Mack visited the Detroit Design Center and viewed the colored glass being used in the Robina Plaza sculpture. Concrete work will start the following Monday.

**1. Subcommittee West 12 Mile**

Zifkin reported the subcommittee did not meet. His business lost power and water over the holiday weekend.

**B. Business Development Committee**

No report.

**C. Events Committee**

Poirier reported weather was favorable and Pride was well attended. There was a handful of protesters but no incidents or disruptions. MSOC can estimate attendance by counting cell phones at the location. She thanked Jodie Lynn, shop owner on Robina, for designing the event T-shirts. Dutcher praised all the work Poirier put in to again make the event an overwhelming success.

**D. Marketing Committee**

No report.

**E. Organization Committee**

Executive Director evaluations are ongoing, and Board members are encouraged to submit their comments to the Committee.

**X. EXECUTIVE DIRECTOR UPDATES**

Mack reported on his activities for the month and business developments.

Cascades on 12, a new clothing boutique, opened at 3026 12 Mile.

The building that housed George's Shoe Repair on 12 Mile has been sold, and the new owner is considering replacing the mural on the side of the building. They will meet with Mack to discuss it.

The property at 3142 Coolidge, just south of the new Beverly Restaurant, has been sold.

Mack, City staff, and Public Safety will have discussions about dealing with protesters at events like the Pride block party.

Businesses are encouraged to take part in the next Ladies Night Out August 6.

When received, poles and signs for the expanded social district will be installed on Coolidge. The expansion was approved by the State of Michigan.

Mack met with staff of the Small Business Administration about resources available to assist Berkley businesses, in one-on-one consulting sessions.

**XI. BOARD OF DIRECTORS' COMMENTS:**

None.

**XII. PUBLIC COMMENTS**

The opportunity for public comment was offered. 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.

**XIII. ADJOURNMENT**

The meeting was adjourned at 9:14 AM on motion by Zifkin and second by VanVleck.

PERIOD ENDING 07/31/2026

|                                           |                                   | 2026-27        | YTD BALANCE       | ACTIVITY FOR        | AVAILABLE         |        |
|-------------------------------------------|-----------------------------------|----------------|-------------------|---------------------|-------------------|--------|
| GL NUMBER                                 | DESCRIPTION                       | AMENDED BUDGET | NORMAL (ABNORMAL) | MONTH 07/31/2026    | BALANCE           | % BDGT |
|                                           |                                   |                |                   | INCREASE (DECREASE) | NORMAL (ABNORMAL) | USED   |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY |                                   |                |                   |                     |                   |        |
| Revenues                                  |                                   |                |                   |                     |                   |        |
| Dept 001 - REVENUES                       |                                   |                |                   |                     |                   |        |
| 248-001-402-000                           | PROPERTY TAXES                    | 40,000.00      | 0.00              | 0.00                | 40,000.00         | 0.00   |
| 248-001-402-001                           | PROPERTY TAX CAPTURE - DDA        | 502,000.00     | 0.00              | 0.00                | 502,000.00        | 0.00   |
| 248-001-402-990                           | PROPERTY TAXES - CHARGEBACKS      | 4,600.00       | 0.00              | 0.00                | 4,600.00          | 0.00   |
| 248-001-539-010                           | STATE GRANTS                      | 10,000.00      | 0.00              | 0.00                | 10,000.00         | 0.00   |
| 248-001-665-000                           | INTEREST                          | 11,754.00      | 0.00              | 0.00                | 11,754.00         | 0.00   |
| 248-001-674-005                           | MERCHANDISE REVENUE               | 2,000.00       | 0.00              | 0.00                | 2,000.00          | 0.00   |
| 248-001-675-005                           | CORPORATE DONATIONS               | 3,000.00       | 0.00              | 0.00                | 3,000.00          | 0.00   |
| 248-001-675-814                           | EVENT SPONSORSHIPS/FEES           | 10,000.00      | 0.00              | 0.00                | 10,000.00         | 0.00   |
| Total Dept 001 - REVENUES                 |                                   | 583,354.00     | 0.00              | 0.00                | 583,354.00        | 0.00   |
| TOTAL REVENUES                            |                                   | 583,354.00     | 0.00              | 0.00                | 583,354.00        | 0.00   |
| Expenditures                              |                                   |                |                   |                     |                   |        |
| Dept 252 - ACTIVE EMPLOYEE BENEFITS       |                                   |                |                   |                     |                   |        |
| 248-252-716-000                           | DENTAL/VISION/LIFE-LTD/RHCS       | 4,387.00       | 477.95            | 477.95              | 3,909.05          | 10.89  |
| 248-252-716-500                           | HEALTH CARE COSTS - BC/BS         | 19,500.00      | 0.00              | 0.00                | 19,500.00         | 0.00   |
| 248-252-718-000                           | DEFINED BENEFIT - MERS            | 28,000.00      | 0.00              | 0.00                | 28,000.00         | 0.00   |
| Total Dept 252 - ACTIVE EMPLOYEE BENEFITS |                                   | 51,887.00      | 477.95            | 477.95              | 51,409.05         | 0.92   |
| Dept 722 - DDA OPERATIONS                 |                                   |                |                   |                     |                   |        |
| 248-722-726-200                           | INTERNAL SRVC - LABOR & ADMIN     | 20,000.00      | 0.00              | 0.00                | 20,000.00         | 0.00   |
| 248-722-730-000                           | POSTAGE-PRINTING-MAILING          | 300.00         | 0.00              | 0.00                | 300.00            | 0.00   |
| 248-722-803-000                           | MEMBERSHIPS AND DUES              | 3,000.00       | 0.00              | 0.00                | 3,000.00          | 0.00   |
| 248-722-807-000                           | AUDIT SERVICES                    | 2,350.00       | 0.00              | 0.00                | 2,350.00          | 0.00   |
| 248-722-818-205                           | SECRETARIAL SERVICES              | 1,800.00       | 150.00            | 150.00              | 1,650.00          | 8.33   |
| 248-722-853-000                           | TELEPHONE                         | 525.00         | 0.00              | 0.00                | 525.00            | 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   |
| Total Dept 722 - DDA OPERATIONS           |                                   | 28,575.00      | 150.00            | 150.00              | 28,425.00         | 0.52   |
| Dept 724 - SPECIAL EVENTS                 |                                   |                |                   |                     |                   |        |
| 248-724-706-000                           | DPW WORKERS                       | 3,000.00       | 1,905.76          | 1,905.76            | 1,094.24          | 63.53  |
| 248-724-715-000                           | FICA                              | 230.00         | 144.58            | 144.58              | 85.42             | 62.86  |
| 248-724-716-501                           | HEALTHCARE BC/BS - EMPLOYEE       | (70.00)        | (20.90)           | (20.90)             | (49.10)           | 29.86  |
| 248-724-758-001                           | BOOKLEY SEASON                    | 20,000.00      | 0.00              | 0.00                | 20,000.00         | 0.00   |
| 248-724-817-004                           | DDA - EVENTS                      | 47,000.00      | 0.00              | 0.00                | 47,000.00         | 0.00   |
| 248-724-817-015                           | HOLIDAY LIGHTS                    | 42,000.00      | 0.00              | 0.00                | 42,000.00         | 0.00   |
| 248-724-829-000                           | TROLLEY                           | 10,000.00      | 0.00              | 0.00                | 10,000.00         | 0.00   |
| 248-724-940-000                           | EQUIPMENT RENTAL                  | 6,000.00       | 4,685.08          | 4,685.08            | 1,314.92          | 78.08  |
| Total Dept 724 - SPECIAL EVENTS           |                                   | 128,160.00     | 6,714.52          | 6,714.52            | 121,445.48        | 5.24   |
| Dept 726 - MARKETING AND ADVERTISING      |                                   |                |                   |                     |                   |        |
| 248-726-814-000                           | WEBSITE                           | 500.00         | 0.00              | 0.00                | 500.00            | 0.00   |
| 248-726-817-002                           | DOWNTOWN MERCHANDISE EXPENDITURES | 1,000.00       | 0.00              | 0.00                | 1,000.00          | 0.00   |
| 248-726-818-000                           | CONTRACTUAL SERVICES              | 50,000.00      | 3,392.00          | 3,392.00            | 46,608.00         | 6.78   |
| 248-726-901-000                           | ADVERTISING/MARKETING             | 33,000.00      | 0.00              | 0.00                | 33,000.00         | 0.00   |

PERIOD ENDING 07/31/2026

| GL NUMBER                                  | DESCRIPTION                    | 2026-27        | YTD BALANCE                     | ACTIVITY FOR                            | AVAILABLE                    | % BDGT<br>USED |
|--------------------------------------------|--------------------------------|----------------|---------------------------------|-----------------------------------------|------------------------------|----------------|
|                                            |                                | AMENDED BUDGET | 07/31/2026<br>NORMAL (ABNORMAL) | MONTH 07/31/2026<br>INCREASE (DECREASE) | BALANCE<br>NORMAL (ABNORMAL) |                |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY  |                                |                |                                 |                                         |                              |                |
| Expenditures                               |                                |                |                                 |                                         |                              |                |
| Total Dept 726 - MARKETING AND ADVERTISING |                                | 84,500.00      | 3,392.00                        | 3,392.00                                | 81,108.00                    | 4.01           |
| Dept 729 - STREETSCAPE & DESIGN            |                                |                |                                 |                                         |                              |                |
| 248-729-818-200                            | FLOWER BASKET PROGRAM          | 50,000.00      | 5,469.06                        | 5,469.06                                | 44,530.94                    | 10.94          |
| 248-729-818-201                            | PUBLIC ART/PLACEMAKING         | 40,000.00      | 0.00                            | 0.00                                    | 40,000.00                    | 0.00           |
| 248-729-818-207                            | PEST CONTROL                   | 500.00         | 81.00                           | 81.00                                   | 419.00                       | 16.20          |
| 248-729-972-100                            | FACADE GRANT INCENTIVE PROGRAM | 30,000.00      | 0.00                            | 0.00                                    | 30,000.00                    | 0.00           |
| Total Dept 729 - STREETSCAPE & DESIGN      |                                | 120,500.00     | 5,550.06                        | 5,550.06                                | 114,949.94                   | 4.61           |
| Dept 740 - DDA ADMINISTRATION              |                                |                |                                 |                                         |                              |                |
| 248-740-704-000                            | FULL TIME EMPLOYEES            | 88,400.00      | 10,043.08                       | 10,043.08                               | 78,356.92                    | 11.36          |
| 248-740-707-000                            | PART TIME EMPLOYEES            | 20,000.00      | 0.00                            | 0.00                                    | 20,000.00                    | 0.00           |
| 248-740-715-000                            | FICA                           | 8,293.00       | 744.22                          | 744.22                                  | 7,548.78                     | 8.97           |
| 248-740-716-501                            | HEALTHCARE BC/BS - EMPLOYEE    | (1,100.00)     | (100.00)                        | (100.00)                                | (1,000.00)                   | 9.09           |
| 248-740-725-000                            | WORKERS COMPENSATION           | 339.00         | 0.00                            | 0.00                                    | 339.00                       | 0.00           |
| 248-740-728-000                            | OFFICE SUPPLIES                | 800.00         | 0.00                            | 0.00                                    | 800.00                       | 0.00           |
| 248-740-960-000                            | PROFESSIONAL DEVELOPMENT       | 5,000.00       | 0.00                            | 0.00                                    | 5,000.00                     | 0.00           |
| Total Dept 740 - DDA ADMINISTRATION        |                                | 121,732.00     | 10,687.30                       | 10,687.30                               | 111,044.70                   | 8.78           |
| TOTAL EXPENDITURES                         |                                | 535,354.00     | 26,971.83                       | 26,971.83                               | 508,382.17                   | 5.04           |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY: |                                |                |                                 |                                         |                              |                |
| TOTAL REVENUES                             |                                | 583,354.00     | 0.00                            | 0.00                                    | 583,354.00                   | 0.00           |
| TOTAL EXPENDITURES                         |                                | 535,354.00     | 26,971.83                       | 26,971.83                               | 508,382.17                   | 5.04           |
| NET OF REVENUES & EXPENDITURES             |                                | 48,000.00      | (26,971.83)                     | (26,971.83)                             | 74,971.83                    | 56.19          |

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

| GL Number                                             | Description            | Balance            |
|-------------------------------------------------------|------------------------|--------------------|
| *** Assets ***                                        |                        |                    |
| Cash                                                  |                        |                    |
| 248-000-001-000                                       | CASH - POOLED CHECKING | 485,029.02         |
| 248-000-004-000                                       | CASH - IMPREST PAYROLL | (17,879.77)        |
| 248-000-005-000                                       | PETTY CASH             | 300.00             |
| Cash                                                  |                        | 467,449.25         |
| Accounts Receivable                                   |                        |                    |
| 248-000-040-000                                       | ACCOUNTS RECEIVABLE    | 3,000.00           |
| Accounts Receivable                                   |                        | 3,000.00           |
| Other Assets                                          |                        |                    |
| Other Assets                                          |                        | 0.00               |
| <b>Total Assets</b>                                   |                        | <b>470,449.25</b>  |
| *** Liabilities ***                                   |                        |                    |
| Accounts Payable                                      |                        |                    |
| Accounts Payable                                      |                        | 0.00               |
| Liabilities-ST                                        |                        |                    |
| 248-000-285-000                                       | UNEARNED REVENUE       | 62,731.50          |
| Liabilities-ST                                        |                        | 62,731.50          |
| <b>Total Liabilities</b>                              |                        | <b>62,731.50</b>   |
| *** Fund Balance ***                                  |                        |                    |
| Unassigned                                            |                        |                    |
| 248-000-390-000                                       | FUND BALANCE           | 251,093.38         |
| Unassigned                                            |                        | 251,093.38         |
| <b>Total Fund Balance</b>                             |                        | <b>251,093.38</b>  |
| <b>Beginning Fund Balance - 25-26</b>                 |                        | <b>251,093.38</b>  |
| <b>Net of Revenues VS Expenditures - 25-26</b>        |                        | <b>183,596.20</b>  |
| <b>*25-26 End FB/26-27 Beg FB</b>                     |                        | <b>434,689.58</b>  |
| <b>Net of Revenues VS Expenditures - Current Year</b> |                        | <b>(26,971.83)</b> |
| <b>Ending Fund Balance</b>                            |                        | <b>407,717.75</b>  |
| <b>Total Liabilities And Fund Balance</b>             |                        | <b>470,449.25</b>  |

\* Year Not Closed



CITY OF BERKLEY, MICHIGAN

# Economic Development Strategy

Final Plan Presentation · August 2026

# Agenda

**01** City Overview & What Makes Berkley Distinct

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**02** Regional Positioning

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**03** The Strategy

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**04** Strategic Recommendations

**05** The Community Development & Administration Role

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**06** The City Council Role

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**07** Priority Development Sites & Prioritization

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**08** Questions & Discussion



# City Overview

 Walkable, inner-ring community

 Authentic downtown character

 High-income resident base

 Independent business identity

 Corridors with redevelopment momentum

# What Makes Berkley Distinct

*“Retro feel, metro appeal.”*

😊 Unpretentious

👨👩👧👦 Family-friendly

🚶 Walkable

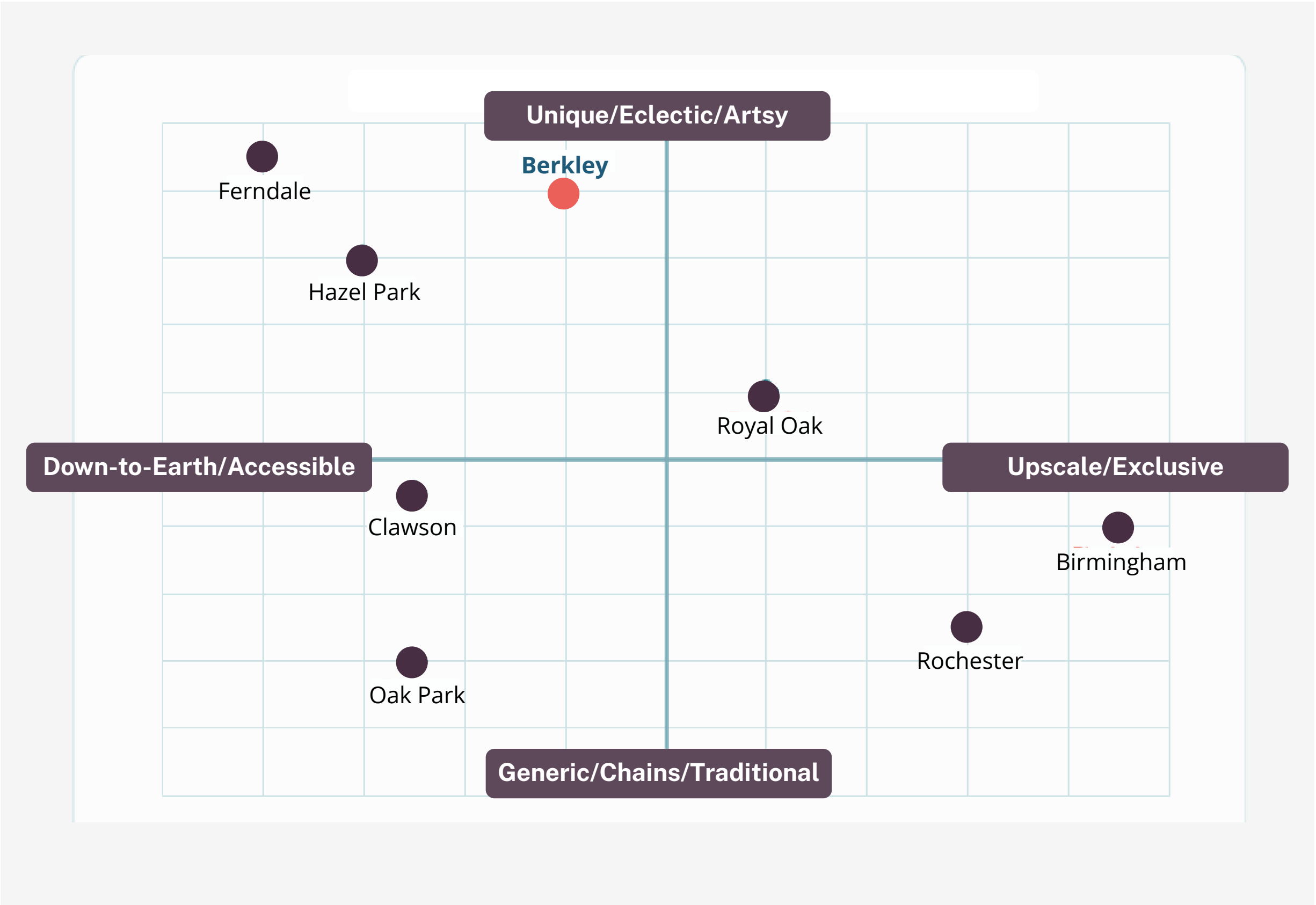
🧠 Eclectic

📍 Independent

📍 Close to Detroit, but  
its own place

# Regional Positioning: Where Berkley Fits

Accessible. Authentic.  
Retail-balanced.



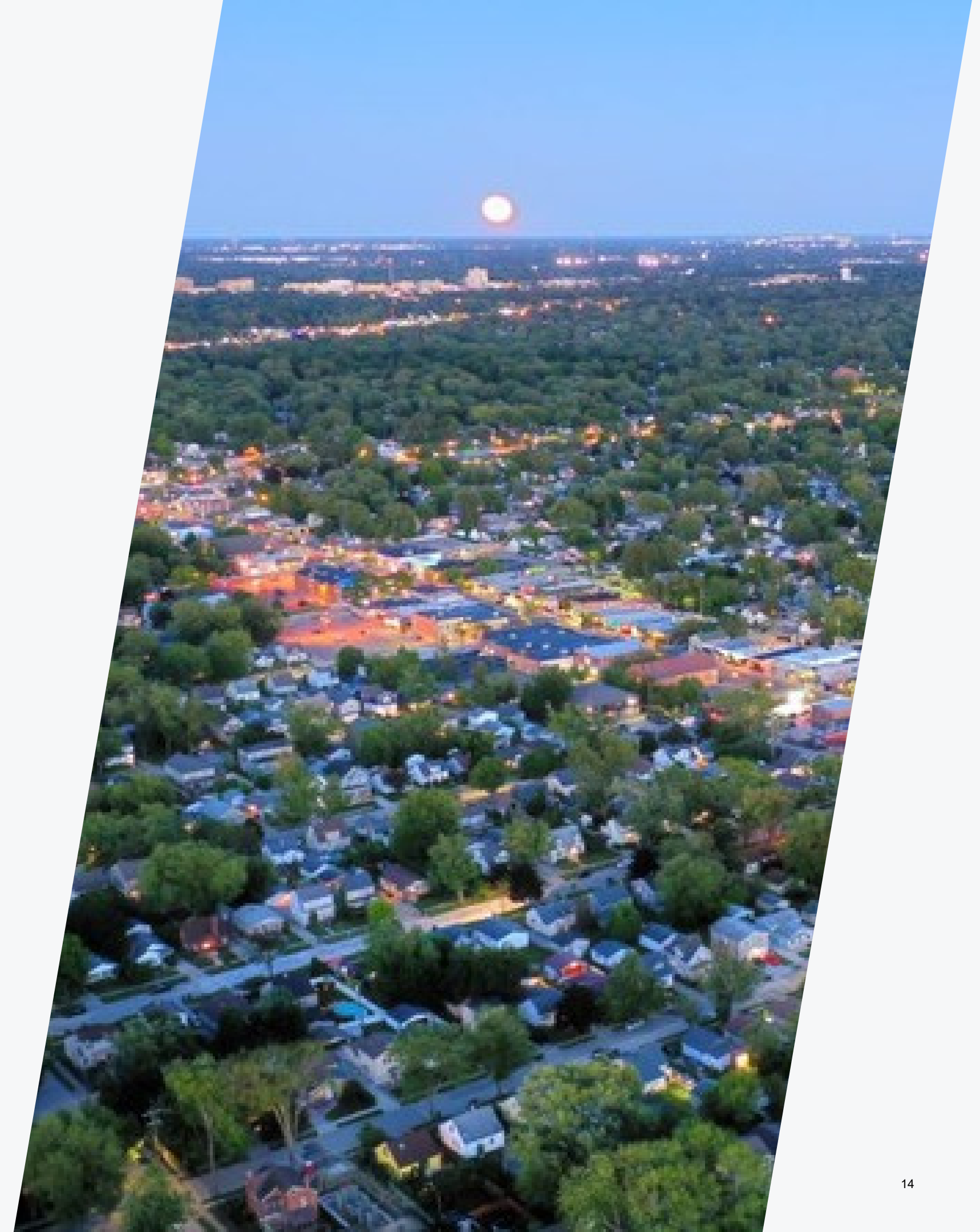
# Strategies

 **Priority development sites**

 **Incentives and developer relationships**

 **Local business support ecosystem**

 **RRC readiness, City + DDA strategic alignment**



# Strengthening Development Ecosystem

 **Clear vision for City**

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 **Defined incentive criteria**

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 **Coordinated City +  
DDA response**

 **Predictable process**

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 **Early conversations**

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 **Public understanding  
of the “why”**

# Strategic Recommendations

## **Parameters for Evaluating Incentives**

- Threshold criteria
- Gap financing principles
- Community benefit expectations

## **Council & DDA Training**

- Incentive rationale framework
- Development supportive policies
- Training on TIF + PILOTs
- Formal incentive criteria

# Strategic Recommendations

## **Business Resource Connection**

- Resource guide
- City/DDA “front door”
- Warm referrals

## **Business Retention & Expansion**

- Corridor check-ins
- Pre-application meetings
- Track business needs
- Partner with local banks

## **Commercial Corridor Vitality**

- Evaluate CIA for Eleven Mile
- Streetscape / signage / façade support
- Public art + corridor identity

## **Light Entrepreneurial Hub Function**

- Workshops, coffee meetups, lender sessions
- Startup resource events

# City Council Leadership

## Developer Outreach

- Meet-and-greet with developers
- Introduce the Berkley team
- Share the City's vision
- Explain timelines and tools

## Community Outreach

- Proactive public communication
- Plain-language incentive talking points
- Open house after plan adoption
- Digital plan access / QR codes

## FOCUS AREAS

# Priority Development Sites



- 1** 2555 W. Twelve Mile Road
- 2** 3142 Coolidge Highway
- 3** 3784, 3750 & 3708 Eleven Mile Road
- 4** 1716 Coolidge Highway & 2450 Eleven Mile Road
- 5** 4195–4105 Twelve Mile Road
- 6** 3490 & 3442 Twelve Mile Road

*Different sites. Different roles. Different complexity.*

## FOCUS AREAS

# Complexity Level: How the City Should Prioritize

|                                                                                   |                                                                                                         |                                                                                          |                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Watch &amp; Wait</b> <ul style="list-style-type: none"><li>• Owner not ready</li><li>• Maintain relationship</li><li>• Prepare for future opportunity</li></ul> | <b>Low Complexity</b> <ul style="list-style-type: none"><li>• Fewer barriers</li><li>• Clearer reuse path</li><li>• Limited public role</li><li>• Staff support / fast response</li></ul> | <b>Moderate Complexity</b> <ul style="list-style-type: none"><li>• Some coordination needed</li><li>• Incentives may matter</li><li>• City/DDA partnership likely</li></ul> | <b>High Complexity</b> <ul style="list-style-type: none"><li>• Multiple owners or major site issues</li><li>• Larger financing gap</li><li>• Long-term catalytic potential</li></ul> |

**Prioritization is driven by owner responsiveness, not complexity level alone.**



# Site 1

## 2555 W. Twelve Mile Road

### Project Details:

- Property owner sells property to DDA at market value
- DDA bonds against future property tax receipts to purchase the property and do demolition site work
- DDA conveys property to developer / prior property owner
  - Development agreement stipulates development standards:
  - 14,000 SF of retail
  - 40 units of studio, 1BR, 2BR apartments

### Financial Projections

- Construction Costs: **\$16.51M**
- Capital Stack:
  - DDA TIF: \$2.26M (Site acquisition, demo, & site work)
  - Equity: \$4.02M
  - MEDC Grant: \$1.0M
  - Debt (50% LTV, 6.5%): \$8.25M
  - C-PACE: \$0.97M
- Annual Tax Impact:
  - Property Tax: \$366K (\$343K incremental)
- Annual Cash Flow: **\$60.6K**



# Site 5

## 4195-4105 Twelve Mile Road

### Project Details:

- DDA purchases and consolidates the three parcels at market value
- DDA bonds against future property tax receipts to purchase the property and do demolition site work
  - Reconfigure the parking in the rear in exchange for perpetual parking easements
- DDA conveys property to developer / prior property owner
- Development agreement stipulates development standards
  - 10,000SF ground floor retail
  - 28 1BR & studio apartments

### Pro forma:

- Total Construction Costs: **\$9,839,368**
- Capital Stack:
  - Equity \$2.9M
  - C-PACE \$1.0M
  - TIF \$1.4M
  - Debt \$4.4M
- Annual Property Taxes: \$225K
- Cash Flow (\$45K)



# Thank You

## Questions & Discussion

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# DISCUSSION ITEM A



**To: Berkley DDA Board of Directors**

**From: Nate Mack, Executive Director**

**Subject: Purchasing Procedure for DDA Event Spending**

**Date: August 12, 2026**

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## **Purpose**

This memo describes a purchasing procedure staff has put in place for event spending, and asks for the Board's discussion. The goal is a process that is easy for volunteers to follow and leaves the DDA with a clear record of its spending.

## **Background**

The DDA's event calendar is produced largely by volunteers and committee members who contribute substantial hours, and the program has grown considerably over the past several years. That growth has outpaced the administrative support built around it.

Event purchasing has developed by practice rather than by design. Supplies are bought on personal cards and reimbursed, or placed on the City purchasing card issued to the Executive Director, and there is no written procedure describing how a purchase is approved or how a volunteer is covered when spending their own money. Two things follow from that. People who front costs wait on a check run to be repaid, which is a real burden on someone volunteering their time. And purchases made on personal cards forgo the City's sales tax exemption, so the DDA pays roughly six percent it does not need to.

The aim of the procedure below is to give volunteers a clear and predictable process, and to make sure the DDA's records reflect what was purchased and on what authority.

## **Why a Written Procedure Helps**

A written procedure protects the people doing the work as much as it protects the organization.

The City's purchasing requirements apply to employees, appointed officials, and committee or board members involved in purchases using City funds, so they reach Board members in the same way they reach staff. Having a clear process means nobody has to guess whether they are handling something correctly.

The DDA is also a component unit reported within the City's audited financial statements. Documentation showing that purchases were authorized is something auditors routinely ask about, and having it ready makes that a straightforward conversation rather than a search through old records.

One distinction worth naming: Board adoption of a budget sets what may be spent. Authorization to make a particular purchase is a separate step. The procedure below is meant to make that step simple and mostly invisible to the people buying supplies.

## Procedure Now in Place

**1. Pre-approved supply lists.** Before each event, staff approves a list of expected supplies along with a not-to-exceed total drawn from that event's approved materials line. Anything on the list can be purchased without checking in further. This is meant to avoid approval on a transaction-by-transaction basis, which would not be workable for anyone.

*Lists are built with the volunteers running each event rather than handed to them, and they vary by event. As an illustration, a typical list might include:*

- Paper goods: cardstock, envelopes, poster board, printer paper, signage stock
- Adhesives and fasteners: tape, zip ties, twine, command hooks, staples
- Lighting and power: batteries, tea lights, extension cords, string lights
- Décor and craft supplies: fabric, chalk, markers, balloons, seasonal props
- Event day consumables: gloves, trash bags, water, first aid supplies

The approved list and the event's not-to-exceed total travel together. A purchase is covered when it is on the list and the event total has not been reached.

**2. \$500 limit per purchase.** This works alongside the list rather than duplicating it. The list covers what may be bought; this covers how large a single transaction can be before staff needs to step in. Purchases above \$500 come to staff in advance, whether or not the item is on the list, because the City's bidding procedures call for quotations from multiple vendors above that amount. That legwork belongs with staff.

**3. Off-list items** are submitted to staff before purchase. A short email is sufficient.

**4. Direct vendor invoicing** is preferred over reimbursement. It creates a record before payment, keeps the sales tax exemption in play, and removes the wait for a reimbursement check.

**5. Written designations.** Where a volunteer or committee member is authorized to purchase on the DDA's behalf, the designation is made in writing, scoped to a specific event, with a dollar limit and an end date.

**6. Sales tax exemption.** The City is exempt from Michigan sales tax, and the vendor needs the exemption certificate at the time an order is placed for it to apply. Staff will email the certificate to anyone purchasing for an event. This is the main reason direct vendor invoicing is preferred: when a purchase runs through a personal card without the certificate, the DDA pays roughly six percent it is not required to pay.

## How the City's Thresholds Apply

The City's Purchasing Policy is attached in full. Its thresholds are summarized below, with how each applies to DDA spending.

| Purchase amount                     | What the policy requires                                                                                                                            | How it applies to DDA spending                                                                                                   |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| \$500 or less                       | Department head or designee may purchase. Best price obtained informally by email, phone, catalog, or online. No formal written quotation required. | This is the tier nearly all event supply purchases fall into, and it is the basis for the \$500 limit above.                     |
| Over \$500 to \$3,000               | Department head. Informal quotations from multiple vendors, which need not be written.                                                              | Staff obtains the quotes rather than asking volunteers to.                                                                       |
| Over \$3,000 to \$7,500             | City Manager approval in writing, submitted with a vendor recommendation, attached to the invoice for payment.                                      | Staff prepares the summary and recommendation and obtains the City Manager's written approval before the purchase.               |
| Over \$7,500                        | Competitive bidding with sealed bids and an RFP. Approval required regardless of budget inclusion.                                                  | Rare for event spending. Staff runs the bidding process and coordinates with the City Manager and Finance before any commitment. |
| Professional services under \$7,500 | City Manager authorization.                                                                                                                         | Applies to DDA consulting and service agreements.                                                                                |
| Professional services over \$7,500  | Council authorization; Finance approval.                                                                                                            | Applies to larger DDA service agreements.                                                                                        |

One note that applies at every level: the policy treats a purchase by its full amount rather than by how it happens to be invoiced or paid, so a larger purchase sits in its own tier even when it arrives in pieces.

## Purchasing Card Practice

A City purchasing card is issued to a named individual, and charges on it are attributed to that person for reconciliation and audit. To keep DDA purchasing consistent with that structure, staff is documenting the following going forward:

- Card credentials stay with the person the card is issued to.
- Purchases are authorized before they are made, so that each charge can be matched to an approved purchase at reconciliation.
- Where a volunteer or committee member needs to make purchases, the preferred path is direct vendor invoicing or a written designation with a stated limit, rather than use of a card issued to someone else.

Staff would also like to explore moving toward a purchasing arrangement that does not depend on a card issued to an individual staff member. That is a structural

question for the Board and the Finance Department rather than a matter of anyone's practice.

## **Looking Ahead**

Event spending is the most frequent DDA purchasing, but it is a small part of the whole. Staff intends to bring a broader purchasing discussion to the Board over the next several meetings, covering topics such as contracts and professional services agreements, competitive bidding and its exceptions, purchasing card structure, and how purchasing authority is delegated and documented.

The aim is a shared baseline, so that when a purchase or contract comes before the Board, the framework is already familiar.

## **Discussion Items**

1. What purchasing structure does the Board prefer for event support: written designated purchasers with stated limits, direct vendor invoicing through staff, or a DDA purchasing card with a designated holder?
2. Should DDA purchasing continue to run through a City card issued to an individual staff member?
3. Does the Board have direction for staff on the procedure described above?
4. Are there purchasing topics the Board would like staff to cover first at a future meeting?

## **Requested Board Action**

Discussion and direction to staff. Staff will keep refining the procedure as events run, and will bring anything worth the Board's input to a future meeting.

**Attachment:** City of Berkley Purchasing Policy (full document)

## DISCUSSION ITEM B



**To: Berkley DDA Board of Directors**

**From: Nate Mack, Executive Director**

**Subject: Bike Rack Placement in Downtown Berkley**

**Date: August 12, 2026**

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### **Purpose**

A few downtown businesses have contacted the DDA asking about having a bike rack installed in front of their establishment. Before responding, I would like the Board's direction on how the DDA has handled bike rack placement and how it should going forward.

### **Background**

The DDA has added bike racks downtown over the years. As a relatively new director, I do not have the full history on how those locations were chosen, whether a plan or map exists, or whether the Board previously set a target for coverage. Rather than proceed on assumption, I would rather hear from the Board first.

One practical note: racks in the public right-of-way require coordination with the City on sidewalk clearance and placement, so any locations would be confirmed with staff there before installation.

### **Questions for the Board**

1. Is continuing to install bike racks something the Board wants the DDA to do?
2. Were locations identified previously, whether through a plan, a study, or past Board direction?
3. If not, would the Board like staff to identify and recommend locations?
4. How many racks should the DDA work toward, and over what period?
5. Should placement respond to business requests as they come in, or follow a coverage plan across the district?

### **Requested Board Action**

Discussion and direction to staff. No action is required tonight.

# DISCUSSION ITEM C



**To: Berkley DDA Board of Directors**

**From: Nate Mack, Executive Director**

**Subject: 2027 Main Street Now Conference — Mobile Workshop Proposal**

**Date: August 12, 2026**

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## Purpose

Main Street Oakland County in conjunction with Main Street America is accepting proposals for Mobile Workshops at the 2027 Main Street Now Conference in Detroit. Proposals are due Friday, August 28, which is before the Board's next regular meeting. Staff is seeking direction on whether to submit a proposal for Berkley and, if so, what the workshop should focus on.

## Background

Mobile Workshops are half- or full-day tours that take conference attendees out of the host city to see programs and projects in person. They run Sunday, May 2 through Wednesday, May 5, 2027, and are led by the host community. Tours can travel by bus or be walking tours; bus tours are asked to hold roughly 50 participants to keep the per-person cost down.

Detroit hosting the national conference is an opportunity that will not come around again soon. Berkley is close enough for a comfortable half-day tour, and the DDA has a set of projects from the past few years that speak directly to what Main Street practitioners come to these sessions to see.

## Proposed Focus

Staff would propose a workshop covering both downtown corridors, using the contrast between them as the organizing idea. Twelve Mile and Coolidge are similar streets that have been treated differently, with a road diet on Coolidge Highway and not on Twelve Mile. Walking both gives attendees a side-by-side look at what that decision changes for businesses, for pedestrians, and for the feel of a corridor. That comparison is difficult to convey in a conference room and is the kind of thing people travel to see.

Along the way the tour would take in:

- The murals throughout downtown, which are among the most visible things the DDA has built and give the walk its own throughline.
- The Dorothea activation, which the DDA has programmed for the past several seasons and is now working to make permanent. Attendees would see the space and hear how a temporary activation built the case for a lasting one.
- The Robina Placemaking Project, including how it was funded and procured.
- The social district, and what expanding it has meant for businesses.
- The Façade Improvement Program, with buildings attendees can see before and after.
- Managing two corridors with different characters under one district and a very small staff.

Dorothea is also the most promising place to give attendees something to experience rather than look at. Past programming there has included a community dinner where local restaurants donated food and everyone ate together at one long table. Staff would look at whether some version of that could be scheduled around the workshop, with the DDA purchasing the food from local restaurants rather than asking them to donate it. That would feed the group, put DDA dollars into downtown businesses, and demonstrate the point better than describing it would.

These are preliminary thoughts rather than a settled plan, and I would welcome the Board's ideas on what to include, what to leave out, and what visitors from other communities would find most useful to see. Main Street America also works with hosts on revising workshop names and descriptions after acceptance, so the proposal does not need to be final at submission.

### **What Hosting Would Require**

- A tour route with turn-by-turn directions and parking information, due roughly six weeks before the conference.
- At least one host accompanying the group on the bus in both directions.
- Three to four high quality photographs for marketing, collected later.
- Coordination with businesses and property owners on any stops that involve going inside.
- Staff time in the spring of 2027 to prepare and lead the tour.

Covering both corridors means a longer workshop than a quick half-day. With travel from Detroit and time on the ground, staff estimates roughly four and a half hours door to door. That keeps the workshop under the five-hour mark, which matters because longer workshops are generally scheduled for Sunday.

There is no fee to propose or to host, and staff would plan the workshop so that attendees face no additional cost. If a meal at Dorothea is part of the tour, the DDA would cover it as a budgeted expense in the fiscal year that includes May 2027, purchased from local restaurants through the normal purchasing process.

### **Questions for the Board**

1. Does the Board want the DDA to submit a Mobile Workshop proposal for the 2027 conference?
2. Is the proposed focus the right one, or would the Board emphasize something different?
3. Are there businesses, property owners, or projects the Board would want included?
4. Are any Board members interested in helping host the tour?

### **Requested Board Action**

Discussion and direction to staff. If the Board is supportive, direction to submit a proposal by the August 28 deadline, with the final tour concept and logistics brought back once Main Street America responds.

# EXECUTIVE DIRECTOR'S REPORT



To: Berkley DDA Board of Directors  
From: Nate Mack, Executive Director  
Date: August 12, 2026

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## Business Support

**Oakland Thrive small business consulting.** The DDA hosted Oakland Thrive on Monday, July 27 for one-on-one consulting sessions with downtown businesses. Two businesses attended and received consulting; a third had signed up but was unable to make it. This is an ongoing service rather than a one-time visit, and I have since spoken with additional businesses about taking advantage of it. I expect to schedule further sessions.

**Local Economies On Demand.** Along with Community Development Director Kristen Kapelanski, I attended an informational session on the Local Economies On Demand program through the Michigan Municipal League. The intent is to work with them to understand what resources the program can make available to Berkley and how we can benefit from their technical expertise.

## Events

**Ladies Night Out.** Held Thursday, August 6 from 5:00 to 8:00 p.m. throughout downtown, with fourteen participating businesses. The format changed this year: to enter the raffle, patrons had to make a purchase and then submit their information. That produced 112 entries, each tied to a purchase at a downtown business. Attendance in participating stores appeared strong, and roughly 85 people rode the trolley over the course of the evening. It was good to see people out and moving between businesses throughout the district.

**Dorothea Pocket Park.** The DDA hosted two events at Dorothea on July 25 and August 2.

**Events team planning.** The events team met to plan programming for the third and fourth quarters of 2026.

**Street Fest support.** The DDA assisted the Chamber of Commerce with Street Fest by lending several 10x10 tents and weights from our inventory.

**Art and Design Committee.** The Committee reviewed a Façade Improvement Program application and provided comments. I am following up with the applicant on revisions before the request advances.

## **Looking Ahead**

Two items are expected on the agenda for the Board's next regular meeting: the bid award for the DDA Strategic Plan, and the Executive Director evaluation.

I will be out of the office September 23 through September 28.