

**THE SPECIAL MEETING OF THE FORTIETH COUNCIL OF THE CITY OF BERKLEY, MICHIGAN WAS CALLED TO ORDER AT 6:00 PM ON MONDAY, OCTOBER 21, 2024 BY MAYOR DEAN**

**PRESENT:** Councilmember Steve Baker  
Councilmember Black arrived at 6:41 p.m.  
Mayor Pro Tem Ross Gavin  
Councilmember Dennis Hennen  
Councilmember Gregory Patterson  
Councilmember Jessica Vilani  
Mayor Bridget Dean

**OTHER STAFF PRESENT:**

Interim City Manager Nate Geinzer  
City Clerk Victoria Mitchell  
City Attorney Dan Christ  
Deputy City Manager of Public Services Shawn Young  
Interim Parks & Recreation Director Dan McMinn  
Communication Director Caitlin Flora  
Assistant to the City Manager Charlene Stevenson  
Public Safety Director Matt Koehn  
Public Safety Lt. Jordan Kobernick

**APPROVAL OF AGENDA**

Mayor Pro Tem Gavin moved to approve the Agenda  
Seconded by Councilmember Patterson  
Ayes: Gavin, Hennen, Patterson, Vilani, Baker, and Dean  
Nays: None  
Absent: Black  
Motion Approved.

**PUBLIC COMMENT**

None

**REGULAR AGENDA**

**Discussion:** Matter of discussing the City of Berkley Community Special Events procedure.

Interim City Manager Nate Geinzer opened the discussion stating the goal of the work session is to walk through the current understanding of the Community Special Events process and gather feedback on the direction Council would like staff to follow.

Mr. Geinzer provided a presentation:

Current Draft Event Categories (could be early draft ordinance):

Need to address runs, fundraisers, etc.

- A. Carnival or Circus
- B. Promotional Events and Sidewalk Display
- C. Seasonal Sales
- D. Special Events

## The Current Application Process:

### Turn in Application

- a. Application is emailed to directors
- b. Note – feedback comes to Clerk Mitchell. Ms. Mitchell follows up with applicants. All correspondence is handled through email
- c. Currently not many new applications
- d. Emergency Management planning happens after approval
- e. Comments end up in the packet for City Council consideration

### Current Event Roster:

- Berkley Days/5K
- Art Bash
- Street Art Fest
- Pride Block Party
- Bookley!
- CruiseFest
- Dream Cruise
- Holiday Lights
- Farmers Market
- Irish Fest?

### Event Roster and Scale Considerations:

- What can be accommodated with existing resources?
- When events are scheduled do we have the resources? How does it impact staff's ability for vacations, family, and other weekend commitments?
- Stagger events, burn out

### Estimated Event Costs for Staff (Excludes: Equipment, Supplies, Etc.)

Nate reviewed estimated costs for major events in Berkley. These are boots-on-the-ground costs

Estimated total for all events is about \$191,700.

- Berkley Days – \$26,000 (2023 minus mutual aid response)
- Art Bash – \$14,200
- Street Art Fest – \$9,200
- Pride Block Party – \$5,200
- Bookley! – \$7,500
- CruiseFest – \$51,200
- Dream Cruise – \$40,500
- Holiday Lights – \$14,000
- Farmers Market – \$5,000
- Irish Fest – \$12,200
- Corporate Cup Relays – \$6,700

Councilmember Vilani asked if we could get approximate attendance for each event. That would help determine cost and value.

### Current Community Special Event Cost Policy:

- Mr. Geinzer reviewed the Community Special Event costs that are in the fee schedule. He reviewed the application fee and cost recovery.
- Mr. Geinzer stated consistent with action on the Holiday Lights Parade, the City has been consistently applying 40 percent until the policy can be affirmed/updated.

#### Community Special Event Cost Considerations:

- What is the community value of the event?
- What resources does the City have to support a particular community special event?
- Are the costs incurred consistent with community priorities?
- How are DDA events addressed? Is DDA different or not?
- Is the use of taxpayer dollars to support fundraising activities of a community group(s) appropriate?
- What are the trade-offs of the City's use of human and financial resources to support the community special events?

Mr. Geinzer asked the rhetorical question, Is there value to community special events. Mr. Geinzer said he would argue you can't measure that.

Mr. Geinzer stated where Council could get in trouble is in the evaluation of events. He said one avenue is to go with straight actual cost.

Mr. Geinzer asked if taxpayer dollars should be put toward special events? And if so, which events? How would Council choose between groups? How is that weighed?

Mr. Geinzer said where we need to land is consistency. Staff needs guidance to be consistent.

Mr. Geinzer stated if it was a new event, he has seen communities require a deposit until a good relationship is developed with the group. He said he gets concerned about whether or not it will get paid. It was questioned whether or not you look at if the group/organization has the means to pay.

How to treat Downtown Development Authority events was discussed.

Councilmember Patterson asked how actual costs are broken down. He asked how staff time is tracked and does the group/organization receives an invoice.

Councilmember Patterson asked about CruiseFest. Interim Parks & Recreation Director Dan McMinn explained the reimbursement process for CruiseFest and Dream Cruise, including what the City receives.

#### Application Process Recommendations:

- Clearly outline the application process, requirements, and applicable fees
- Annual Process: All community special event applications are due at the same time each year
- Community Special Event Committee: Create a staff committee to review community special event applications as a team. Identify a staff chair
- Define cost reimbursement process, including annual estimate
- Define what the city will, and will not, do/provide
- Protections for scope creep or significant change requests made to the City
- Articulate communication expectations
- Fundraisers go through the Charitable Solicitation Permit Application process; currently, there is no charge. Should there be?
- How to handle Dream Cruise? The topic for another day?

Councilmember Baker discussed securing sponsors. This is in reference to Dream Cruise.

Mr. McMinn discussed the Dream Cruise Committee. Councilmember Baker discussed getting the municipalities together ahead of time before the Dream Cruise committee meeting.

Councilmember Patterson asked if the marijuana stores have to donate to community special events. Mayor Dean said they do but there was no amount specified and there is no hammer so to speak.

Mayor Pro Tem Gavin asked about payment plans and the need for that. They discussed there is a fine line to be walked on that subject matter. Mayor Dean said we don't want to chase our money.

Councilmember Hennen asked about bonding. Could we require a bond and then the group/organization could pay later? Mr. Geinzer said for some groups, it may be hard for them to get a bond. It would also depend on total costs.

Councilmember Baker said he does like a gradual model.

Policy Discussion Topics:

- Number, Size, and Scope of Community Special Events
- Cost Recovery
  - Actual Costs
- Application Process
- Parking as it relates to community events
- Other

Mr. Geinzer said he is looking for direction as the work session is nearing an end.

Council members said they want to move forward with these discussions.

Mr. Geinzer asked what the intent was when this was created. He asked what Council wanted to recoup. How is that defined?

Councilmember Hennen said the dictionary definition is how he intended. He said it could be a percentage factor for example, if that aligns.

Councilmember Baker said he is concerned with the percentage (remember solid waste). He asked about starting with billing actual costs.

Council discussed the application fee.

Mayor Dean said there should be an event cost, determine that. She discussed who would pay and what percent. She said they should know the cost and what it entails. And not that you need to charge that, but we should know the cost.

Councilmember Patterson asked if there could be a cost for a set amount of DPW workers, etc.

Councilmember Hennen talked about costs. He said they also need to talk about scope.

Deputy City Manager of Public Services Shawn Young said the initial estimate of labor is usually variable. Councilmember Hennen said we will miss the mark at first and then will get better. He discussed emergency management costs.

Public Safety Director Matt Koehn stated it isn't as simple as saying there are "five people" because they are all at different pay grades.

Councilmember Baker suggested maybe they could have a median labor cost.

Mr. Geinzer said if we are basing numbers on the median in actuality it could be higher or lower.

Councilmember Hennen put forth a two-stage application review. 1. Is an estimated review; and then 2. Go into a detailed plan.

Councilmember Baker said all events on the list we have had many times. He said maybe the variability wouldn't be as high.

Lt. Kobernick mentioned Dream Cruise will happen.

***ADJOURNMENT:***

Councilmember Patterson moved to adjourn the Special Meeting at 6:52 p.m.

Seconded by Councilmember Baker

Ayes: Gavin, Hennen, Patterson, Vilani, Baker, Black, and Dean

Nays: None.

Motion Approved.

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Bridget Dean, Mayor

***ATTEST:***

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Victoria Mitchell, City Clerk