

City of Birmingham
Principal Shopping District Proceeding
Thursday, April 9, 2015 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, April 9, 2015, at 8:01 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Fehan, Quintal, Roberts, Solomon, Syzdek, Valentine

ABSENT: Benkert, Daskas, Hockman, Sobelton

ALSO PRESENT: Joe Bauman, Julie Fielder, Julie Grippo, Kathie Ninneman

ADMINISTRATION: John Heiney, Susan Dickinson, Lori Rondello

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience.

(A.-Woods arrived 8:07 a.m.; Roberts arrived 8:14 a.m.)

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan seconded by Valentine to approve the minutes dated March 5, 2015.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

Heiney stated the next Advisory Parking Committee (APC) meeting will take place Wednesday, April 15 at 7:30 a.m.

5. REPORTS

a. FINANCE REPORT

Written report only.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated the City of Birmingham Government Day is scheduled for May 18, at The Townsend Hotel. Heiney stated the City Budget Hearing will be held Saturday, April 18 in City Hall and he will have a short PowerPoint presentation on the PSD at 1p.m.

Heiney told PSD Board members three PSD staff members will be acknowledged for milestone years of service at the annual City of Birmingham employee luncheon May 8. Melinda Comerford and John Heiney have been with the PSD for 15 years and Lori Rondello for five years.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the Farmers Market opening day is Sunday, May 3. Astrein invited all PSD Board members to attend. Rondello stated Movie Night sponsors are being secured. Each movie night will include popcorn and ice cream sponsors. The presenting sponsor for 2015 movie nights is Fred Lavery Company.

Upcoming special events: Farmers Market -- Sundays May 3 through October 18; Movie Nights in Booth Park -- June 19, July 17, August 7, and Day On the Town, July 25. For current calendar events visit www.enjoybirmingham.com/events.

MARKETING & ADVERTISING-DASKAS

Heiney stated the March marketing and advertising meeting was a joint meeting with the special events committee. Heiney stated Monday, April 13; the PSD Branding interviews will take place in City Hall from 8 a.m. to 11 a.m. Heiney stated five of the 11 qualified bidders have been selected as candidates. Heiney stated the goal is to report back to the marketing committee on Thursday, April 23 with the interview findings. Heiney stated once a candidate is selected, it will be a six to eight week process, to see what the stakeholder's vision is for the PSD.

Heiney stated the Birmingham Magazine is in production and will be released mid-April. Heiney reported on the spring advertising campaign and updated PSD Board members on current Facebook statistics.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the City had an outside contractor wrap trees in Shain Park for examples of different techniques. Quintal stated the committee is going to incorporate some of the ideas into the Birmingham lighting for the holidays. Quintal continued stating the committee is looking into having an outside contractor do some of the lighting. Quintal stated the Department of Public Service does a great job, but may not have the man power necessary for all the enhancements the committee is working on.

Quintal stated the forsythia bushes and pansies are being planted in the concrete planters.

Quintal stated ideas on the recycling project are still a work in process. He said that the City is looking into purchasing two separate containers as opposed to a shared divided container.

BUSINESS DEVELOPMENT-DASKAS

Heiney stated Triple Nickel opens today at 4 p.m. Heiney stated there is a retail consultant update handout for the Board. Valentine told Board members that two bistro license requests will go before the City Commission on Monday, April 13.

Fielder stated she will be attending the ICSC Las Vegas Conference in May. Fielder stated she is currently requesting meetings for the Las Vegas conference. Fielder reviewed the retail consultant update with the Board. Fielder stated she has an upcoming tour of Birmingham scheduled with a retailer.

EXECUTIVE BOARD REPORT-HOCKMAN

No executive committee meeting took place in March.

CHAMBER REPORT

Joe Bauman told Board members the Legislative Reception took place last night. Bauman stated the Real Estate Forecast will take place Thursday, April 23, from 7:45 a.m. to 9:30 a.m. at The Townsend Hotel.

For Chamber events and information visit www.bbcc.com.

THE COMMUNITY HOUSE REPORT

Kathie Ninneman told Board members The Community House (TCH) had a great attendance for its Easter Brunch with approximately 400 participating. Ninneman stated TCH will also hold a brunch for Mother's Day. Ninneman stated TCH will hold Farm to Table in September, featuring Michigan farmers, produce and all Michigan made items. Farm to Table, Saturday, September 12 from 4 to 8 p.m.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Quintal to approve the vouchers, as submitted, dated April 9, 2015.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH WOMC RADIO FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP

Heiney reviewed the agreement with WOMC radio for the 2015 Birmingham Cruise Event sponsorship. WOMC radio is the official radio station of the Woodward Dream Cruise.

MOTION: Motion by Valentine seconded by Fehan to approve the sponsorship agreement with WOMC radio for the Birmingham Cruise Event, pending staff review and compliance with insurance requirements.

VOTE: Yeas, 8 Nays, 0 Absent, 4

b. APPOINTMENT TO AD HOC PARKING DEVELOPMENT COMMITTEE

Heiney reviewed the City of Birmingham's development of an Ad Hoc Parking Development Committee. Heiney stated the suggested composition of the committee will include the following: two City Commissioners; one member from the Advisory Parking Committee; one member from the Planning Board; one member from the Parks and Recreation Board; one member from the Principal Shopping District, and one resident member from the general public with a background in finance and/or commercial development (such member would be excluded from financial participation in the implementation of the committee's plan).

MOTION: Motion by Quintal seconded by Solomon to appoint Richard Astrein as the PSD's representative to the Ad Hoc Parking Development Committee, as established by the Birmingham City Commission to develop an implementation strategy for addressing future parking demands in the Central Business District, while considering cost, capacity needs and impacts, master planning concepts, financial alternatives and timelines.

VOTE: Yeas, 8 Nays, 0 Absent, 4

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Julie Grippo of bec & sam's asked if the Principal Shopping District could assist the Birmingham merchants in reaching out to Birmingham organizations regarding events. Grippo continued stating that the Birmingham merchants are very positive in supporting local charities and would like to see organizers consider holding their events in Birmingham. A.-Woods stated Birmingham needs to be seen as a destination for holding future charity events. A.-Woods stated she does several charity events from her store. Joe Bauman stated the Chamber of Commerce could help with partnering/sharing information with the non-profit community and the merchants.

Grippo asked about the Maple construction. Valentine stated the City is sharing information now so that merchants are aware of upcoming schedules. Heiney stated the Maple Road construction is slated for 2017. Heiney stated the PSD will be part of the process with regards to marketing strategies and parking solutions. Heiney stated two City decks are scheduled for maintenance this summer. Chester deck construction will be underway until the end of June. Peabody deck construction will begin in July.

11. ADJOURNMENT – 9:08 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)