

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, November 6, 2014 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, November 6, 2014, at 8 a.m. in the Community House.

**1. CALL TO ORDER AND ROLL CALL OF BOARD**

**PRESENT:** Astrein, A.-Woods, Bouchar, Daskas, Fehan, Hockman, Quintal, Roberts, Sobelton, Solomon, Valentine

**ABSENT:** Benkert

**ALSO PRESENT:** Joe Bauman, Russ Dixon, Connie Elder, Julie Fielder, Mark Gerber, Julie Grippo, Camille Jayne, Zack Kay

**ADMINISTRATION:** Heiney, Dickinson, Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience. Hockman introduced Russ Dixon, Birmingham Historical Museum Trustee to the Board. Dixon updated the PSD Board on items the museum board is currently addressing. Dixon stated that there is currently an opening on the Museum Board and asked PSD Board members if they knew of any qualified candidates, that they refer them to the Museum or the City Clerk's Office. Valentine stated the Museum is in the process of implementing a strategic plan and a new Museum board member would have plenty of time to be involved in the process.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Fehan to approve the minutes dated October 2, 2014.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

Heiney stated he spoke with Board member Bob Benkert and stated he was in an upbeat mood. Heiney stated that Benkert is currently still in the hospital, and if all goes well will be discharged before Thanksgiving.

**5. REPORTS**

**a. FINANCE REPORT**

Gerber stated the PSD is tracking close to projected figures. Gerber stated special assessment letters are expected to go out in December. Gerber stated that last year's assessments are still being collected, but will rollover to Oakland County in May for collections.

**b. EXECUTIVE DIRECTOR'S REPORT-HEINEY**

Heiney stated the executive director's report items will be covered under individual committee reports.

### **c. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS-ASTREIN**

Astrein stated farmers market ended October 19 and had a very successful year. Astrein stated the next holiday event will be the Tree Lighting and opening of Santa House on November 26. Astrein stated the emcee for the event will be WXYZ meteorologist Keenan Smith. Astrein stated that Small Business Saturday will follow on November 29, and shoppers will be given passports to have stamped by merchants when making their purchases. Small gifts will be awarded to passport holders who turn in their completed passports, and one shopper (with the most stamps) will win two round-trip airline tickets, courtesy of Departure Travel.

Rondello reviewed the farmers market final report with the PSD Board. Rondello drew the Board members attention to the number of student volunteers and volunteer hours that accumulated during the 2014 season. Rondello commented that the farmers market committee is grateful for and depends on the volunteers, with regards to having the market run smoothly. Heiney stated that market master "Cousin Don" Hobson announced at the end of season celebration that he is retiring. Heiney stated that market master Hobson will be recognized by the City Commission at the November 24 meeting. Heiney stated that Hobson plans to be a vendor at the market.

All Wrapped Up In Birmingham - Ladies Night Out will take place December 11, with the hours scheduled from 6 to 8 p.m. Heiney stated the valet parking will be offered throughout the holidays starting on Small Business Saturday and running through December 20 on Thursdays, Fridays and Saturdays. Heiney stated valet parking is a new addition to the holiday lineup for 2014, and will be free on Small Business Saturday and All Wrapped Up In Birmingham - Ladies Night Out and four dollars at all other times. The 5<sup>th</sup> annual Winter Markt will take place December 5-7, and is a very family-friendly event.

Upcoming special events: Tree Lighting, November 26; Small Business Saturday, November 29; Winter Markt, December 5-7, and All Wrapped Up In Birmingham – Ladies Night Out, December 11. For current calendar events visit [www.enjoybirmingham.com/events](http://www.enjoybirmingham.com/events).

#### **MARKETING & ADVERTISING-DASKAS**

Daskas stated the TV holiday advertising will start on WXYZ later this week and Comcast Cable will begin November 17. Daskas stated the Winter Birmingham Magazine has gone to press. Daskas stated PSD social media has sky rocketed from the PSD and Rachel Winer's efforts. Daskas stated the visitors guide has now transitioned to a smaller guide for shoppers. Heiney stated approximately 40 downtown merchants are ambassadors and have visitors guides available for shoppers.

#### **MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated that the installation of a holiday lighting display in the center of town will not take place this year. Quintal stated the committee received an update on the tree in Shain Park. The tree has been rewired with fewer connections and is being tested before being set up in Shain Park. Quintal stated the City is reviewing how to handle non-complaint property owners with regards to snow removal.

Quintal stated the recycling downtown is not being separated very well at this time. The committee is working on ideas to clearly mark the barrels for proper recycling.

#### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated at the October meeting Joan Pitera of M Bank was a guest. Daskas stated there is a retail consultant update handout for the Board. Daskas stated Fielder and Heiney are working to update materials for the recruitment brochures.

Fielder stated West Elm is reporting excellent sales and Alex and Ani are scheduled to open before black Friday. Fielder stated there have been several tenants looking at larger spaces in Birmingham. Fielder continued stating she will be attending the New York ICSC Conference in December and has some important meetings set up.

## **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated the executive committee met with Joe Bauman of the Birmingham Bloomfield Chamber of Commerce (BBCC). Hockman stated the BBCC will be announcing a new gift card program next week and the PSD will be reaching out to merchants with the information.

## **CHAMBER REPORT**

Joe Bauman stated the Chamber has been working on the gift card program for about six months and is very close to launching the program. Bauman stated the Chamber and PSD will have an informational meeting for merchants to explain how the program works. Bauman thanked the PSD Board for its support and asked everyone to stay tuned for updates.

Bauman stated upcoming Chamber events are as follows: December 4, Annual Chamber Meeting and December 11, Chamber Holiday Mixer. For Chamber events and information visit [www.bbcc.com](http://www.bbcc.com).

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan seconded by Sobelton to approve the vouchers, as submitted, dated November 6, 2014.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. AGREEMENT WITH TOP HATS AND TAILS**

Heiney reviewed the agreement with Top Hats and Tails for horse carriage rides for the 2014 holiday season.

**MOTION:** Motion by Astrein seconded by Sobelton to approve the agreement with Top Hats and Tails Carriage Company for horse carriage service for the 2014 holiday season in the amount of \$7,300, pending staff review of insurance and other requirements.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

**9. INFORMATION**

**a. RETAIL ACTIVITY**

**b. WEBSITE REPORT**

**c. LETTERS**

**d. ANNOUNCEMENTS**

**e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

**10. PUBLIC COMMENT**

Grippe stated that the parking around town continues to be a problem. Astrein stated the ad hoc parking study committee is in the process of having a car count done around Birmingham. Astrein stated the study is expected to be complete by mid-November.

**11. ADJOURNMENT – 9:02 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)