

City of Birmingham
Principal Shopping District Proceeding
Thursday, October 1, 2015 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, October 1, 2015, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Benkert, Daskas, Hockman, Roberts, Sobelton, Solomon, Syzdek, Valentine

ABSENT: Fehan, Quintal

ALSO PRESENT: Julie Fielder, Mark Gerber, David Hohendorf

ADMINISTRATION: Marianne Gamboa, John Heiney, Lori Rondello

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Sobelton seconded by Valentine to approve the minutes dated August 6, 2015.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Benkert stated that he did not have anything to report from the Parking Committee as they have not met in a while.

5. REPORTS

a. FINANCE REPORT

Gerber reported that the cash flow and year-to-date through August are tracking as scheduled. Gerber stated that the special event revenue is below projections as the sponsorship monies from Chevy have not been received yet. Heiney explained that Chevy changed their accounts payable system and money should be received by mid-October. Heiney reported that Woodward Dream Cruise, Inc. is experiencing same.

Gerber continued that the revenue expenditure report should be around 17% and within the first two months of the fiscal year, the PSD is on track.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney reported that the Special Assessment went well and was approved for three years by the City Commission on September 21. Heiney thanked Daskas, Hockman and Syzdek for attending. Heiney stated that the Commission was complimentary of the PSD's work.

Syzdek asked if there were any suggestions or recommendations for improvements as a result.

Heiney replied no but that comments will be made during long range planning meetings and other opportunities that arise.

Valentine added that there was positive recognition at the meeting in regards to tenant improvement and aesthetic improvements.

Heiney stated that since there was no quorum in September that there would not be minutes to approve. However, staff will provide notes from the meeting for review. Heiney acknowledged that the board consists of very busy members but that we need to be prepared for each meeting accordingly.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the committee did not meet in September. Astrein continued that the farmers market continues to enjoy a successful season and that the End of Season Celebration, last day of the market, is scheduled for October 18. Astrein reported that holiday events are in the planning phase: Tree Lighting, Small Business Saturday, Winter Markt. Astrein reported that Mercedes Benz of Bloomfield Hills and DMC Children's Hospital are presenting sponsors for the 2015 Winter Markt. This is the first year that Winter Markt has enjoyed two presenting sponsors.

Roberts shared a comment he received about the Winter Markt vendors being too spaced out.

Syzdek indicated he heard comments about their being too much food at the Winter Markt.

Solomon asked if the event was straying away from its German flair.

Heiney replied that the focus for this event has been on locally owned businesses including crafters, artists and food purveyors. Birmingham merchants are invited to participate as well. Heiney continued that the committee members for this event have moved away which will provides us with more control over the vendors who are invited. Heiney continued that tightening up spaces between vendors will be reviewed.

Sobelton asked if merchants were notified about the Buy Nearby campaign on October 3. Heiney responded that a merchant email was sent with information and that the Buy Nearby Guy would be walking through Birmingham in afternoon of October 3. Heiney added that Michigan Retailers Association delivered cards to PSD to help promote the event.

MARKETING & ADVERTISING-DASKAS

Daskas stated that the committee did not meet in September. She reported that the fall issue of the Birmingham Magazine has been released. Daskas said that a contact from Condé Nast had been complimentary of the magazine. Daskas reported that the jewelry shoot for the holiday issue was last week and said it looked very good.

Heiney stated that the Board would be asked for its approval on the new branding today.

Gamboa continued with stating the new brand launch date was November 16 and that a timeline with roll-out schedule would be forthcoming. Gamboa stated that the parking signs for town were ready for production.

Heiney stated that the marketing committee will review the full plan roll-out next week, along with some creative artwork.

Solomon asked about the concern with Birmingham, Alabama's brand. Heiney replied that these concerns were addressed by modifying the new logo.

Gamboa reported on website traffic stating that the Google analytics helps to track PSD digital ads. She pointed out that the website traffic is especially heavy in the summer months around the time of Day On The Town and the Woodward Dream Cruise. Heiney added that the analytics show website traffic coming from the City website.

Valentine stated that perhaps PSD link should be given more prominence on City homepage.

Sobelton asked who is responsible for the newspaper boxes around town. Sobelton continued that many of these boxes are in poor shape.

Valentine replied that the agreement with the newspaper box company has not been managed and that there needs to be a review of those boxes not being utilized in order to be removed.

Heiney continued that the maintenance committee would discuss the renovation or refurbishment of the boxes.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Heiney stated that lighting trees for holidays will begin next week. Heiney continued that English Gardens has been hired to install the tree in Shain Park. Heiney added that the City is working on getting enhanced electrical service in Shain Park before the tree lighting.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that the committee did not meet in September.

Fielder stated that a women's apparel space has been finalized and she is working on 3-4 businesses which are in economic discussions. Fielder continued that she is planning to attend annual ICSC Conference in New York in December. Fielder reported that the brochure used for market will be updated with new branding and photos from a summer photo shoot.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated that the committee is identifying capital projects outside of the normal operating budget. Project ideas will come to the Board for review by the end of this year.

Hockman reported that the re-stripping of West Maple would hopefully begin on Saturday, October 3, making it ready for different configuration.

Valentine stated that West Maple will be open to traffic during the project starting at 8:00 a.m. , taking one day to complete.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Benkert to approve the vouchers, as submitted, dated October 1, 2015.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. ADOPTION OF PSD BRAND

MOTION: Motion by Astrein seconded by Sobelton to approve adoption of new PSD brand.

DISCUSSION: Heiney stated that this was talked about at last meeting but could not be formally adopted. Heiney continued that this is a culmination of Harris Marketing's work It's All In campaign. Heiney stated that looking to formally adopt today. Heiney stated that style guide which tells all of us how to use colors, logos and other components of the new brand is forthcoming from Harris Marketing.

VOTE: Yeas, 10 Nays, 0 Absent, 2

b. CARRIAGE RIDE AGREEMENT

MOTION: Motion by Astrein seconded by Sobelton to approve adoption of contract for carriage rides.

DISCUSSION: Heiney stated that this contract is the same as in previous years.

VOTE: Yeas, 10 Nays, 0 Absent, 2

c. SANTA AGREEMENT

MOTION: Motion by Astrein seconded by Sobelton to approve adoption of contract for Santa.

DISCUSSION: Heiney stated that the most notable change from previous years was the focus of Santa's hours more on Saturday and Sunday rather than Friday which was low attendance.

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Roberts noted that at recent art fair there was confusion and traffic congestion. Roberts asked that PSD look in to set up time and spring art fair date. Hockman directed staff to reach out to art fair organizers to discuss future events.

11. ADJOURNMENT – 9:02 A.M.

Respectfully submitted,

L. Rondelle (back-up notes on file)