

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, April 7, 2016 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, April 7, 2016, at 8:00 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Benkert, Hockman, Surnow, Syzdek

ALSO PRESENT: Joe Bauman, Julie Fielder, David Hohendorf

ADMINISTRATION: John Heiney, Lori Rondello

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan seconded by Quintal to approve the minutes dated March 3, 2016.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

Valentine stated that an FAQ sheet has been developed with regard to the ADA Parking Policy changes which will be enacted later this summer, after the completion of the Hamilton Avenue project. The FAQ sheet was distributed as a Handout in the meeting. He continued that the City will be distributing the FAQ sheet and will have posted on the City's website.

Heiney added that staff would add a link to the FAQ from BSD website.

5. REPORTS

a. FINANCE REPORT

Heiney stated that BSD is tracking well. Heiney continued that he is reviewing the budget in preparation for the fourth quarter amendment.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated that although there was much concern by merchants about Lot 6 project, it is on track to finish in two to two and a half weeks. He stated that Lot 6 crew worked until 10 p.m. one night this week.

Heiney said that the contractor for Hamilton Avenue Project advised about work to be done in the intersection of Old Woodward and Hamilton, diverting pedestrians from the two crosswalks and causing Hamilton to be closed to through traffic from Ferndale to Old Woodward. The valet stand has moved temporarily in front of Panera while construction being done in intersection.

Heiney stated that Benkert is resting at home after a recurrence of his condition.

Heiney indicated that the City Budget hearing is scheduled for Saturday, April 16, and that he will be presenting the BSD approved budget for 2016/17.

Heiney stated that both the City and BSD are sponsoring the Boomer Summit hosted by Next on Saturday, April 30 at Groves High School from 7:30 a.m. to 12 noon. He added that six BSD merchants are supporting the Boomer Summit as vendors and that Departure Travel donated two round trip airfare tickets.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated that the Birmingham Farmers Market will open on May 1. There are over fifty vendors registered to date. Valentine added that the construction in Lot 6 where the farmers market is held will be completed on time.

MARKETING & ADVERTISING-DASKAS

Daskas indicated that the BSD has created promotions for Hamilton Avenue businesses during the construction project period. Daskas stated that the committee made a decision to take a step back from co-op advertising in order to concentrate on the Birmingham Magazine. Heiney continued that the co-op advertising efforts have declined over the past several years. Daskas said that Fox 2 Detroit will be pitched an idea to promote Hamilton businesses during construction project. A.Woods suggested that a Mother's Day and Father's Day pitch be made to promote gift ideas from Birmingham merchants.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that more holiday light displays will be added to the Maple and Old Woodward light poles, increasing by eight. He said that since the current concrete planters are no longer available for replacements, the committee is actively looking for a new design.

Quintal indicated that new recycling containers have been added to the park and encouraged Board members to take a look at this different approach to recycling.

Heiney stated that because of the unusual weather, the normal opportunity for spring planting of forsythias and pansies has passed. He said that the committee will discuss what will be done with containers in the interim.

Heiney added that the flower baskets will delivered for installation in late May.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that it is important to keep a variety of retail and dining in town. Valentine continued that the mix of businesses is critical and that a new market study that compares 2006 and 2012 data will help confirm this.

Fielder explained that a lease has been signed for a women's apparel boutique and should be announced in the next couple of weeks.

Valentine said that the state of transition going on currently is not only businesses leaving, but businesses coming in, and is typical every year.

Fielder stated that she has two letters of intent, both on prime spaces in downtown area. She continued that both are pending with one being delayed by landlord.

Fielder confirmed that Sarah Campbell is currently under construction and is scheduled to open before May 15.

Steve Quintal added that he has heard from many that are excited about Sundance Shoes opening on South Old Woodward.

Daskas stated that Dolce Moda moved to Birmingham from Royal Oak.

EXECUTIVE BOARD REPORT-HOCKMAN

Executive Board report was covered in other committee reports.

d. CHAMBER REPORT

Bauman stated that their Forecast series concluded on Tuesday. He thanked the BSD for sponsoring the series and that the combined attendance of all three was over five hundred.

Bauman indicated that the Chamber is combining efforts with the BSD to create a Cash Mob event to promote Hamilton Avenue businesses during the construction period.

Bauman confirmed that the Village Fair is scheduled to open on June 2 with United Shore's pre-event for employees on June 1.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Valentine to approve the vouchers, as submitted, dated April 7, 2016.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

a. RETAIL ACTIVITY

b. ANNOUNCEMENTS

c. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENTS

There were none.

11. ADJOURNMENT – 8:52 A.M.

Respectfully submitted,

L. Rondello (back-up notes on file)