

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, August 1, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 1, 2019, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Fehan, Hockman, Kay, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT:

ALSO PRESENT: David Hohendorf, Joe Bauman

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated June 6, 2019.

VOTE: Yeas, 11 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber shared that the June reports are preliminary year end numbers as we are still closing out the fiscal year. The revenue & expenditure report shows expenses at 99% of the budgeted amount and that \$21,000 was added to the fund balance. It had been anticipated that we would need to use \$100,000 but we were able to add instead. Gerber attributes this to the increase in special assessment rate.

As of June 30th, \$48,000 of special assessment was unpaid and will be rolled into county taxes.

The fund balance of \$657,000 at the end of June was maintained. Cash flow report shows a year end \$174,000 better than projected. This is due to the special assessment increase as well as special events bringing in more money than budgeted.

Gerber commended the board for doing a really good job maintaining balances.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given
8/26/2019

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the second Movie Night went well. Attendance has been very good for both movies.

Day on the Town was a success last Saturday. Over 70 merchants participated. Astrein said that he has gotten very positive feedback and there was less open space (the event was more densely populated).

The committee is continuing to work on the Thursdays in the City idea.

MARKETING & ADVERTISING - POHLOD

Pohlod updated everyone that Renaissance Media is working on the Birmingham Magazine. They have sent media kits to merchants and have begun making calls. Pohlod encouraged board members to consider advertising. She would like the board to help set the trend. She shared that advertising rates are more reasonable this year than they have been in the past.

A meeting is scheduled with Paige to discuss social media – what is working and what can be improved.

Tighe shared that there was a very diverse marketing plan for Day on the Town. It included geofencing, radio, television and a billboard on I-75.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that a selection of chandelier style holiday lights has been made to be placed on the N. Old Woodward. The board will be asked to approve this purchase in new business.

The committee will be evaluating the flowers to see what they would like to use next year. They are also discussing an improved sound system for the tree lighting ceremony.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that they are getting closer to coming to a deal with Lyft for rebates on rides into Birmingham. It has been a more complicated process than expected, but he feels that we are finally almost there. This will be a good test to see if this service might be helpful during construction.

The committee is looking for a third party vendor to manage Birmingham Bonus Bucks during construction. This vendor could also administer the gift card program.

Tighe reported that the merchant meeting last month focused on events – primarily Day on the Town. It also included a presentation by Renaissance Media about the new magazine.

Surnow feels that third party recruiting of new merchants is going well. He has seen that Cindy has relationships that she has been able to use and that she is persistent and stays on top of her prospect list. He commended Cindy and Ingrid for the work that they are doing.

Tighe explained that the board will be asked (in new business) to give approval for the committee to move forward with the Lyft contract when it is ready.

She also shared that there is currently a 96% occupancy rate in downtown Birmingham, which is great. However, this means that some merchants who would like to locate in Birmingham are not able to find the “right” space. Quintal suggested that she let property owners know when there is an interested merchant as they might be able to help make a space available.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman reminded the board that they have been holding quarterly committee chair meetings. He said that they have been helpful to make sure that everyone is on the same page. The group will be putting together a plan to present to the board at the December meeting of strategies to help businesses during construction.

d. PARKING REPORT - VALENTINE

Valentine gave an update that there was a water main break on Maple at Old Woodward. They are working to correct the problem and quickly repair the road.

The demand on parking remains high. There has been a trend of more people using the ParkMobile app and/or paying for parking with credit cards. The use of coins is declining.

Valentine reminded the group that there is a proposal on the August 6th ballot regarding the funding for a new parking garage.

e. CHAMBER REPORT - BAUMAN

Bauman shared that the chamber started a 501c3 last year and just awarded four \$2,500 scholarships. He also let the board know that the chamber has endorsed the ballot proposal since they feel that it is an issue that has the potential to impact their entire membership.

Vine and Dine is scheduled for September 17th at the Double Tree Kingsley.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan, seconded by Astrein to approve the vouchers, as submitted, dated August 1, 2019.

VOTE: Yeas, 11 Nays, 0 Absent, 0

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. BSD Committee Applications Approval

MOTION: Motion by Astrein, seconded by Valentine to approve the BSD Committee applications for Beth Hussey and Victoria Knight.

VOTE: Yeas, 11 Nays, 0 Absent, 0

b. WOMC Agreement for Cruise

MOTION: Motion by Fehan, seconded by Kay to approve the agreement with WOMC for the Birmingham Cruise Event, conditional upon receipt of signatures and insurance.

Tighe shared that this is the third year of a three-year contract for WOMC to have a tower in the triangle area. Valentine asked if we have a way to track the promotional spots they give us in return. Tighe said that we do get a receipt showing when they all are on the air.

VOTE: Yeas, 11 Nays, 0 Absent, 0

c. North Old Woodward Holiday Lighting Approval

MOTION: Motion by Astrein, seconded by Kay to approve the purchase of chandelier style lighting for 12 poles on North Old Woodward.

Valentine asked if these are standard items or if more would be available if needed in the future. Quintal explained that they are made to order, but more can be made if needed.

VOTE: Yeas, 11 Nays, 0 Absent, 0

d. Lyft Contract Approval

MOTION: Motion by Quintal, seconded by Pohlod to approve a ridesharing pilot program with Lyft offering rebates to customers, not to exceed \$20,000, pending review and approval by the Birmingham City Attorney and Business Development Committee.

Valentine asked if the terms of the agreement are just the dollar amount. Tighe confirmed that when the money is spent, the program will be done. There will be the option to add funds to the program if it is well received.

VOTE: Yeas, 11 Nays, 0 Absent, 0

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hohendorf asked if there is truth to the rumor that, due to high concrete prices, the Maple Rd. construction project might not take place next year. Valentine said that the project has not gone out to bid yet. So, he doesn't have any reason to believe that that will be the case.

Astrein thanked Jaimi for her work on a very successful Day on the Town event.

11. ADJOURNMENT – 8:45 A.M.

Respectfully submitted,
Jaimi Brook (back-up notes on file)