

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, February 4, 2016 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, February 4, 2016, at 8:02 a.m. in The Community House.

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

**PRESENT:** Astrein, Daskas, Fehan, Hockman, Quintal, Roberts, Solomon, Surnow, Valentine

**ABSENT:** A.-Woods, Benkert, Surnow, Syzdek

**ALSO PRESENT:** Julie Fielder, David Hohendorf

**ADMINISTRATION:** John Heiney, Jasaria Dorty, Marianne Gamboa, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan seconded by Astrein to approve the minutes dated January 7, 2016.

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

**4. BOARD MEMBER COMMENTS**

Heiney stated that Benkert was unable to attend the last parking advisory committee meeting. Heiney stated he would give an update in the Executive Director's report.

**5. REPORTS**

**a. FINANCE REPORT**

Heiney stated that as of December, the fiscal year is half complete and overall expenditures are at 57.91%. Heiney stated that the expenses are always high during the first part of the year because of high volume of events.

Hockman stated that Heiney presented the plans for BSD working capital funds to help business affected by construction projects at the City's long range planning meeting.

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

Heiney introduced Jasaria Dorty, BSD office and events assistant.

Heiney stated that he attended the parking advisory committee meeting and that information was discussed regarding Federal accessibility parking guidelines and changes for Birmingham within the guidelines.

Valentine added that the Federal guidelines require compliance with any new road projects of which Hamilton Avenue will be the first in Birmingham. Valentine stated that the City intends to implement changes universally throughout town.

Heiney stated that a required county drainage project will be done on municipal lot 6, affecting 65-75 parking spaces in early spring. Heiney explained that Lot 6 permits would be able to park temporarily in the surrounding neighborhoods while this project is underway.

Heiney stated that he is conducting follow-up calls and personal visits as a result of the Hamilton Avenue Open House hosting by the City's engineering department. Heiney continued that staff is working on promotions and a marketing plan to support the businesses that will be impacted by the Hamilton construction project. Heiney stated that said businesses will be invited to an informational meeting on February 16, 8:30 a.m. at Commonwealth to discuss BSD plans. Heiney continued that a steering committee has been formed to help with communications about the Hamilton project.

Valentine stated that the liquor license review would be on February 22 with the city commission.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated Restaurant Week is currently underway and is going well.  
Rondello stated that a few participating chefs indicated their number of diners has increased this year.

**MARKETING & ADVERTISING-DASKAS**

Daskas stated that the committee set some goals for 2016.  
Daskas stated that work has begun on the spring issue of the Birmingham magazine.  
Gamboa stated that the Restaurant Week media coverage increased this year with five television segments and twenty-seven restaurants participating in the event. Gamboa stated that BSD had a successful extensive ad campaign.  
Surnow asked if restaurants are surveyed after the event.  
Heiney answered that staff is working on a survey now that will be sent to participating restaurant after the event ends. Heiney stated that the survey would reveal information that is compared year to year and could be shared at the next board meeting.

**MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated that more holiday lights will be added to the Maple and Old Woodward light poles, increasing by eight.  
Quintal stated that more lights will also be added to Maple near All Seasons of Birmingham.  
Quintal stated that in spring, flower baskets will be added by Peabody and new planters by The Stand.  
Fehan explained the storefront report which he presented to the committee was designed to be informational not a criticism.  
Fehan stated that he graded each individual storefront during the holidays on their decorations. Fehan stated his desire for the report to be used to encourage participation for the greater good of all.  
Heiney stated that Fehan’s report could be shared at March meeting or emailed to board members.  
Heiney stated that the BSD had a pizza party for DPS on February 2 to show appreciation for all the department does for BSD.

**BUSINESS DEVELOPMENT-DASKAS**

Daskas stated that Fielder is busy with much happening in town.  
Fielder stated that ten spaces would be coming available equaling approximately 15,000 square feet. Fielder stated that she has been working on 13,000 of these square feet for a long time. Fielder stated that there would be good news announced shortly.  
Fehan asked if leasing trending upward was causing some businesses to move out of town.  
Fielder answered that landlord expectations are higher than have been because business is good.  
Fielder stated that a couple of deals have been lost due to economic challenges.  
Fehan stated that it is important to keep in mind that stores leaving is not negative or presence of a weak market, rather a need to find businesses that have more sales.

**EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated that current bi-annual market study underway. Hockman explained this survey is over entire BSD and compares to other benchmark communities in order to help plan future.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Fehan to approve the vouchers, as submitted, dated February 4, 2016.

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

**7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. EXTENSION OF AGREEMENT WITH WORRY FREE, INC. FOR HANGING BASKETS**

**MOTION:** Motion by Astrein seconded by Valentine to approve extension of the agreement with Worry Free, Inc. for hanging flower baskets for the 2016 summer season.

**DISCUSSION:** Heiney stated that his would extend existing contract for one year at the same price.

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

### **b. EXTENSION OF AGREEMENT WITH MOSHER ASSOCIATES, INC. FOR SUMMER FLOWER PLANTERS**

**MOTION:** Motion by Astrein seconded by Quintal to approve a one-year extension of the agreement with Mosher Associates for summer flower planters for the 2016 season.

**DISCUSSION:** Heiney reiterated that this was a one year extension of current contract at same price.

## **9. INFORMATION**

### **a. RETAIL ACTIVITY**

### **b. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

## **10. PUBLIC COMMENT**

Hohendorf asked if North Old Woodward businesses were notified of parking lot 6 drainage project.

Heiney replied that he believed the City had sent out notifications and would ensure that affected businesses and surrounding neighborhoods were aware.

## **11. ADJOURNMENT – 8:40 A.M.**

Respectfully submitted,

*L Rondelle* (back-up notes on file)