

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, November 5, 2015 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, November 5, 2015, at 8:00 a.m. in The Community House.

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

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

**ABSENT:** Fehan

**ALSO PRESENT:** Joe Bauman, Julie Fielder, Julie Grippo, Jillian Lazar, Sam Surnow

**ADMINISTRATION:** John Heiney, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Sobelton seconded by Roberts to approve the minutes dated October 1, 2015.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

**4. BOARD MEMBER COMMENTS**

Hockman acknowledged Sobelton's 14 years of service to the Board and presented him with a framed collage of Birmingham photos commemorating his service.

Benkert stated that he attended the recent Parking Committee meeting and learned of a sewer project on N. Old Woodward that will affect Lot 6 and a small portion of Old Woodward. The project is scheduled for March/April, 2016. Benkert reported that since 84 parking spaces will be lost while the work is being done, parking will be allowed in the residential area nearby.

Benkert also reported that a four story condominium project was approved north of the North Old Woodward parking structure, where the current small condominiums will be torn down. Benkert continued that the first floor is designated for retail and the two lower levels will be parking.

Benkert stated that the City hired Victor Saroki to help with the redevelopment of the Pierce and North Old Woodward parking structures, helping the City to determine whether renovation and expansion or teardown is most efficient.

Valentine added that recommendations to move forward are expected by late summer 2016.

**5. REPORTS**

**a. FINANCE REPORT**

Hockman stated that the monthly report shows nothing out of the ordinary and the 12 month report is tracking on schedule. Heiney explained that cash flow shows a deficit of \$49,000, and that this is due to Chevy's sponsor check for the Cruise Event still has not been received. Heiney reported that Woodward Dream Cruise, Inc. is experiencing same delay.

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

Heiney stated that he will be on vacation the week of November 9.

Heiney reported that Sobelton will not be renewing his Board application but that A.Woods and Syzdek were submitting applications to renew their Board appointments. Heiney stated that these would be reviewed by City Commission on November 23.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated the farmers market season ended on October 18 and referred to market statistics included in Board packet. Rondello added that the market enjoyed a record breaking season with over 5,000 patrons attending during the Corn Festival in August and average attendance increasing over 500 per week compared with 2014.

Heiney added that fifteen Birmingham businesses took advantage of the two free weeks each is offered at the market.

Astrein reported that holiday events are tracking well. Astrein stated that the Tree Lighting Ceremony is scheduled on November 25. Astrein explained that Small Business Saturday will be enhanced with free parking, free valet, carriage rides, Santa House warming tent, kick-off breakfast and strolling entertainment.

Astrein stated that there is a window decorating contest for merchants which will enhance downtown for the holidays.

Roberts stated that the prize of ¼ page ad in the Birmingham Magazine might not be a sufficient incentive and offered a Streetside Seafood \$100 gift certificate to be added to the first place prize.

Astrein stated that the Birmingham Winter Markt is on track for December 4-6 in Shain Park.

Heiney added that there are about 40 vendors participating in Winter Markt.

Hockman complimented staff on a job well done with the farmers market season.

Daskas reiterated Hockman's comments and commented on the large amount of work it takes to manage it weekly.

Valentine asked about the valet services being offered during holidays.

Heiney explained that valet will be different than 2014 in that it will be offered Monday through Saturday and begin at 11 am through 6 pm. Heiney continued that the valet will begin on Friday, November 27 and continue through the holiday season.

Heiney stated that locations will be at Henrietta and Maple and on N. Old Woodward. Heiney explained that PSD is working with Police Department to move N. Old Woodward location a bit south of previous location, in front of Panera Bread, where it will have more prominence. Heiney continued that PSD is working on signs and sign ordinance with City to improve valet visibility.

**MARKETING & ADVERTISING-DASKAS**

Daskas stated that the redesigned logo is being developed into upcoming ads, window clings, street signs and that the URL will be changing to AllINBirmingham as everything will now fall under the umbrella of the new branding.

Daskas stated that the holiday issue of the Birmingham Magazine is scheduled for distribution by November 15. Daskas stated that they are pleased with the front cover of the issue.

**MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated lighting around town is going well and that the current mild weather is certainly helping. Quintal explained that the power for the tree in Shain Park has been delayed but that the lighting of the tree will not be disturbed even if the new power source is not ready in time.

Quintal explained that a wheelchair accessible ramp is being rented for Santa House this year as a trial. Quintal continued that fleurdetroit is donating their time and have been given a cap of \$1,500 to decorate the exterior of Santa House.

Quintal stated that the committee is looking for ways to enhance E. Maple near Elm.

Quintal explained that the "B" planters are no longer available from the manufacturer and as a result, the committee will be looking at new designs, preferably one that is less top heavy.

Hockman commented that the downtown area could not have looked better during the summer and fall this year.

Astrein asked if salting could be enhanced during the winter months.

Quintal replied that would not want to leave this at the discretion of the contractor. Quintal continued that many problems stem from people not clearing their snow in the first place.

Heiney stated that there is a small amount of money built into the budget for salting on an as needed basis.

Quintal stated that the contractor is efficient and responds quickly to calls to salt.

Hockman summarized saying that the process will continue the same as last year with calling the contractor when extra salting is needed.

**BUSINESS DEVELOPMENT-DASKAS**

Daskas stated that the committee did not meet in October.

Fielder stated that she has worked on developing interest with three small retailers and hopes these to be finalized by year end. Fielder added that three larger retailers have now said 'we're interested' and have moved into the economic stage. Field stated that 80% of work is done at this point and now economics and tenant agreements to be worked out. Fielder said the three retailers are shoes, unisex and women's apparel. Fielder added that there is a home furnisher interested and trying to find a location.

#### **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated that there was nothing new to report.

#### **BIRMINGHAM BLOOMFIELD CHAMBER REPORT**

Bauman stated the Chamber has two events from now until year end. Bauman continued that the Chamber's annual meeting will be held at The Community House on December 2 with Business Person of the Year recognized. Bauman encouraged the Board to submit a recommendation for this award. Bauman stated that the Chamber's annual holiday mixer will be on December 16 at Forest Lake Country Club.

Bauman stated that the Chamber completed 41 ribbon cuttings and accepted 160 new members in 2015.

#### **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Sobelton to approve the vouchers, as submitted, dated November 5, 2015.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

#### **7. OLD BUSINESS**

There was none.

#### **8. NEW BUSINESS**

##### **a. APPROVAL OF 2016 MEETING DATES**

**MOTION:** Motion by Valentine seconded by Astrein to approve 2016 Meeting Dates.

**DISCUSSION:** Heiney stated that there was no need to move any dates from the first Thursday of each month in 2016.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

#### **9. INFORMATION**

##### **a. RETAIL ACTIVITY**

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

#### **10. PUBLIC COMMENT**

Astrein asked about TV holiday ads.

Heiney replied that WXYZ will be the main channel for ads as in 2014, and that there will be more ad placements for the same amount of money. Heiney continued that ads will also be placed on selected channels through Comcast. Heiney explained that selecting a package of channels allows accessibility to core demographic.

Heiney continued that TV ads are those produced two years ago and that branding will be updated on all ads.

#### **11. ADJOURNMENT – 8:39 A.M.**

Respectfully submitted,

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