

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, November 7, 2019 - 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 7, 2019, at 8:04 a.m. in The Community House.

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

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

**ABSENT:** Eid, Quintal

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

Joe Bauman

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by Fehan to approve the minutes dated October 3, 2019.

**VOTE:** Yeas, 9 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

Valentine let the board know that a public advisory was sent out last month regarding new guidelines from the state on water safety. There will be a meeting on Thursday, November 14<sup>th</sup> at Seaholm High School to explain the issue in more detail. Invitations to the meeting have been mailed to all water customers.

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe shared that the finances are in good condition. There is a downward slide at this time of the year because we are out of our busy summer season and assessment bills will be mailed in December.

This report is one fourth of the way through the fiscal year and we are trending at 21% of expenditures.

The cash flow sheet shows a variance of \$61,000 under special events because we are still waiting for a \$55,000 Cruise Event sponsorship check from Chevy.

Valentine asked about the "other contractual services" line item. Tighe responded that it used to be for valet, but valet now has its own line item. There was a charge erroneously placed under that code, but it has been corrected with the finance department and will appear in the proper place on the next report.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe let the board know that Sierra Okoniewski has joined the BSD staff team as a special events and office assistant. She will be working Mondays, Wednesdays and Fridays.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that the Farmers Market wrapped up a successful season.

Santa Walk will be held on Small Business Saturday, which is November 30<sup>th</sup>. The holiday season is a week shorter this year than last so there will be extended hours for Santa and carriage rides.

The window decorating contest will have a "Let it Snow" theme this year. Retailers are encouraged to participate.

Winter Markt has 56 vendors accepted to date. Applications continue to be submitted. We will be bringing back the ornament giveaway promotion this year. Merchants are being asked to donate 20 items each. Ornaments will be given to random Winter Markt attendees directing them to a particular store to claim their prize.

And, since the weather was going to be cold and wet on Halloween, it was decided on October 31st to offer kids another chance to trick-or-treat on Nov.1st, this time at BSD stores. The BSD supplied candy to approximately 50 stores in the Maple & Old Woodward intersection area. Social media played a large role in promoting the pop-up event. Lots of families with young children attended. We have gotten great feedback from participating merchants.

Hockman commended Tighe and her team on a job well done with a very quick turnaround.

**MARKETING & ADVERTISING - POHLOD**

Pohlod shared that the Birmingham Magazine would be mailed out today and brought samples for all board members. The magazine will be going to a larger distribution area than it has in the past. Pohlod said that Renaissance Media did a great job on the magazine and that they will also be putting together a promotional video of the city. The video should be finished later this month.

The committee is also working on placement of holiday advertising. There will be more digital advertising this year, less print and TV. But, they will still be doing the Live in the D segment.

An RFP is scheduled to go out in January for a new BSD webpage.

Pohlod invited board members to join the marketing committee and Renaissance Media for breakfast at Toast on November 21<sup>st</sup> at 8:30 a.m.

Fehan asked if magazines will be distributed to hotels. Tighe responded that they will be delivered to the Townsend, the Doubletree and the Somerset Inn as well as some doctors' offices and other strategic locations.

Hockman commended the committee on a job well done.

Tighe pointed out that the family on the cover of the magazine is a Birmingham family and the other models are local business owners and/or Birmingham residents – truly representative of the city.

## **MAINTENANCE/CAPITAL IMPROVEMENTS - TIGHE**

Tighe reported that planters will be installed in the next couple of weeks. Holiday lights are already going up. New chandelier lights will go up on N. Old Woodward in the next few weeks. And, due to ongoing construction on the Merrillwood Building, the lights across Merrill will not be going up. They will resume next year.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that the Lyft contract has been secured. Marketing for this new promotion will begin soon.

Surnow reported that Cindy is continuing to reach out to potential new retailers. He is glad that we brought her on board. Tighe shared that a couple of tours have been scheduled with potential national retailers. She feels that tours make a big difference as sometimes people have pre-conceived ideas about the Detroit area.

Fab'rik just had their grand opening with a large turnout. A couple of other new businesses are still in the build-out stage and getting ready to open late November.

Valentine requested a return to color-coded reports. Tighe responded that she would print in color again next month.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman reported that the Parking Advisory Committee has acted on the advice of the BSD board and now will have a BSD representative on their board. Astrein has volunteered to fill this role.

Hockman also shared that the board had conducted Tighe's annual review. Eight of the 11 board members provided input and her compiled score was 4.88 out of a possible 5. This is very positive. The review process is something that is done annually. The board will pass this on to the city HR department who will adjust compensation accordingly.

On behalf of the board, Hockman thanked Tighe for the great job that she is doing.

### **d. PARKING REPORT - VALENTINE**

Valentine reported that the Advisory Parking Committee is looking into extending the limit on meters in the evenings to be 3-hours. If this works well, they will talk about the possibility of adjusting other limits.

### **e. CHAMBER REPORT**

Bauman shared that the chamber fiscal year is coming to a conclusion and that things are stable now. The chamber showed some growth this year, which is very positive as that is not the trend. Upcoming year end events include an annual meeting on December 4<sup>th</sup> and a holiday mixer on December 11<sup>th</sup>.

Valentine asked Bauman to help with distribution of construction information.

### **f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

## 6. APPROVAL OF VOUCHERS

**MOTION:** Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated October 3, 2019.

**VOTE:** Yeas, 9 Nays, 0 Absent, 2

## 7. UNFINISHED BUSINESS

### 8. NEW BUSINESS

#### a. BSD Committee Application Approval

**Motion:** Motion by Astrein, seconded by Kay to approve the BSD Committee application for Ara Darakjian subject to receipt of his completed committee member application.

**VOTE:** Yeas, 9 Nays, 0 Absent, 2

#### b. Extension of Agreement with Sunbelt Rentals, Inc. for Winter Markt Electrical

**Motion:** Motion by Astrein, seconded by Pohlod approve a one-year extension of the agreement with Sunbelt Rentals, Inc. for Winter Markt Electrical for the 2019 season.

**VOTE:** Yeas, 9 Nays, 0 Absent, 2

### 9. INFORMATION

#### a. Retail Activity

#### b. Announcements

#### c. Letters, Board Attendance & Monthly Meeting Schedule

## 10. PUBLIC COMMENTS

## 11. ADJOURNMENT – 8:52 A.M.

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