

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, September 7, 2017 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, September 7, 2017, at 8:04 a.m. in The Community House.

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

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

**ABSENT:** A.-Woods, Eid

**ALSO PRESENT:** Julie Fielder, Joe Bauman

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

Ben Klein, David Hohendorf

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Quintal, seconded by Daskas to approve the minutes dated August 10, 2017.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

There were no board member comments.

**5. REPORTS**

**a. FINANCE REPORT**

Tighe pointed out in the cash flow statement, under special assessments, nothing has been recognized yet. This is because the delinquent assessments that have been collected do not yet appear on the ledger. Under special events, a timing issue has caused a delta of \$23,814. The Cruise, Day on the Town and Cruise event fees with the city all hit this month. Overall, actual vs. projected shows \$532,660 vs. \$554,524 – again the difference is due primarily to the events. Actual cash flow matches the first due to the fact that it is the first month of the fiscal year. On the balance sheet, the accounts receivable item of \$1600 is from a car hitting a planter. The driver has been billed for it, but payment has not been received. On the revenue & expenditure report, events are trending much higher than others due to timing of Cruise and Day on the Town.

Surnow asked that future reports include numbers from the previous year to allow for easier comparison.

## **b. EXECUTIVE DIRECTOR REPORT**

There was no Executive Director report.

## **c. COMMITTEE REPORTS:**

### **SPECIAL EVENTS-ASTREIN**

Astrein said the Corn Festival at Farmers Market on August 13<sup>th</sup> was a success with over 4,500 attendees. Movie Night on August 11<sup>th</sup> went well and was the final movie in the summer series. The Birmingham Cruise Event was held on August 19. Astreins was not able to attend, but heard that everyone was very pleased with the event.

Tighe added that she would like to congratulate her events team. The Birmingham Farmers Market was rated #2 in Michigan (behind Flint).

### **MARKETING & ADVERTISING-DASKAS**

Daskas said that the fall/winter edition of the Birmingham Magazine has been completed and looks good. She said that due to use of social media marketing, they were able to spend less money and attract more people to Day on the Town this year. She said that her sales were up and Astrein agreed that his store was also busier.

The holiday TV spot will be the same as last year with a change in background music.

### **MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal said the committee met with the flower planter company and showed them photos of which were not acceptable. They have filled-in and look okay now, but he stressed that they need to look that way earlier in the season.

They had a meeting with English Gardens to discuss ideas for holiday lights and are open to ideas from others.

### **BUSINESS DEVELOPMENT**

Daskas said that they have decided to do quarterly merchant meetings and then had Fielder provide her update.

Fielder thanked Sam Surnow and Ben Klein for their assistance with her spreadsheets. She showed that the spread now has 6 tabs to allow for easier navigation – activity by date, activity by tenant, tenant listing chart, tenant status log, tenant interaction count, and property reference listing. Fielder explained that the tabs come from the data and Surnow and Klein have it set up so that the data populates all reports.

Surnow agreed that they used the information Fielder provided and pivoted it into easier to read reports that allow data to be easily manipulated and can also generate other reports.

Fielder gave examples of how her new reports allow for tracking of individual tenants.

\*11 months: Oct 2016-Aug 2017

61 tenants; 43 properties; 394 Interactions; 2 Leases signed with local Tenants.

Most interactions with soft goods; 89 Interactions with Women's Apparel; 56 with Landlords; 46 Unisex

August: 11 Tenants; T19 Proposal stage 23 Interactions since March.

Overall: 11 Nationals; 7 Point of Difference including 5 Tenants first in the State of MI; 11 locals 1 Point of Difference Tenant.

Fielder noted that the report shows only interactions. They do not account for research time, messages exchanged, etc.

Solomon asked what "transactional" means. Fielder explained that that refers to when she was working on it and paid as a Michigan broker.

Fielder referred to quote from Andres Duany \*quote excerpted from the Planning Board Special meeting July 21, 2014 where he discussed the implementation of the Downtown Birmingham 2016 Plan and said ...that the people who are recruiting your shops and the shops that you are getting are amazing... and that the idea that you go after small national merchants has made a wonderful place that is really well done. ~~from 2014 regarding retail success in Birmingham.~~ She also shared a portion of her original contract that talked about the kinds of stores desired and the strategy. She stated that she has remained focused on that strategy and deals have been made with many of those companies or with others in those categories.

*\*As amended on October 4, 2017*

## **EXECUTIVE BOARD REPORT**

Hockman said that the Executive Board Report will be presented under New Business later during the meeting.

### **d. PARKING REPORT – Valentine**

Valentine referred to the parking usage monthly report. A new report is now included indicating occupancy during the 1p.m. time frame on Tuesdays and Thursdays, as that is the peak time during the week, to illustrate the use of the system. Valet use is also included.

### **e. CHAMBER REPORT – Bauman**

Bauman reported that the Chamber will be hosting a mixer at Griffin Claw on September 13<sup>th</sup>. Their annual Vine & Dine event will be held at the new Earhard BMW dealership on October 4<sup>th</sup>. Tickets are available. He also mentioned that they will have a Community Leadership Breakfast and Non-Profit Showcase on November 15<sup>th</sup>.

For anyone interested in traveling to China, the Chamber will be bringing a group on a ten day trip in April 2018.

Bauman is interested in working with the BSD during upcoming road construction.

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

There was no report from The Community House.

## 6. APPROVAL OF VOUCHERS

**MOTION:** Motion by Fehan, seconded by Valentine to approve the vouchers, as submitted, dated September 7, 2017.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

## 7. OLD BUSINESS

There was none.

## 8. NEW BUSINESS – HOCKMAN

Hockman referred to the memorandum included in board packet from the Executive Committee regarding recommended initiatives and programs in the areas of Events, Maintenance and Capital Improvements, Business Development, and Marketing and Advertising.

Hockman mentioned opportunity for increased event sponsorships, better tracking in areas of maintenance and capital improvements and five recommendations in Business Development. These include: continuing to support and retain existing businesses by connecting them to area resources; attracting new retailers using a three-prong approach; retaining a third party consultant to conduct detailed analytics and create a target list; implementing City, Property Owner, and Broker program; and updating the BSD website.

Fehan commented that you need this level of introspection even if there is nothing on the horizon. With construction coming, the next 36 months will be one of our greatest challenges. He feels that we are going to play a much larger role than we even anticipate and that this document goes a long way to help take a first step to not only do a good job but to recognize our responsibilities. This is a great first step in going forward to meet those challenges.

**MOTION:** Motion by Fehan, seconded by Surnow to approve the recommended initiatives and programs in the areas of Events, Maintenance and Capital Improvements, Business Development, and Marketing and Advertising.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

Hockman will work with Tighe and staff for roll-out. He asked that updates become a part of Tighe's reports and that an RFP process begin within 30 days.

## 9. INFORMATION

- a. Retail Activity
- b. Announcements
- c. Letters, Board Attendance & Monthly Meeting Schedule

## 10. PUBLIC COMMENTS

No comments.

## 11. ADJOURNMENT – 8:50 A.M.

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