

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, April 6, 2017 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, April 6, 2017, at 8:02 a.m. in The Community House.

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

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

**ABSENT:** A.-Woods, Fehan, Surnow

**ALSO PRESENT:** Julie Fielder, John Bry

**ADMINISTRATION:** Gamboa

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience. Bry introduced himself to the Board and explained he is the new Mainstreet Oakland County Program Coordinator.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Quintal to approve the minutes dated March 2, 2017. Motion by Astrein seconded by Valentine to approve the minutes dated March 29, 2017.

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

**4. BOARD MEMBER COMMENTS**

Valentine talked about his new podcast called Inside City Hall. The short video provides an update about what's happening in the City and reviews upcoming meetings. The videos can be found in the City's monthly Around Town e-Newsletter and on the City's website at [www.bhamgov.org](http://www.bhamgov.org).

**5. REPORTS**

a. **FINANCE REPORT**

Hockman pointed out that on the Cash Flow report, it shows our cash balance at the end of February is within the tolerance margins. The 12-month forecast schedule shows the BSD is on track with projections. Pohlod asked about the special assessment collection; Hockman stated that year-to-date we are tracking on schedule.

b. **COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated that Opening Day at the Birmingham Farmers Market will be Sunday, May 7. He talked about the upcoming Movie Night events, which are scheduled for June 23 - "The Secret Life of Pets", July 14 - "Finding Dory", August 11 - "Ghostbusters" (original from 1984). He stated Day On The Town could be restructured to a sidewalk sale depending upon the construction timeline.

## **MARKETING & ADVERTISING-DASKAS**

Daskas discussed two construction ads that were designed by Harris Marketing. One ad exclusively promotes valet parking, while the other promotes all incentives to be offered throughout construction. Valentine stated bids for the Old Woodward project would be in during the week of April 10, and a timeline for the project should be determined in late April or early May. Daskas explained that the spring/summer edition of the Birmingham Magazine would be out mid-April. She stated she has been talking to merchants about the magazine and they are happy with it.

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

Quintal stated they will go out to bid soon for hanging baskets. They are holding off on the planters due to the upcoming construction project. The committee will discuss the upcoming holiday season at their next meeting.

## **BUSINESS DEVELOPMENT**

Fielder stated she will be revamping her report soon to make it easier to read and understand. She said there are potential tenants interested in coming into Birmingham, but it is difficult to match their desired square footage with what's available. She plans to attend the International Council of Shopping Centers (ICSC) RECon event in May. The annual convention takes place in Las Vegas and she looks forward to spreading the word about Birmingham. She explained that some of the businesses she has been talking to for many years are now showing interest in coming to Birmingham.

## **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated that Ingrid Tighe will begin her new role as the Executive Director of the Birmingham Shopping District on Monday, April 17.

### **c. CHAMBER REPORT**

There was no report from the Chamber.

### **d. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein, seconded by Valentine to approve the vouchers, as submitted, dated April 6, 2017.

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

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. CHEVROLET AGREEMENT FOR CRUISE EVENT**

**MOTION:** Motion by Astrein, seconded by Daskas to renew the Chevrolet agreement for the Birmingham Cruise Event for a three year term which includes 2017, 2018 and 2019.

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

### **b. HOUR MEDIA AGREEMENT FOR BIRMINGHAM MAGAZINE PRINTING AND ADVERTISING SERVICES**

**MOTION:** Motion by Valentine, seconded by Astrein to approve the agreement with Hour Media for Birmingham Magazine Printing and Advertising Services. Hockman instructed Daskas to continue to explore the best way to distribute the Birmingham Magazine.

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

**9. INFORMATION**

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

**10. PUBLIC COMMENTS**

No comments.

**11. ADJOURNMENT – 8:28 A.M.**

Respectfully submitted,

*Marianne Gamba* (back-up notes on file)