

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, August 10, 2017 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 10, 2017, at 8:04 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: A.-Woods, Daskas, Eid, Fehan, Hockman, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: Astrein

ALSO PRESENT: Julie Fielder

ADMINISTRATION: Gamboa, Gerber, Tighe, Brook

2. RECOGNITION OF VISITORS

There were no visitors.

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Valentine to approve the minutes dated June 1, 2017.

VOTE: Yeas, 11 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Daskas said she attended the Planning Board meeting on August 9th. She is disappointed about public comments made by brokers and property owners during the meeting. She felt some statements were inaccurate and untrue. She would like the Planning Board to hear from merchants in town regarding the topic of first floor retail. She feels they are only hearing one side of the issue. The topic of first floor retail and defining personal services will go to the City Commission for a Master Plan and decision. She encouraged other merchants to attend upcoming City Commission meetings regarding this.

Valentine explained that “personal services” has no definition, so business owners are claiming they offer personal services and there’s no guideline to say if they’re right or wrong. The Planning Board was working on step one, which is to define personal services. Their second objective is a broad discussion on retail use in downtown Birmingham. He explained that at the August 9th meeting, the Planning Board worked on a draft definition of personal services, but ultimately the City Commission will make the final decision. Hockman encouraged BSD board members to attend the City Commission meeting as individuals, not representatives from the BSD. Tighe will let the BSD board members know when the City Commission will discuss this topic.

5. REPORTS

a. FINANCE REPORT

Gerber discussed the Year-to-Date Cash Flow report and explained the BSD is off by about \$13,000-\$14,000 which is very close to projections. Revenue was down about \$10,000 due to special assessments coming in lower than original projections. Special event revenue came in very strong; expenses related to valet services were high. Gerber then reviewed the Balance Sheet’s accounts receivable section and explained there’s \$68,000 in delinquent special assessments that have now been rolled into summer taxes. The City added 15% and included it with summer tax payments. By the end of the next fiscal year, if summer tax bills are unpaid, Oakland County will pay the City and then seek reimbursement from the owner. Gerber then discussed the Revenue and Expenditure Statement. Overall revenue is doing well; the BSD reached 95% of what was budgeted for special assessments. There was a market loss on investments due to climbing interest rates and the BSD’s portfolio having lower-yielding

investments. Investment income will perform better next year as those investments mature. Expenditures are at 96% overall; \$88,000 out of the budgeted \$109,000 was used from the fund balance. He explained there will be more adjustments as the City receives summer tax bill revenues with delinquent assessments.

b. EXECUTIVE DIRECTOR REPORT

Tighe introduced Jaimi Brook, the BSD's new Operations & Events Manager. Tighe explained that Brook has an extensive events planning background, including work for the Troy Chamber of Commerce and experience planning the Troy Restaurant Week event, shopping events at Somerset Collection and working with retailers. Tighe said the BSD is excited to have her on board and to have the BSD at full staff. She thanked each BSD staff member: Comerford, Brook, Yerks and Gamboa for their efforts this year.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-TIGHE

Tighe said Day on the Town was a great event with large crowds and decent weather. She reviewed upcoming special events, including: Movie Night on August 11 featuring the original Ghostbusters; Corn Festival on August 13 featuring farm animals, corn shelling, cooking demonstrations, etc.; and the Birmingham Cruise Event on August 19. Tighe said there are 80 volunteers for the event and BSD staff is working hard to prepare for the event.

MARKETING & ADVERTISING-DASKAS

Daskas explained that the photo shoot for the fall edition of the Birmingham Magazine will take place at The Forefront. She said the Marketing Committee decided to mail only the holiday edition of the Birmingham Magazine to Grosse Pointe. Daskas said the BSD's TV spots offered through the WXYZ Birmingham Cruise Event contract are airing now through September. Pohlod said she liked the e-mail the BSD sent telling businesses to get products ready for the stylist who was pulling items for the Birmingham Magazine.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal said the committee was not happy with the flower baskets this year. They've requested larger flowers with more of an impact for the spring of next year. They plan to show the contractor specifically what they like and what they don't like. The new RFP requests photos showing examples so the Committee will be able to see the vendor's products in advance. The committee is also working on holiday lighting and thinking about new lighting to add this year. Quintal explained Shain Park's trees are growing together and they're working on changes to accommodate the larger trees.

BUSINESS DEVELOPMENT

Fielder said she is in the proposal stage with three tenants right now but won't share their names so that malls won't start recruiting them. Valentine mentioned the first 20 properties with 680 square feet on Fielder's report and asked how many of those are prospective tenants. Fielder said there are a total of 56 prospective tenants on the whole report. She said since October she has been busy talking to those tenants, plus 27 individual properties and 6 agents. Valentine asked if that is identified anywhere on the report; Fielder said that update is coming. Valentine asked why Fielder's report looks the same after changes were requested eight months ago. He said the number of prospective tenants is basic information that would be valuable to the board and should be identified on the report. He said it should be broken down into 27 prospective properties and 56 prospective tenants – that information is valuable to the Board and helps determine strategies going forward. He looks forward to seeing the changes next month. Fielder said she has been working on changing it and that she spent twenty hours over the past two months working on the Excel spreadsheet. Valentine asked why the changes were just started two months ago when they were first requested last October. He said he is disappointed with the spreadsheet and that it looks the same as it did in October. He would like to see it broken down by each tenant so the board can see what Fielder has done for each tenant. Fielder said Surnow has been helping her with Excel and it's a work in progress that doesn't happen overnight. Valentine asked why not, and said if the work had been started last October it would have happened sooner. He explained it is simple information that is available and could have easily been added to the spreadsheet. Valentine said the time it's taking to make the changes is frustrating. He said if she had been documenting each touch on each specific prospect eight months ago we would have it now. Surnow said he will help Fielder with the spreadsheet and that by next month the report will be better.

Daskas said Nina McLemore just moved to a new location in Downtown Birmingham and 7 Greens had a grand re-opening. Fehan said we should talk to stores that are leaving and find out why they're leaving. A. Woods said people should talk to their landlords and negotiate for a discount. Daskas suggested the BSD have someone speak about how to treat customers at the next merchant meeting.

EXECUTIVE BOARD REPORT

There was no Executive Board Report.

d. PARKING REPORT

Ingrid discussed the parking report and explained that the City's meters are now all smart meters. She said the BSD will be talking to Engineering about changing the meter length depending on the time of day. Solomon said she has heard people complaining about the high meter costs. She said it would be helpful to provide an FAQ to merchants regarding the meter changes, or to pass out fliers explaining the price increase. Valentine said it was communicated when the changes were approved, but agreed it's a good idea to send it out again. Fehan said while there are pros and cons to the change, a big advantage is that the new smart meters prevent people from feeding the meters. He said the parking report is excellent and very comprehensive. Pohlod said some of the meters by her business have the wrong time limits; some are two-hour and others are four-hour. Valentine said city staff will check and fix the meters.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan, seconded by Surnow to approve the vouchers, as submitted, dated July 6, 2017 and August 16, 2017.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

No comments.

11. ADJOURNMENT – 9:14 A.M.

Respectfully submitted,

Marianne Gamboa (back-up notes on file)