

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, June 1, 2017 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 1, 2017, at 8:00 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Daskas, Pohlod, Quintal, Roberts, Surnow, Valentine

ABSENT: Eid, Fehan, Hockman, Solomon

ALSO PRESENT: Julie Fielder

ADMINISTRATION: Gamboa, Tighe

2. RECOGNITION OF VISITORS

There were no visitors.

3. APPROVAL OF MINUTES

MOTION: Motion by Valentine, seconded by Roberts to approve the minutes dated May 4, 2017.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

There were no comments from the Board.

5. REPORTS

a. **FINANCE REPORT**

Tighe discussed the Revenue and Expenditures report and stated the BSD has spent 87% of its budget through 83% of the fiscal year. She said Mark Gerber, City of Birmingham Finance Director/Treasurer, will attend the August Birmingham Shopping District Board meeting and provide a detailed overview of the finance report. Surnow asked about funds spent on signage for the postponed Old Woodward reconstruction project. Tighe and Gamboa explained the signs are in storage and will be used throughout the project in 2018.

b. **EXECUTIVE DIRECTOR REPORT**

Tighe said interviews went well for the Operations and Events Manager position. The second round of interviews are complete and a job offer will be extended soon.

c. **COMMITTEE REPORTS:**

SPECIAL EVENTS-ASTREIN

Astrein said attendance numbers at the Birmingham Farmers Market have exceeded expectations. Planning is on track for

Movie Night events and the Birmingham Cruise Event. He encouraged everyone to submit their registration form for Day On The Town if they have not yet done so.

MARKETING & ADVERTISING-DASKAS

Daskas said the planning meeting for the fall edition of the Birmingham Magazine will take place mid-June. JJ Benkert from the Claymore Shop and Zak Kay from Found Objects will attend the meeting to share their input and ideas.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal said the committee interviewed bidders for snow removal and selected the same company currently performing the service. The hanging baskets are in place throughout town. He explained they are not as full as last year in order to prevent them from dying too early in the summer. The sample planter outside of Gazelle Sports has received mixed reviews.

Valentine said to hold off on making a decision regarding the type and quantity of the planters until the committee sees the final downtown streetscape design, which could include flowers.

BUSINESS DEVELOPMENT

Fielder said she is working on a lease for a women's apparel store in an 1100 square foot space. She also recently completed a tour of a 3700 foot space. Fielder discussed the International Council of Shopping Centers (ICSC) RECon event she attended in Las Vegas. She held seven meetings with various companies and said she is working hard to keep Birmingham top of mind. Valentine asked how she is promoting Birmingham at these events. Fielder said Birmingham does not have a booth at the event due to high cost and low foot traffic throughout the booth area. She explained that she passed out brochures and focused on the seven meetings she held. She prefers a rifle vs. shotgun approach, meaning she carefully selects specific retailers and keeps her focus on them. Valentine said we need to capture the shift in the retail market and develop a strategy to attract businesses to downtown Birmingham. A.-Woods said we need to focus on obtaining a nice mix of retailers. We need to capture those who consider an indoor mall versus downtown Birmingham. Valentine reiterated we need to look at the big picture and come up with an overall strategy to attract businesses to downtown Birmingham and address shifts in retail activity.

EXECUTIVE BOARD REPORT

There was no Executive Board Report.

d. PARKING REPORT

Valentine talked about a report City Engineer Paul O'Meara put together regarding parking usage in downtown Birmingham. The report contains charts that show year-to-date usage of Birmingham's parking structures. Instances where parking structures reach capacity are very low. In January through April, there were only four occurrences where the Pierce Structure reached capacity. Rooftop valet services are operating at all parking structures except Peabody. Going forward the parking utilization report will be at every meeting. Valentine talked about the parking widget on the City's website, which tells drivers the number of available spaces at each parking structure in real time. The widget will soon be added to the Birmingham Shopping District's website. He also explained that the City is installing smart meters that take credit, debit, Parkmobile and coins. The meters will be installed by the end of June. Valentine said the smart meters can track traffic in the downtown area. They will prevent people from "feeding" the meters throughout the day. Fielder complimented the wayfinding efforts in Birmingham and said it's wonderful for people to be able to check parking availability before they leave home. Quintal asked if one hour is enough for short-term meters. Astrein said he is happy with the one hour limit. Valentine said it's something the Advisory Parking Committee can discuss. Astrein said if the meters aren't short term, it reduces revenue to the stores. Pohold felt the short one-hour limit could actually prevent people from shopping more. She said if people see something they like in a store window but can't add a little more time to their meter, they may just leave town. Daskas said preventing people from adding time to their meter is important for keeping employees off the street. Tighe encouraged the committee to tell their peers to join the Advisory Parking Committee so this topic can be explored further. Roberts suggested that short-term parking meters be extended to two hours at night. Astrein will bring that idea to the Advisory Parking Committee.

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 Valentine, seconded by Surnow to approve the vouchers, as submitted, dated June 1, 2017.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. **SNOW REMOVAL RFP**

Quintal and Pohlod explained the committee is recommending Nick's Maintenance Services LLC for a three-year snow removal contract. Surnow asked why it's not a one year contract and Pohlod explained the company needs the three-year commitment so they feel comfortable investing in the expensive equipment. The committee is happy with the company because they store the equipment on site and can quickly respond when needed.

MOTION: Motion by Surnow, seconded by Pohlod to renew Nick's Maintenance Services LLC agreement for snow removal for a three year term.

VOTE: Yeas, 7 Abstaining, 1 Nays, 0 Absent, 4

b. **LINCOLN OF TROY AGREEMENT FOR CRUISE EVENT**

MOTION: Motion by Daskas, seconded by Quintal to renew Lincoln of Troy's agreement for the Birmingham Cruise Event.

VOTE: Yeas, 8 Nays, 0 Absent, 4

c. **SANTA RFP**

MOTION: Motion by Daskas, seconded by Pohlod to renew BSA Events and Entertainment – Bernie Stevens agreement for the Birmingham Shopping District Santa for a one-year term.

VOTE: Yeas, 8 Nays, 0 Absent, 4

9. INFORMATION

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

10. PUBLIC COMMENTS

No comments.

11. ADJOURNMENT – 8:58 A.M.

Respectfully submitted,

Marianne Gamboa (back-up notes on file)