

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, March 5, 2020 - 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, March 5, 2020, at 8:03 a.m. in The Community House.

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

**PRESENT:** Astrein, Eid, Fehan, Hockman, Kay, Lundberg, Pohlod, Quintal, Roberts, Surnow, Valentine

**ABSENT:** Solomon

**ALSO PRESENT:** David Hohendorf, JJ Benkert, Al Skiba, Joe Bauman

**ADMINISTRATION:** Tighe, Brook, Gerber

**2. RECOGNITION OF VISITORS**

Hockman recognized Benkert and Skiba of the Claymore Shop for their contribution to the community for over 50 years. He thanked Benkert for continuing to be an active member of the BSD and the marketing and advertising committee.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Quintal to approve the minutes dated February 6, 2020.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

**4. BOARD MEMBER COMMENTS**

None

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

Gerber explained that a correction needed to be made to the balance sheet in the board packets. The 2019-20 receivables shows a negative balance but it is actually a positive number of \$905,123.54. Through February approximately 51% of the assessments have been collected. The due date is mid-March and payments are still coming in.

Roberts asked if assessments billing has gone up at all due to new buildings. Tighe responded that the Daxton Hotel will be a part of next year's assessments, but it will not be significant since only the lobby and retail areas will count, not the guest rooms. Gerber added that The Pearl and Brookside will also have some retail space that will be assessed in the future.

Gerber directed board members' attention to the revenue and expense report through January which is 58% of the budget year. Expenses are on track at 55%. He pointed out that Maple Road reconstruction expenses will start moving that number up as the project begins. Cash flow year to date does not look pretty as the assessments were not mailed out in December as planned. This should be a timing issue that will correct itself as assessments are paid.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe thanked board members for attending the merchant meeting last Friday that focused on construction. The team hosted a retailer best practices panel discussion as well as a presentation by the city's engineering department to let attendees know what to expect during construction.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that Restaurant Week has concluded and we are still receiving survey responses from residents and participating restaurants. Roberts commented the promotion went very well at his restaurant. He also pointed out the fact that the weather was good both weeks of the promotional period this year.

Astrein shared that things are gearing up for the upcoming season of the Birmingham Farmers Market and that Movie Nights are confirmed – June 12 – The Little Mermaid, July 17 – Elf, and August 21 – Cars.

Brook added that during the construction period there are plans to hold a touch-a-truck event as well as to partner with the Birmingham Bloomfield Chamber for a cash mob and possibly with the historical museum for a sip and stroll event.

**MARKETING & ADVERTISING - POHLOD**

Pohlod reported that they had another meeting with Renaissance Media to plan for the next Birmingham Magazine. She pointed out that they will highlight jewelry more this year and thanked Astrein for his input. They are planning to once again work with local models.

Astrein suggested having a live video during photo shoots. Pohlod said that she would bring that up with her contacts.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

Locations for construction valet stands have been selected at entry points to the downtown area – Old Woodward, south of Brown; Henrietta and Martin; and in front of Greek Island.

Work on wayfinding signage for the construction period has begun.

An appreciation luncheon will be held for the DPS crew on March 17<sup>th</sup> at 11 a.m. Quintal invited board members to attend.

**BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that the gift card program will be running during the construction period. He also shared his excitement about a new tenant who is coming to town and expressed how pleased he is with the work that Tighe and Ciura are doing. He said that he is pleased they keep bringing new prospects to the table.

Roberts commented that this is good to hear because a few years ago the attitude was very different. He said that property owners and brokers did not want to talk with the shopping district.

Surnow said that they will continue to bring in professional development speakers and that they are circulating the presentation from the last speaker.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

None

### **d. PARKING REPORT - ASTREIN**

Astrien reported that the BSD asked the parking advisory committee to commit \$125,000 to share in the expense of valet and marketing during the Maple Road reconstruction period as they did during Old Woodward construction.

There were questions on how well the money is going to be spent and discussion about tabling the vote until the next meeting. Astrein said that he spoke against that idea as the vote would then come after construction started. The parking advisory committee did take a vote to allocate the dollars and it passed. Astrein warned the board that they need to be ready in the future with as many statistics and facts to back up a request as possible.

Valentine added that there will be a loss of 53 parking places for construction but the on-street valet will be able to accommodate 75 cars. So, there will be a net gain.

Astrein explained that the time limit for meters has been extended to four hours after 5 p.m. This seems to be working well. There is ongoing discussion about the maximum length that a car can be parked at a meter during the day.

Lundberg shared that many of her clients need more than an hour so that they can have spa services and shop or have lunch.

Valentine updated the group that striping will be done in the alleys to show where parking is allowed. This will allow for easier enforcement.

Hockman thanked Astrein for representing the BSD on the parking advisory committee.

### **e. CHAMBER REPORT - BAUMAN**

Bauman shared that the Chamber's annual government forecast event will be held on March 17<sup>th</sup>. The event will feature a U. S. Representative and the chief policy coordinator from the U.S. Chamber.

He also mentioned that the Village Fair was approved by commission and will be held May 29 – June 2. There will be a modified layout this year due to construction.

He thanked the BSD for once again being a sponsor of their forecast event series.

**f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan, seconded by Astrein to approve the vouchers, as submitted, dated March 5, 2020.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

**7. UNFINISHED BUSINESS**

**8. NEW BUSINESS**

**a. Create Ad-hoc Master Plan Review Committee**

Valentine explained that the planning board would like the BSD's input on the master plan. It is proposed that an ad-hoc committee be formed, but that does not keep anyone from participating in the regular master plan monthly meetings.

Hockman told the board that they will be notified of meetings if anyone would like to attend.

**MOTION:** Motion by Fehan, seconded by Valentine to approve a resolution to create an Ad-hoc Master Plan Review Committee comprised of the BSD's four sub-committee heads and executive committee to review the city's draft of The Birmingham Plan and develop suggested comments for the Board's review.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

**9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

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

**10. PUBLIC COMMENTS**

Hockman shared that he is proud of the recognition that Eid and his father have received as a restaurant of the year. They were also by James Beard as outstanding restaurateurs.

**11. ADJOURNMENT – 8:43 A.M.**

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