

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, November 1, 2018 8 a.m.**  
The Baldwin Public Library  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 1, 2018, at 8 a.m. in The Baldwin Public Library.

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

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

**ABSENT:** Eid, Roberts, Solomon

**ALSO PRESENT:** Robert Gibbs, David Hohendorf

**ADMINISTRATION:** Tighe, Brook, Gerber, Gunter

### **2. RECOGNITION OF VISITORS**

Hockman recognized Gunter and invited her to share some information regarding parking. Gunter, Assistant City Manager, started in January and has done a study with a parking consultant to look at all concerns. Gunter realizes that we may not be able to increase space for parking but said that we can modify behaviors. There has been an increase in the number of permits sold in structures and they are working on increasing communication to let people know where premium parking is versus cheaper parking.

She explained that they are using a new data analytics tool. The new parking meters have sensors that track when cars pull in and out of the parking spots. This will allow for more sophisticated analysis and reports. And, they are working on a unified app to show where parking is available on the street and in the garages.

Valentine said that they can share the final report with Tighe so that the board can see it. He noted that they will see significant improvements over the next year with more use of technology.

Hockman asked when the new app would be available. Gunter said that the date has not yet been determined, but she expects it within the next year.

Astrein asked if the short term spaces are included in the count of available parking spots. Gunter responded that, no, they are not.

Hockman asked about valet. Gunter said that, after construction, they committed to a six month trial. During construction about 800 cars were parked at the stands per week. Now, there are only about 100 cars parked at each stand per week. They will continue to look at the cost benefit to decide how to move forward. Hockman let Gunter know that the BSD would like to be involved in that decision.

### **3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded Astrein by to approve the minutes dated October 4, 2018.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

### **4. BOARD MEMBER COMMENTS**

## **5. REPORTS**

### **a. FINANCE REPORT – GERBER**

Gerber shared that through September, the balance sheet shows approximately \$410,000 fund balance. There are some receivables, like special event fees of approximately \$22,000 that are still being collected.

Revenue and expenses- the revenues are not significant amounts until December. With the approval of assessment rates at the last Commission meeting, the next step is to confirm the roll at the November 12<sup>th</sup> meeting. Once approved, assessments will be mailed out in early December. Monies start coming in during late December, January and February.

Spending for three months, approximately 25% of the year, is on track. The department totals are running at about 25%. Overall we are on target.

Cash flow report year to date overall is about \$20,000 less than anticipated. Most categories are okay. Program disbursements show variances. Valet services were continued in projections. Much of those expenses were put into the maintenance line. Those two really balance each other out. Marketing and advertising were a little heavy during construction.

### **b. EXECUTIVE DIRECTOR REPORT - TIGHE**

There was no report.

### **c. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS - ASTREIN**

Astrein shared that Small Business Saturday is November 24<sup>th</sup> and that we will be welcoming Santa to Birmingham that morning. A fire truck will bring Santa to the starting point. Santa will then lead a walk around the downtown area. There will be goodies for kids along the way. Those who walk with Santa will have priority for Santa House visits.

There will also be a tent at Maple & Old Woodward that will distribute Birmingham Bonus Bucks. Shoppers need to spend a minimum of \$200 to earn \$20 in BBBs. We will have 250 to give away. Quintal asked if they are the same as before. Astrein explained that it is the same percentage, but this time they need to spend \$200 (instead of \$100) to qualify.

Valentine said that we want to promote this as a place to shop with bigger incentives that are unique. We really need to tout this.

Astrein reminded everyone that there will also be free parking in the structures on November 24<sup>th</sup> and for the Tree Lighting Ceremony.

Quintal asked about getting a photo from a drone during the Tree Lighting. Valentine said that the City does not have a drone, but has hired a company to take photos in the past.

Astrein said that there will be over 60 vendors for the Winter Markt and that we will once again have a window decorating contest.

Hockman remarked that he was pleased to see growth of the Winter Markt with its expanding footprint.

#### **MARKETING & ADVERTISING - POHLOD**

Pohlod reported that the winter edition of the Birmingham Magazine has been approved for publishing. She said that there is one issue left in the current contract. The committee is making a decision about continuing with Hour or going through a bid process.

The new Visitor Guide is being designed and the goal is to have it ready for Small Business Saturday. We would like to bring shoppers from the Winter Markt into the City.

The committee is also looking at social media and who we are using and whether or not a change needs to be made. There may be some benefit to using someone who is in Birmingham as they would know more of the nuances of the City.

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

Quintal said that there was no meeting last month. The hanging baskets are down and the planters have been cleaned. They will be planting the evergreens next week.

Due to improvements being made to the Merrillwood building, the lights on Merrill will probably not be able to go up until the first week of December.

Snow removal has been discussed with the contractor. It will cost a little extra this year because of the new bump outs.

#### **BUSINESS DEVELOPMENT - SURNOW**

Surnow reported that the committee met recently to discuss strategy. Working with Buxton one year ago they got ideas of potential tenants. They are still working with those prospects. So, the committee is not sure if they want to renew the full contract with Buxton. They may want to look at some reports and try to get a new contract for those pieces – possibly a per use strategy. They can always renew with Buxton, but they are looking at options and what is the best use of resources.

Pohlod asked if Tighe will still go to ICSC next year. Tighe confirmed that she will.

Valentine commented that in one year they had a list of 20 prospects and from that they were able to get 4 or 5 interested. He said that that rate bodes well for our downtown. He complimented Tighe for her efforts and said that he is very pleased to have that many interested in possibly doing business here.

#### **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman shared that City Commission approved the special assessment request and complimented Tighe on her work. Hockman felt the board worked well and took all interests into account.

##### **d. PARKING REPORT - VALENTINE**

Valentine said that they there will be a dashboard report in board packets going forward.

##### **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 Astrein, seconded by Fehan to approve the vouchers, as submitted, dated November 1, 2018.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

## **7. UNFINISHED BUSINESS**

## **8. NEW BUSINESS**

## **9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

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

## **10. PUBLIC COMMENTS**

Gibbs introduced himself as part of the team that will be working on a Master Plan for the next year. The focus will be on ten neighborhoods. Gibbs Planning Group is celebrating its 30<sup>th</sup> anniversary and is happy to have their offices right here in downtown.

Astrein asked if there is someone who can tell trends. Gibbs said that internet sales account for 9% of purchases, but the number is much higher for department store items and retailers are leaving malls.

Hockman let Gibbs know that we hold regular Merchant Meetings. Gibbs said that someone from his team would attend. He recently worked with the Village of Rochester and feels that retailers like downtowns with lower rents and higher profits.

Fehan inquired about the Troy location. Gibbs answered that they are looking at reworking the City Hall site. It would be a little retail, but more residential. He mentioned that 30% of Birmingham residents are over 55 and a lot of them want to downsize.

Astrein remarked that malls are the same everywhere and that people are looking more for an experience now. Gibbs agreed and said that retailers like cities like Birmingham.

Hockman thanked Gibbs for attending the meeting and asked for updates. Gibbs let everyone know that there will be a charrette, but the date has yet to be determined.

Fehan commented that he felt the presentation to City Commission regarding the assessment came off as very well prepared. He said that it was an extremely strong presentation by our Director and gave credit to everyone on the board.

Hockman said that they will continue to look at the district area and possibly reevaluate the district in 2019. Things have changed since the PSD was set-up 25 years ago.

## **11. ADJOURNMENT – 8:49 A.M.**

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