

City of Birmingham
Principal Shopping District Proceeding
Thursday, February 7, 2013 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, February 7, 2013, at 8:01 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Benkert, Buchar, Bruner, Daskas, Fehan, Hockman, Quintal, Roberts, Sobelton, Solomon

ABSENT: None

ALSO PRESENT: Joe Bauman, Julie Fielder, Mark Gerber, David Hohendorf, Camille Jayne, Greg Kowalski, Rick Pifer, Tom Reagan, Ellen Rogers, Mike Sanocki, Garrett Snook, Fran Stineman

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE JANUARY 3, 2013 REGULAR MEETING

MOTION: Motion by Sobelton seconded by Fehan to approve the minutes dated January 3, 2013.

VOTE: Yeas, 12 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

Benkert stated that the Advisory Parking Committee (APC) held a special meeting last week to approve the parking situation regarding What Crepe? at 172 North Old Woodward. Benkert stated parking spaces were needed to put a deck up outside. Benkert stated they are also going before the City Commission for a bistro license. Benkert stated that the Peabody and Pierce parking decks both have a wait list for monthly parking permits. Benkert stated the APC also discussed the Sunday parking issue, but before going to the City Commission would like the PSD to weigh in on this idea. Hockman asked Board member Quintal to discuss the Sunday parking issue at the next maintenance and capital improvement meeting and report back to the PSD Board.

5. REPORTS

a. FINANCE REPORT

Mark Gerber reported that the PSD is tracking better than originally projected. Gerber reported the 2012-2013 PSD assessment went out in December 2012. Gerber noted the 2011-2012 unpaid assessments are still being collected, but will transfer to the county in May 2013 for collection. Gerber reviewed the revenue and expenditure report with the Board.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney introduced Mike Sanocki and Garrett Snook from Parkmobile. Sanocki and Snook presented a power point presentation to the Board and answered questions following the presentation. Sanocki stated that only three items of information are required to sign up to use Parkmobile. To register you will need a cell phone number, a license plate number and credit or debit card. To download a free mobile application, or to find more information on Parkmobile visit www.parkmobile.com. Heiney agreed to work with Parkmobile representatives with regards to educating merchants and shoppers on how to use Parkmobile.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated that Restaurant Week ends on Friday, February 8. Astrein stated three Forgotten Harvest raffle ticket winners will each receive a package worth \$500 with gift cards for shopping and dining in Birmingham. The raffle will be held Tuesday, February 12. Astrein reported that the Bank of Birmingham donated cash prizes for the three top selling raffle ticket restaurant servers.

Astrein stated farmers market will begin May 5 and run through October 20. New for 2013 the farmers market will be open one hour longer, 9 a.m. to 3 p.m. on Sundays. Astrein stated the committee is working on new ideas for the Magic of Birmingham and 2013 holiday events.

MARKETING & ADVERTISING-DASKAS

Daskas stated the editorial for the Spring Birmingham Magazine is in the beginning stage. Daskas stated the committee has been working for several weeks on the RFP for marketing and advertising. Heiney stated a meeting is scheduled for next week to start the terms of a contract. Heiney stated he did not want to mention the company that has been selected, because terms of the agreement have not been finalized. Heiney stated the committee will have a recommendation to present to the Board at the March meeting. Heiney stated the committee interviewed many possible candidates with a wealth of talent and great ideas for the PSD.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee is still working on the electrical issues in Shain Park. Quintal stated in the past The Townsend Hotel provided its own flowering baskets, and the committee has been notified that this will no longer be done. Quintal stated in light of this news, the committee will be ordering more flowers this year. Astrein stated that snow removal to date has been great. Astrein stated he feels the snow removal company has done a great job.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated no meeting was held in January. Heiney stated there is a retail recruitment hand out from Julie Fielder for the Board.

Fielder stated that unfortunately a deal was lost in January. Fielder stated the agreement was only days away from being finalized, but the landlord decided to go with another tenant. Fielder stated the tenant that was lost was a retail tenant, and the one that signed is a service tenant.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the executive committee discussed items that were covered under individual committees.

CHAMBER REPORT

Joe Bauman stated on Monday, February 11, the Chamber will hold its Government Forecast Breakfast and on March 21 from 8-9:30 a.m., at The Townsend Hotel is the Chamber Healthcare Forecast Breakfast. Bauman stated that Heiney has agreed to attend next week's Chamber meeting to update the Chamber Board on the recent consumer market research report results.

For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Sobelton to approve the vouchers, as submitted, dated February 7, 2013.

VOTE: Yeas, 12 Nays, 0 Absent, 0

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. PSD BUDGET AMENDMENT

Heiney reviewed the PSD budget amendments with the Board. Heiney stated there two amendments before the PSD Board for approval; one for the current fiscal year and one for the 2013-14 fiscal year which will start July 1, 2013. Heiney stated with the PSD Board approval today, the next step would be to go before the City Commission to request the transfer of funds.

MOTION: Motion by Sobelton seconded by Fehan to approve an amendment for the PSD FY 2012-13 Budget, drawing from the fund balance in the amount of \$30,000 to the Marketing and Advertising budget #247-748-000-901-0400. Further, directing staff to seek approval from the City Commission for this transfer.

Further, to approve the suggested amendment to the budget request for the Marketing and Advertising budget #247-748-000-901-0400 for the fiscal year 2013-14, with the amended annual request being \$160,000.

VOTE: Yeas, 12 Nays, 0 Absent, 0

9. INFORMATION

- a. RETAIL ACTIVITY
- b. WEBSITE REPORT
- c. LETTERS
- d. ANNOUNCEMENTS
- e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Fran Stineman introduced herself as one of the owners of 163 West Maple. Stineman introduced Tom Reagan a representative from Telcom Credit Union. Reagan stated that he has not been in the Birmingham community before and welcomes the opportunity. He stated that he will be introducing and kicking off a new brand in Birmingham. Reagan did not release the name of the brand and mentioned June 1st as a target date for the opening.

Camille Jayne introduced Ellen Rogers as the new director of development at The Community House (TCH). Jayne stated TCH will be hosting a Farm to Table Block Party Food Festival on September 7 from 11:30 a.m. to 6 p.m. Jayne stated TCH is partnering with the PSD and Baldwin Library for the event. For TCH events visit www.tchserves.org.

11. ADJOURNMENT – 8:58 A.M.

Respectfully submitted,
S. Dickinson (back-up notes on file)