

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

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

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Benkert, Bouchar, Bruner, Daskas, Fehan, Quintal, Roberts, Sobelton, Solomon

ABSENT: A.-Woods, Hockman

ALSO PRESENT: Joe Bauman, Barbara Boz, Kevin Denha, Julie Fielder, Camille Jayne, Zachary Kay, Greg Kowalski

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE FEBRUARY 7, 2013 REGULAR MEETING

MOTION: Motion by Fehan seconded by Quintal to approve the minutes dated February 7, 2013.

VOTE: Yeas, 7 Nays, 0 Absent, 3

(Bruner, Roberts arrived 8:03 a.m.; Benkert arrived 8:06 a.m.)

4. BOARD MEMBER COMMENTS

Benkert stated that the Advisory Parking Committee (APC) did not have a meeting.

5. REPORTS

a. FINANCE REPORT

Written report only.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney congratulated Board member Bill Roberts on Beverly Hills Grill's 25th anniversary.

Heiney told Board members there is a hand out on the Pierce & Merrill Improvement Project. Heiney stated the construction fencing will be installed by the end of next week along Pierce Street, and the ground breaking is set to take place around March 18, 2013. A one-page information sheet has been constructed for the project and was handed out at the merchant meeting February 27th. Heiney stated merchants and residents can join the Pierce & Merrill Improvement Project Constant Contact group and receive e-mail updates on the project. The project is expected to be complete by the end of June 2013. Heiney stated that the construction company is allowed to work six days a week from 7 a.m. to 7 p.m. Heiney stated the City of Birmingham and the PSD will keep the communication progress updated during the construction through the City website, Facebook, e-mail, press releases as well as marketing and advertising.

Heiney stated there was a revised March agenda hand out for Board members. Heiney stated item 8c. Agreement with WXYZ TV for Cruise Event was removed and will be covered at an upcoming meeting.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated Restaurant Week has ended. Heiney stated the PSD staff contacted restaurants about the event.

Astrein stated farmers market will begin May 5 and run through October 20.

Other upcoming events include: Movie Nights in Booth Park, June 21, July 19 and August 9; Day On the Town -- July 27 and Birmingham Cruise Event -- August 17. For current calendar events visit <http://www.enjoybirmingham.com/events>.

MARKETING & ADVERTISING-DASKAS

Daskas stated the photo shoot for the Spring Birmingham Magazine will start next week.

Heiney stated he was in discussions with the Birmingham Eagle to run a twice a month special section while Pierce and Merrill Street are under construction. Heiney stated other news media outlets will be contacted about construction as well.

Daskas stated that the new advertising creative and digital media services company the committee selected for the PSD is Real Integrated Media. This proposed agreement will be covered under new business item 8 b.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee met with Paul O'Meara of the City Engineering Department with regards to Sunday parking. Quintal stated the committee has asked O'Meara to poll the merchants to see what merchants are open on Sundays, and if they would support a change regarding the free parking. Quintal stated the committee will wait to hear the results of this survey before revisiting the issue.

Quintal stated the committee discussed moving Santa House to the pavilion area in Shain Park. Quintal stated this would spread out the activities in the park, allow for enhanced lighting and also provide room for the special events committee to have a warming tent. Quintal noted there is better electrical service in this area of the park. Heiney stated this would be a trial for 2013, and the committee can evaluate after the event season wraps up.

Quintal stated that the original LED lights have run their life cycle and will need to start being replaced. Quintal noted this will be done in quarterly phases. Quintal stated the committee is still working on the electrical power issue in Shain Park.

Heiney stated salting of the downtown was needed one time and that the snow removal contractor Nick's Maintenance did give the PSD a discounted price for this service. Quintal stated the maintenance committee is having a Department of Public Services pizza party on Thursday, March 14 to thank the employees for all their hard work in 2012.

BUSINESS DEVELOPMENT-DASKAS

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

Fielder stated that there are currently two tenants ready to move into Birmingham, unfortunately there are not any locations that are available. Fielder stated she has reached out to landlords asking them to let her know of any space that they know will be becoming available. Fielder stated that the market research material is being looked at to use as marketing material. Fielder stated that Found Objects opened and owner Zachary Kay is at the PSD meeting today.

EXECUTIVE BOARD REPORT-HOCKMAN

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

CHAMBER REPORT

Joe Bauman stated on Monday the City Commission approved the Chamber's 50th Annual Birmingham Village Fair. Bauman stated on March 21 from 8-9:30 a.m., at The Townsend Hotel the Chamber will hold its Healthcare Forecast Breakfast.

For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

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

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. MARKET MASTER AGREEMENT ADDENDUM

Heiney reviewed the market master agreement with the PSD Board. This agreement is for two years and includes a two percent increase per year. Heiney stated there is the option of adding a third year with PSD Board approval.

MOTION: Motion by Sobelton seconded by Fehan to approve the amendment to the agreement with Richard Hobson, to serve as Market Master for the Birmingham Farmers Market for the 2013 and 2014 season, with an option of a third year, contingent upon compliance with insurance and other contractual requirements.

VOTE: Yeas, 10 Nays, 0 Absent, 2

b. ADVERTISING CREATIVE AGREEMENT

Heiney reviewed the proposed agreement with Real Integrated Media of Bloomfield Hills for advertising creative and digital media services with the Board. Heiney stated this is a combined agreement for advertising and social media.

MOTION: Motion by Sobelton seconded by Fehan to approve the agreement with Real Integrated Media for advertising and creative services and digital media for the Principal Shopping District, contingent upon compliance with insurance and other contractual requirements.

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Camille Jayne stated The Community House (TCH) is in the process of decorating and updating as well as getting new carpet throughout the building. For TCH events visit www.tchserves.org.

Barbara Boz introduced herself to the PSD Board. Boz is the owner of Barbara Boz Boutique. Boz asked how the truck traffic in Birmingham can be rerouted. Heiney stated that other merchants have expressed their concerns at merchants meetings. Heiney stated the City is aware of the PSD and merchant concerns. Bruner stated that concerned merchants should form an ad hoc committee. The ad hoc committee would then meet with City of Birmingham department heads to address their concerns. Bruner stated ideally issues of traffic and safety in the future could then be addressed through the multi-modal steering committee for ongoing discussions. Fehan commented that merchants and residents should become educated on how items of this nature move along in a city structure by becoming involved through the multi-modal steering committee meetings.

Kevin Denha introduced himself to the Board. Denha is a property owner in Birmingham. Denha stated over the last 7-12 months he has had tenants approach him about his space. These tenants included personal trainers, spinning and yoga instructors. Denha stated that under 02 zoning regulations these are not allowed. Denha asked the Board for suggestions on how to resolve issues of this nature. Bruner stated that the City of Birmingham Commission and Planning Board hold a joint meeting twice a year where issues and priorities are discussed. The next joint meeting will take place in June.

11. ADJOURNMENT – 8:52 A.M.

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