

City of Birmingham
Principal Shopping District Proceeding
Thursday, April 4, 2013 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, April 4, 2013, at 8:01 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: None

ALSO PRESENT: Joe Bauman, Julie Fielder, David Hohendorf, Camille Jayne, Greg Kowalski, Ken Kowalski

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

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

MOTION: Motion by Sobelton seconded by Fehan to approve the minutes dated March 7, 2013.

VOTE: Yeas, 11 Nays, 0 Absent, 1

(Bruner arrived 8:03 a.m.)

4. BOARD MEMBER COMMENTS

Daskas congratulated Board member Bill Roberts on Beverly Hills Grill's 25th anniversary and all the media stories on the anniversary. Daskas reminded the PSD Board that Board member Astrein's Stars Guitars event will take place Saturday, April 20, at the Dearborn Performing Arts Center.

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

5. REPORTS

a. FINANCE REPORT

Hockman stated the PSD tracking is in line as projected. Hockman stated the PSD is following its budget.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney told Board members a meeting is scheduled for Monday, April 22 at 9 a.m. in City Hall for merchants to meet with City staff to discuss the truck traffic on Maple. Heiney stated a notice will go out to all merchants on Maple Road.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated summer events are right around the corner and farmers market will begin Sunday, May 5. Astrein stated the committee has a new event called First Thursdays, which will run May through September on the first Thursday of the month with the exception of July because of the holiday, it will be the second Thursday, July 11. Heiney stated First Thursdays will take place between 6 p.m. and 9 p.m., and merchants are encouraged to host events in their stores to bring shoppers in. Heiney stated the committee is also working on a home furnishings and gifts event. Heiney stated a second meeting is scheduled and this would tentatively be a three-day event promotion in May.

Other upcoming events include: Movie Nights in Booth Park, June 21 (The Lorax), July 19 (The Lion King) and August 9 (Madagascar 3); 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 committee meeting took place at the offices of Real Integrated, the new PSD advertising creative and digital media services company. Daskas stated the photo shoot for the Spring / Summer Birmingham Magazine took place last week.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated signs and banners have been set in place for the Pierce/Merrill construction project. Quintal stated the evergreen trees are being taken out of the planters and replaced with forsythia twigs that will bloom when the weather warms up. Quintal stated the RFP for snow removal will be going out to bid. Quintal stated on March 14, he and Heiney took pizza and pop over to DPS to thank the employees for all their hard work in downtown Birmingham.

Astrein asked if the landscape and sidewalks on Pierce were available on line to see. Heiney stated there are construction drawings online, and changes will look similar to recently updated areas around town such as the Palladium. Hockman suggested the committee look into having the planters power washed when the next sidewalk cleaning is done.

BUSINESS DEVELOPMENT-DASKAS

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

Fielder stated that she is currently negotiating with four retailers. In addition to this Fielder stated she had a tour of Birmingham on Monday that went well, and a sixth retailer is set to tour in the next six weeks. Fielder stated she and Heiney are continuing to work on landlord education and the importance of bringing in better retailers.

Quintal stated francesca's is scheduled to open Saturday, April 13. Walgreens ribbon cutting is scheduled for Friday, April 19 at 10 a.m.

EXECUTIVE BOARD REPORT-HOCKMAN

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

CHAMBER REPORT

Joe Bauman stated on April 24, the Chamber is hosting the Spring Oakland Chamber Network Mixer, from 5:30-7:30 p.m. at The Townsend Hotel. Bauman stated the Chamber is holding a Birmingham Bloomfield Chamber Membership Drive, April 3 through May 3. Bauman stated anyone referring a new member that joins before May 3rd will receive a \$25 gift card to a Pierce Street or Merrill Street restaurant. Bauman stated the Chamber's 50th Annual Birmingham Village Fair starts May 30, and the Chamber is holding a stake holder thank you to kick off the fair at The Community House terrace from 5:30-7:30 p.m. For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Fehan to approve the vouchers, as submitted, dated April 4, 2013.

VOTE: Yeas, 12 Nays, 0 Absent, 0

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH MICHIGAN RETAILERS ASSOCIATION

Heiney reviewed the agreement with the Michigan Retailers Association (MRA). Heiney stated the Partner Member Program provides basic membership benefits to all member businesses within the shopping district. The benefits include: digital newsletters from MRA with news and information for retailers; prescription discount card for store owners and employees; invitation to free business webinars and educational seminars; opportunities to access other MRA services such as credit card processing, gift card programs and other services. Heiney stated there is no cost to the PSD or the businesses. Heiney introduced Ken Kowalski of MRA. Kowalski told the Board another project MRA is working on is Buy Nearby, encouraging shopping local. This will take place on Saturday, October 5. Kowalski stated MRA is based in Lansing. Board member Sobelton stated MRA is the largest retail organization in the United States.

MOTION: Motion by Sobelton seconded by Fehan to approve the agreement with the Michigan Retailers Association (MRA) to provide an automatic Partner Membership to all businesses within the Principal Shopping District. Further, to direct staff to work with MRA to notify and inform PSD members of this new benefit.

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

David Hohendorf asked if after construction is complete will the sidewalks be cleaned up from the saw cutting. Heiney stated he will check with the City Engineer Paul O'Meara. Sobelton asked if the cold patch in Willets Alley will be cemented over the asphalt patch. Willets Alley is scheduled to be cemented sometime in April. Heiney stated the construction is in two phases. Heiney stated if everything stays on track Pierce Street should be repaved by the end of May and Merrill Street by the end of June. Bruner stated work can be done if the weather is cold, but not in the rain. Hockman stated the communication during this project has been wonderful. Sobelton asked if any decisions have been made on Old Woodward from Willets heading south. Bruner stated no final decisions have been made at this time and the project will also depend on securing funding.

11. ADJOURNMENT – 8:39 A.M.

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