

City of Birmingham
Principal Shopping District Proceeding
Thursday, May 2, 2013 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, May 2, 2013, at 8:03 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Daskas, Solomon

ALSO PRESENT: Joe Bauman, Ed Fernandez, Julie Fielder, Mark Gerber, Camille Jayne, Greg Kowalski, Sandy McPhee, Mike Murri

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE APRIL 4, 2013 REGULAR MEETING

MOTION: Motion by Sobelton seconded by Astrein to approve the minutes dated April 4, 2013.

VOTE: Yeas, 8 Nays, 0 Absent, 4

(Benkert, Roberts arrived 8:05 a.m.)

4. BOARD MEMBER COMMENTS

Astrein stated the Jewelers of Birmingham event took place last night at The Community House. Astrein stated there was a nice turn out of students for the event. Representatives were in attendance from Country Day and Cranbrook schools.

5. REPORTS

a. FINANCE REPORT

Gerber reviewed the finance report with the PSD Board. Gerber stated the PSD is tracking ahead of projection. Gerber stated that through the end of April, 93% of the special assessment has been collected. Gerber then reviewed the revenue and expenditure report and stated overall numbers show the PSD right on track. Hockman thanked Gerber for his detail in tracking the PSD finances.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney welcomed WXYZ TV guests Sandy McPhee, Ed Fernandez and Mike Murri. Murri station manager at WXYZ addressed the PSD Board. Murri stated WXYZ is thrilled to be a broadcast partner of the Woodward Dream Cruise in Birmingham. Heiney stated WXYZ will be located on S. Old Woodward, south of the 555 Building on Haynes Street, between the 555 Building and the grassy triangle park area, adjacent to the Chevy display. McPhee told Board members set up will begin Wednesday, August 14, with coverage on Thursday and Friday, but the primetime coverage will be Saturday night from 7 – 9 p.m.

Heiney stated the PSD will have a summer intern. Heiney stated she will start May 6 in the PSD office. Alexa Carron is a student at Central Michigan University. Heiney stated she will be at all PSD events, in the PSD office two days a week, and at the farmers market every Sunday.

Heiney stated the PSD hosted a meeting regarding the Maple Road traffic. City Engineer Paul O'Meara, Chief of Police Don Studt, and Deputy Chief Mark Clemence were in attendance as well as several Maple Road merchants. Heiney agreed to have a discussion with the City Manager on this subject to see what would be the best way to carry this concern forward. Heiney stated there have been many changes over the years to the ring road passage. There now is residential housing, and as streets have been updated sidewalks and corners have been updated as well to be more pedestrian friendly.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated tonight is the First Thursdays event for May, and 48 merchants have signed up to participate. Also Blueprint – The Birmingham Home Collection “Fashion Your Home” event is taking place May 2-4, and Farmers Market opens Sunday, May 5 and is open one hour longer this year, 9 a.m. to 3 p.m.

Hockman asked how the committee will monitor First Thursdays with the merchants. Heiney stated it is a monthly event and the merchants will be surveyed as to their foot traffic, sales, etc., as well as asked about expectations for upcoming June through September First Thursdays.

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

Heiney stated the Spring/Summer Birmingham magazine was released April 17 and is one of the largest ever with 49 advertisers and 50 pages. Heiney stated several Birmingham merchants from outside the PSD also advertised in the magazine. Heiney stated this issue also included the professional listing pages.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the planters were power washed, and then pansies along with forsythia twigs were planted. Quintal stated Shain Park holiday décor is still being discussed to possibly include tree-topper ornaments or bows that would be visible during the daytime. Quintal stated the committee is working with City Engineering on parking deck enhancements.

Astrein asked about the road construction funding for Old Woodward. Bruner stated the City did not obtain the funding for 2015, and will be looking to get funding for 2016. Astrein asked about the bricks that are breaking up. Bruner said in the short term, some bricks will be replaced with concrete until such time when a full blown street scape is implemented.

Heiney stated Pierce Street paving is planned for this week and will be open for traffic by the end of May. Hockman stated the communication efforts by the City have been great and commended Heiney for his leadership efforts during this time.

BUSINESS DEVELOPMENT-DASKAS

Fielder stated there is a retail recruitment hand out for the Board. Fielder told the PSD Board she is getting ready to attend the ICSC Las Vegas convention in May. Fielder stated in preparation for the convention she is talking with some of the national Birmingham retailers to get their sales feedback on how they are doing in Birmingham. Fielder stated she is happy to report that francesca's is starting off with extremely strong sales. Fielder added that lululemon athletica continues to be strong with Birmingham only their second store in the state of Michigan. Fielder reported that the Birmingham Paper Source store is performing 3rd out of 67 stores, with Birmingham their first store in the state. Fielder stated J.McLaughlin sales are up 10 percent as well.

Fielder reported that francesca's spent \$1 million to open the Birmingham store; this includes the building and inventory. Fielder reports that these stores add value to the landlord's buildings; are a great place for customers to come to and that's what makes Birmingham a great place for shop ability. Hockman asked Fielder the length of time a signed letter of intent takes to come to fruition. Fielder stated this depends upon when the space becomes available, but generally a minimum of 120 days.

Fehan asked if there was any progress on the southeast and northwest corners of Maple and Woodward. Bruner stated that he had a discussion with Ted Fuller and he stated that rents are not high enough to support new construction. Heiney stated there is a lot of vacant space in and around metro Detroit that is being filled in right now as opposed to building new spaces.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the executive committee discussed items that were covered under individual committees and stated the final draft of the marketing research study will be coming soon.

CHAMBER REPORT

Bauman stated the Chamber Membership Drive will end Friday, 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 a flash mob will be held Thursday, May 9, to show support for all the businesses in the Pierce and Merrill Street construction area. The event will begin at 10 a.m. at The Townsend Bakery and will end with participants having lunch at restaurants in the construction area. Bauman stated City Manager Bruner and PSD Executive Director Heiney will be participating in the event. 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. Bauman stated the Chamber Golf Outing will take place July 15, 2013, at the Plum Hollow Country Club, 21631 Lahser Road, Southfield. For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein seconded by Sobelton to approve the vouchers, as submitted, dated May 2, 2013.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH WXYZ TV FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP

Heiney reviewed the WXYZ agreement with Board. Sobelton stated the agreement did not have the attached map as outlined in the memorandum. Heiney stated the set up was verbally covered with the Board, and he would send the map out to Board members via e-mail. Heiney stated the Board can approve the agreement as presented in the packet, or defer the agreement until a future Board meeting. The PSD Board went forward with approving the agreement, and Heiney will forward a copy of the map.

MOTION: Motion by Astrein seconded by Benkert to approve the sponsorship agreement with WXYZ TV for the Birmingham Cruise Event, pending staff review.

VOTE: Yeas, 10 Nays, 0 Absent, 2

(Bouchar left 9:02 a.m.)

b. AGREEMENT WITH GATES CORPORATION FOR CRUISE EVENT

Heiney reviewed the agreement with Gates Corporation for the cruise event. Heiney stated this sponsorship came to the PSD through the City manager’s office and it is an interactive display. Heiney stated this is a \$5,000 sponsorship agreement.

MOTION: Motion by Sobelton seconded by Fehan to approve the sponsorship agreement with Gates Corporation for the Birmingham Cruise Event, pending staff review.

VOTE: Yeas, 9 Nays, 0 Absent, 3

9. INFORMATION

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

10. PUBLIC COMMENT

Greg Kowalski of the Birmingham Observer & Eccentric newspaper stated he will be leaving his position at the newspaper as of May 17. Kowalski stated he has taken a position with Bloomfield Township as director of community relations. Hockman stated the PSD appreciates Kowalski’s service and partnership over the years.

Camille Jayne told Board members The Community House will be holding a Farm to Table Block Party on September 7, 2013, from 4 p.m. to 8 p.m. The outdoor event will include local chef’s beer and wine tastings, local produce vendors, products with Michigan food ingredients and a petting farm for children. Tickets are available for purchase now or on the day of the event.

Board member Fehan had a hand out regarding City zoning. Fehan stated the hand out is a follow up to the March PSD Board meeting where property owner Kevin Denha addressed the Board regarding a zoning issue on one of his properties. Fehan stated the hand out was an e-mail he had sent to Jana Ecker, City of Birmingham Planning Director. Fehan asked Bruner the best way to rectify a situation of this nature. Bruner stated the City Commission and Planning Board will hold a joint meeting workshop on June 17, 2013, at 7:30 p.m. in the Department of Public Service Facility, 851 South Eton Street, Birmingham. Bruner stated interested parties should attend the joint meeting workshop to give a voice to their concerns about current zoning issues.

11. ADJOURNMENT – 9:17 A.M.

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