

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, June 6, 2013 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, June 6, 2013, at 8:04 a.m. in the Community House.

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

**PRESENT:** Astrein, Benkert, Bouchar, Bruner, Daskas, Hockman, Quintal, Roberts, Sobelton

**ABSENT:** A.-Woods, Fehan, Solomon

**ALSO PRESENT:** Joe Bauman, Jana Ecker, Julie Fielder, PSD Board Member Emeritus Larry Sherman

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES OF THE MAY 2, 2013 REGULAR MEETING**

**MOTION:** Motion by Sobelton seconded by Astrein to approve the minutes dated May 2, 2013.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

**4. BOARD MEMBER COMMENTS**

Benkert stated the Advisory Parking Committee (APC) held a meeting regarding a request for 50 parking spaces for a prospective tenant in the old Birmingham Public Schools building. Benkert stated the item did not receive a motion from the APC board and is to be covered at a future meeting. Bruner stated that the City Commission voted to add the school building to the Principal Shopping District special assessment. Bruner stated the building is no longer used for Birmingham schools.

Heiney welcomed Jana Ecker, City of Birmingham Planning Director. Heiney stated Ecker will update the Board on the various studies taking place in and around Birmingham. Ecker stated the Woodward Avenue Alternative Analysis is the study of rapid transit covering Woodward (27 miles); the Woodward Avenue Complete Streets Study is the study of how to make the corridor usable for all modes of transportation. Ecker stated both of these studies are federally funded and being conducted by the same consulting team. Ecker continued with Birmingham specific studies, including the charette for the South Old Woodward Corridor, which is from 14 to Lincoln and is outside of the PSD boundaries; and the Multi-Modal Transportation Plan which has information on the city website at <http://greenwaycollab.com/Projects/Birmingham/BMMTP.html>.

Bruner told Board members that the joint meeting between the City Commission and the Planning Board has been changed to June 10. Any parties interested in zoning issues can attend this meeting for updates and to voice their concerns.

**5. REPORTS**

**a. FINANCE REPORT**

Hockman stated the written report is in the Board packet. Heiney stated the marketing and advertising budget adjustment was approved by the City Commission for the market research study.

## **b. EXECUTIVE DIRECTOR'S REPORT-HEINEY**

Heiney stated on June 12, the Michigan Retailers Association is hosting a Birmingham business breakfast from 8:30-10 a.m. in City Hall; and on June 25, at 7 p.m., Main Street Oakland County will host a town hall meeting at The Community House.

## **c. COMMITTEE REPORTS:**

### **SPECIAL EVENTS-ASTREIN**

Astrein stated tonight is the second First Thursdays event. Astrein stated farmers market is doing well, and Day On the Town (DOTT) will take place Saturday, July 27.

Astrein reviewed upcoming special events including: Farmers Market June 9 through October 20; Movie Nights in Booth Park Friday nights (June 21 – The Lorax; July 19 – The Lion King, and August 9 – Madagascar 3); First Thursdays, July 11, August 1 and September 5; Day On the Town, July 27; Birmingham Cruise Event Saturday, August 17, and Fashion's Night Out September 5.

### **MARKETING & ADVERTISING-DASKAS**

Daskas stated Real Integrated has proposed ways to enhance the online presence for Birmingham. Daskas stated the committee will discuss what is currently being done and what would work best to enhance the PSD social media going forward. Heiney stated the committee will hold a strategy session in June to discuss the ideas that Real Integrated is proposing.

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

Quintal stated baskets are up and planters have been planted. Quintal stated the committee is still discussing the tree decorations for daytime in Shain Park, and the committee has come up with a portable electrical box to bring more power in to the park for holiday lighting.

### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated no meeting was held in May.

Daskas stated that Julie Fielder attended the ICSC in Las Vegas and has a hand out and update for the Board. Julie Fielder stated she had nine good meetings while attending the ICSC conference. Fielder stated she and Heiney have talked about implementing an education program for the landlords concerning tenant recruitment. Fielder stated she has a final revised agreement for a women's clothing space on Old Woodward, and is making progress with a large space user which is close to making a deal.

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

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

### **CHAMBER REPORT**

Joe Bauman reported the Chamber will be dispersing nearly \$20,000 to its non-profit partners with proceeds from the Village Fair. Bauman stated upcoming Chamber events include Business After Hours on June 12 at PSD Board member Roberts Roadside Bar & Grill, and the Golf Outing July 15 at Plum Hollow Country Club. For more Chamber events and times visit [www.bbcc.com](http://www.bbcc.com).

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Benkert to approve the vouchers, as submitted, dated June 6, 2013.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

(Bouchar left 8:56 a.m.)

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

**a. AGREEMENT WITH LINCOLN OF TROY FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP**

Heiney reviewed the proposed Birmingham Cruise Event sponsorship with the PSD Board.

**MOTION:** Motion by Astrein seconded by Sobelton to approve the sponsorship agreement with Lincoln of Troy for the Birmingham Cruise Event, pending staff review.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

**b. PROPOSED PSD STAFF INCREASE**

Heiney reviewed the proposed wage increase for PSD staff.

**MOTION:** Motion by Astrein seconded by Roberts to approve a 2% wage increase for the Birmingham Principal Shopping District administrative staff, excluding seasonal staff, effective July 1, 2013.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

**c. PROPOSED TRANSFER OF FUNDS**

Heiney reviewed the proposed transfer of funds from two accounts to fund the marketing and advertising budget for 2012-13. This covers the market research report, plus additional advertising expenses.

**MOTION:** Motion by Sobelton seconded by Astrein to approve a transfer of funds for the Principal Shopping District Fund’s 2012-13 budget, appropriating \$15,000 for marketing as follows:

<u>Revenues</u>	
Draw from Tenant Recruitment Account	\$5,000
Draw from Main./Capital Improvement Account	\$10,000
<u>Expenditures</u>	
Marketing and Advertising 247.748.000.901.0400	\$15,000

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

**9. INFORMATION**

**a. RETAIL ACTIVITY**

**b. WEBSITE REPORT**

Written report only.

**c. LETTERS**

**d. ANNOUNCEMENTS**

**e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

**10. PUBLIC COMMENT**

**11. ADJOURNMENT – 9:04 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)