

City of Birmingham
Principal Shopping District Proceeding
Thursday, August 1, 2013 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, August 1, 2013, at 8 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Hockman

ALSO PRESENT: Julie Fielder, Mark Gerber, David Hohendorf, Camille Jayne

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE JUNE 6, 2013 REGULAR MEETING

MOTION: Motion by Sobelton seconded by Fehan to approve the minutes dated June 6, 2013.

VOTE: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Heiney stated no Advisory Parking Committee meeting was held last month.

(Roberts arrived 8:02 a.m.; Benkert arrived 8:06 a.m.)

5. REPORTS

a. FINANCE REPORT

Gerber reviewed the actual cash flow report with the Board, and stated the PSD ended the fiscal year ahead of the projected figures. Gerber noted special assessment collections were up, and some costs were lower than projected. Gerber stated marketing and advertising expenses were higher than projected, due to the market survey. Gerber went on to review the balance sheet and revenue and expenditures reports with the Board. Heiney stated that marketing and advertising was up due to the market study, and additional individual project advertising. Gerber continued, stating, he and Heiney are in the process of reviewing next year's cash flow figures.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated that Rosemary Walker was planning to attend today's meeting, but had a family emergency in Florida. Heiney stated that Walker will be invited to attend the September Board meeting.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the past couple of months have been very busy with special events. Astrein stated First Thursdays, the Pierce & Merrill Block Party, the Birmingham Farmers Market, Movie Nights, and Day On the Town have kept the special events committee busy.

The PSD Board had a brief discussion on Day On the Town. Heiney stated he heard from several merchants about the event. Heiney stated there seemed to be a steady stream of shoppers in the morning before the rain. Heiney continued stating shoppers did come out later when the weather started to clear. Astrein stated the committee will continue to work on the footprint for the event. Board member Bob Benkert stated he had a great day on Friday, with sales slower on Saturday, but overall good.

Astrein reviewed upcoming special events including: Farmers Market August 4 through October 20; Movie Nights in Booth Park Friday nights (August 9 – Madagascar 3); First Thursdays, August 1 and September 5; Birmingham Cruise Event Saturday, August 17, and Fashion's Night Out September 5.

MARKETING & ADVERTISING-DASKAS

Daskas stated Real Integrated presented a proposal for holiday television advertising. The campaign would start around Thanksgiving and run through the holidays ending with Christmas. Daskas stated Real Integrated is suggesting 60-second produced spots.

Daskas stated Socialcast information has been sent to the merchants. Daskas stated the program will start in August. Heiney stated that Socialcast will take place for three months, and then will be evaluated by the committee.

Heiney stated that another Blueprint Home Furnishing event is set to take place Thursday, October 3 through Saturday, October 5. Heiney stated that BoConcept, which is going into the former Azar's space, has been very active in the home furnishings group. Heiney stated a new Facebook page has been set up "Blueprint Birmingham". Heiney stated this group is set to meet again in two weeks.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee reviewed the requests for proposal for the snow removal. Quintal stated this will be covered under new business item 8 a. Quintal stated power washing of sidewalks took place a few weeks ago. Quintal told the Board the flower baskets are up on Pierce and Merrill streets.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated Julie Fielder will update the Board with regards to retail consultant updates. There were two retail consulting updates handouts for the Board July, 1, 2013, and August 1, 2013. Fielder stated she did have a signed lease with a women's apparel store named Hot Momma. Fielder stated they have 42 stores and are based in Minneapolis. The official location announcement is expected in August 2013, with the store projected to open in the spring of 2014. Fielder stated she has another signed lease with Rococo, which is set to open on Hamilton in a couple weeks. Fielder stated that Anthropologie has renewed their lease.

Astrein stated that Oliver's Trendz is changing its concept and will be closed for the month of September. Fielder stated she met with the Executive Committee with regards to implementing an education program for landlords concerning tenant recruitment. Fielder stated the next step will be to put together a landlord talking points handout. Heiney stated this will be available to Board members as well as landlords, with several key points regarding recruiting new tenants.

EXECUTIVE BOARD REPORT-HOCKMAN

Heiney stated the executive committee discussed the educational program for landlords and realigning two PSD office part time positions, which will be covered under item 8 b.

CHAMBER REPORT

No Chamber representative present.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Benkert to approve the vouchers, as submitted, dated August 1, 2013.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH NICK’S MAINTENANCE FOR SIDEWALK SNOW REMOVAL SERVICES

Heiney reviewed the proposed agreement with Nick’s Maintenance with the PSD Board.

MOTION: Motion by Fehan seconded by Sobelton to approve the draft agreement with Nick’s Maintenance to provide sidewalk snow removal for the Birmingham Principal Shopping District for the amount of \$1.02 per linear foot, totaling \$54,000 per season for two seasons, with an option for a third year with Board approval. Approval is contingent upon compliance with insurance and other contractual requirements.

VOTE: Yeas, 11 Nays, 0 Absent, 1

b. PROPOSED PSD STAFF CHANGES

Heiney reviewed the proposed PSD staff changes with the Board.

MOTION: Motion by Fehan seconded by Sobelton to approve a realignment of two PSD office part-time positions, and to eliminate a third position. Further, to approve an increase of \$2 per hour for each of the two realigned positions, effective September 1, 2013. These changes have been reviewed by the Assistant City Manager, and are in compliance with the City of Birmingham’s employment guidelines.

VOTE: Yeas, 11 Nays, 0 Absent, 1

9. INFORMATION

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

10. PUBLIC COMMENT

Camille Jayne stated that Day On the Town was great, and a very enjoyable event. David Hohendorf raised the question about including Willets Alley in the snow removal agreement. Heiney stated that this is not currently covered by the PSD snow removal contract. Heiney stated the clearing of alleys can be brought before and discussed by the maintenance committee.

11. ADJOURNMENT – 8:46 A.M.

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