

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, October 3, 2013 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, October 3, 2013, at 8:05 a.m. in the Community House.

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

**PRESENT:** Astrein, A.-Woods, Benkert, Bouchar, Bruner, Daskas, Hockman, Sobelton, Solomon

**ABSENT:** Fehan, Quintal, Roberts

**ALSO PRESENT:** John Dodson, Debbie Durant, Dale Durant, Brandon Faber, Julie Fielder, Mark Gerber, Jay Grossman, David Hohendorf, Camille Jayne, Zack Kay, Rosemary Walker

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience. Heiney introduced Brandon Faber, director and John Dodson, music director of the Birmingham Bloomfield Symphony Orchestra (BBSO). Faber stated the BBSO will have four performances for the 2013-2014 season. The first taking place October 20, 7 p.m. at Seaholm High School is Maestro Charles Greenwell's final concert as music director with the BBSO. For more information on upcoming performances visit [www.bbsso.org](http://www.bbsso.org).

**3. APPROVAL OF MINUTES OF THE AUGUST 1, 2013 REGULAR MEETING**

**MOTION:** Motion by Sobelton seconded by Benkert to approve the minutes dated August 1, 2013.

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

**4. BOARD MEMBER COMMENTS**

Benkert stated the Advisory Parking Committee (APC) discussed parking in public lot #6 and on North Old Woodward, from Oak Street to Willets. The discussion was about time limits and rates in response to merchant requests. Benkert stated the APC approved the Principal Shopping District's request for \$25,000, for holiday parking in the city's decks. Heiney stated this will greatly increase the advertising reach, with more than 24 million impressions. Bruner stated this item will go before the City Commission at the October 7, 2013 meeting.

**5. REPORTS**

**a. FINANCE REPORT**

Gerber reviewed the financial reports with the Board. Gerber noted the PSD is tracking on target. Gerber stated the PSD assessments are scheduled to go out in December.

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

Heiney stated that Rosemary Walker is retiring, and thanked Rosemary for her years of service to the PSD. Heiney stated she is the longest standing PSD employee, and will be missed. Hockman also spoke of Rosemary's long standing years of service with the PSD and wished her well with retirement. Rosemary thanked the Board and said she is truly enjoying retirement.

### **c. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS-ASTREIN**

Heiney stated that First Thursdays ended September 5 and was themed "Birmingham Fashion Night". Heiney stated that the committee sees this event moving to more of a promotion, and having every Thursday, as a late night of shopping. Heiney stated farmers market has three more Sundays, with October 20 wrapping up the event with the End of Season Celebration. Blueprint the "Fashion Your Home Event" starts today through Saturday, October 5. Heiney reported the Winter Markt committee has been meeting regularly and sponsorships are starting to come in for the event. Heiney stated Santa house will be in Shain Park under the pavilion with additional decoration and lighting, along with a warming tent on three Saturdays.

Heiney reviewed upcoming special events including: Farmers Market Sundays through October 20; Tree Lighting, November 27; Santa House, November 27 – December 24 (weekends); Birmingham Winter Markt, December 6-8, and Restaurant Week, January 27-31 & February 3-7, 2014.

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

Daskas stated the committee is working with Real Integrated on the holiday television advertising. Heiney commented that the campaign is very extensive with approximately 100 x 30-second ads, and 13 x 60 second "live vignettes". Daskas stated the holiday jewelry shoot took place on Tuesday, October 1, for the Birmingham Magazine. Sobelton stated he thought the Fall 2013 magazine was wonderful. Daskas stated the committee is working with a new art director.

Heiney stated the PSD and City of Birmingham are working with Revize with regards to setting up new websites. Heiney stated Revize has an extensive work history with municipalities. Heiney stated the user functionality will be much more user friendly.

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

Heiney stated the committee is working with Martin Zoro, a professional designer regarding lighting and décor for Santa house. Heiney stated the concrete planters will soon be decorated with spruce trees and ornaments for the holidays. Heiney stated that DPS will decide when the timing would be best, according to the weather. Heiney continued stating the hanging baskets for 2013 did not hold up as well as the committee had projected. The committee will ask the growers what can be done to ensure longer lasting flower baskets for 2014.

#### **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, September, 1, 2013, and October 1, 2013.

Fielder stated two new stores will be opening in the first quarter of 2014. Blue Mercury, a high end line of make-up and skin care, is scheduled to open in January; and Hot Momma is slated to open in March. Fielder invited PSD Board members to visit Rococo, a women's fashion store, which has opened on Hamilton. Fielder stated a new development project is set to take place on South Old Woodward. Fielder stated it will be a three-story mixed use building, on the site of Green's Art Supply.

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

Hockman stated the executive committee did not meet in September.

#### **CHAMBER REPORT**

No Chamber representative present.

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Sobelton seconded by Benkert to approve the vouchers, as submitted, dated October 3, 2013.

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

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. AGREEMENT WITH BSA FOR SANTA 2013**

Hockman reviewed the proposed agreement with BSA (Bernie Stevens Associates) for Santa appearances with the PSD Board.

**MOTION:** Motion by Solomon seconded by Sobelton to approve the agreement with BSA for Santa appearances in 2013, pending staff review of insurance and other requirements.

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

### **b. AGREEMENT WITH MICHIGAN CAT FOR WINTER MARKT ELECTRICAL SERVICE**

Heiney reviewed the proposed agreement for electrical services at the Winter Markt with the Board.

**MOTION:** Motion by Astrein seconded by Sobelton to approve the agreement with Michigan CAT for electrical power for Winter Markt for 2013, 2014, and an optional 2015 event, pending staff review of insurance and other requirements.

**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**

A.-Woods requested that the Birmingham Bike Festival end at an earlier time than the 2013 event. A.-Woods continued stating the 2011 and 2012 event ended around 2 p.m. She stated she likes the event, but would like to see the merchants have a portion of the day to conduct business. Hockman stated that for all events there needs to be a balance for the community and merchants. Fielder stated the event did go longer, possibly because of the Michigan State Championship that took place this year at the event. Fielder stated not all bike festivals have this, and it is an honor to have this included. Fielder will discuss these concerns with the Bike Festival Committee.

## **11. ADJOURNMENT – 8:46 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)