

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, February 6, 2014 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, February 6, 2014, at 8:01 a.m. in the Community House.

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

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

**ABSENT:** Bouchar

**ALSO PRESENT:** Julie Fielder, Mark Gerber, Julie Grippo, Jay Grossman, Camille Jayne, Steve Kalczynski, Frank Pisano

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience. Hockman introduced Assistant City Manager, Joe Valentine and stated Joe will be the City of Birmingham representative for the Principal Shopping District Board.

**3. APPROVAL OF MINUTES OF THE JANUARY 9, 2014 REGULAR MEETING**

**MOTION:** Motion by Sobelton seconded by Astrein to approve the minutes dated January 9, 2014.

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

(A.-Woods arrived 8:05 a.m.; Benkert arrived 8:09 a.m.)

**4. BOARD MEMBER COMMENTS**

Benkert stated the Advisory Parking Committee (APC) parking survey has been sent out and is due January 17, 2014. Hockman encouraged PSD Board members to review the survey.

**5. REPORTS**

**a. FINANCE REPORT**

Mark Gerber stated the PSD is tracking ahead of the projected figures for December. Gerber stated that the \$25,000 for the holiday TV campaign from the Engineering Department will be included in the January 2014 cash flow report. Gerber noted that the July 2013 to June 2014 cash flow analysis is tracking in a very similar pattern, consistent with the past two to three years for the PSD. Gerber stated PSD special assessment through the end of December is at 16 percent with regards to collections. Gerber noted at a quick glance through the end of January with money that has been collected it seems that number will be closer to 50 percent. Gerber noted that mid-February is the deadline to pay the special assessments without penalties. Gerber reviewed the revenue and expenditure report with the PSD Board and stated total expenditures are right on target.

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

Heiney stated all executive director information will be covered under committee reports.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated the February Blueprint event has been postponed. Astrein stated Restaurant Week is in its second week. Roberts stated that the brutally cold weather has not helped to bring people in to Birmingham for the Restaurant Week event.

Astrein stated Farmers Market will begin its 12<sup>th</sup> season on May 4, and the decision has been to change the market hours back to its original time of 9 a.m. to 2 p.m. Heiney confirmed the hours change, stating that customers and vendors were polled on the market hours of operation. Astrein stated the committee also discussed events like a Ladies Day Out, Ladies Night Out and a possible couples shopping event. Astrein stated this kind of an event, would be fun and more merchant driven.

Astrein said the committee is discussing ideas for Day On the Town (DOTT). Astrein stated discussions include adding Friday night with not closing streets, as well as shortening Saturday's hours from 9 a.m. to 9 p.m., with the event ending at 6 p.m. Daskas commented adding Friday night may dilute the excitement of coming to Birmingham for the special Saturday sale. Heiney stated the Block Captains are going to poll merchants for their support with regards to new ideas for DOTT.

Other upcoming special events: Farmers Market – Sundays, May 4 through October 19; Movies Nights in Booth Park, June 20, July 18 and August 8; Day On the Town – July 26, and Birmingham Cruise Event – August 16. For current calendar events visit [www.enjoybirmingham.com/events](http://www.enjoybirmingham.com/events).

**MARKETING & ADVERTISING-DASKAS**

Heiney stated the PSD is going to pay Real Integrated for creative services on a per project basis, rather than a monthly retainer fee basis. Heiney stated a lot of creative in done in house already, like farmers market and movie nights. Heiney stated that going to a per project basis makes more sense for the PSD. Daskas stated the committee would like to find an intern to work on social media for the PSD. Heiney stated the PSD will stay with Real Integrated for social media until the committee can find an intern or student for this job. Daskas stated the committee is still focused on promoting the shop local / shop where you live messaging. Daskas stated merchants are not competing with other stores; they are competing with the internet.

**MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Heiney stated Birmingham resident Vicki Walsh met with the maintenance/capital improvement committee to discuss recycling in key areas in downtown Birmingham. Heiney stated that the Department of Public Safety is going to research and place recycling containers in key high use areas for a trial basis.

Holiday lights will stay up through Restaurant Week, possibly until March. Heiney stated the main tree in Shain Park had issues regarding staying lit at all times. Heiney stated that a professional is going to be brought in to fix the issue for future events in Shain Park.

Heiney stated the PSD contractor Nick's Maintenance will broom the downtown area today and salt areas as needed.

**BUSINESS DEVELOPMENT-DASKAS**

Heiney stated Julie Fielder attended the New York ICSC Conference in December. Heiney stated that there is currently a lease out on the former Kresge Building. Heiney stated Blue Mercury is scheduled to open in the January to February timeframe, and a women's boutique is scheduled to open at 142 South Old Woodward, the former Churchill's location. Heiney stated there is a retail consultant update hand out for the Board. Heiney stated Fielder is continuing in discussions with the owners of the Uptown Palladium Building.

**EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated the executive committee discussed the PSD holding a strategic planning session. Hockman stated the last time the PSD held a long range planning meeting was in 2006.

**CHAMBER REPORT**

No Chamber representative present. For Chamber events visit [www.bbcc.com](http://www.bbcc.com).

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan seconded by Sobelton to approve the vouchers, as submitted, dated February 6, 2014.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

There was none.

## **9. INFORMATION**

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

## **10. PUBLIC COMMENT**

Camille Jayne announced The Community House will be holding its Farm to Table on September 6, 2014, from 4 – 8 p.m. Jayne stated the event was a success last year with all products at the event being from Michigan.

## **11. ADJOURNMENT – 9 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)

Heiney stated that Julie Grippo has organized a new group of merchant block captains, who are planning to meet on a regular basis. Heiney stated the first meeting was yesterday. Heiney asked Grippo to give the PSD Board an overview of yesterday's meeting. Heiney stated he will add the merchant block captain group to the agenda. Grippo stated six were in attendance for the first meeting. Grippo stated the group discussed fourth quarter sales for 2013. Grippo reported that all in attendance reported they were down in sales. The group discussed promoting a program for Birmingham called "Live Here, Shop Here".