

City of Birmingham
Principal Shopping District Proceeding
Thursday, May 14, 2015 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, May 14, 2015, at 7:59 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Hockman

ALSO PRESENT: Russ Dixon, Mark Gerber, Julie Grippo, William Seklar, Larry Sherman

ADMINISTRATION: John Heiney, Lori Rondello

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience and introduced Russ Dixon from The Friends of the Birmingham Historical Museum. Dixon brought a prototype of the Hill School Bell with its proposed canopy, explaining that formal plans have been drawn up to place it outside the museum in their park plaza. The Friends have been fundraising to bring these plans to fruition with only \$9,700 remaining to be raised from the original \$40,000. They are crafting a letter to the business community to garner financial support. Average donation has been \$30 and the bell will participate in the Birmingham Hometown Parade on Sunday, 5/17. After the parade, the bell will be in Shain Park where children can ring the bell for a \$5 donation.

(A.-Woods arrived 8:00 a.m.; Benkert arrived 8:09 a.m.)

3. APPROVAL OF MINUTES

MOTION: Motion by Sobelton seconded by Valentine to approve the minutes dated April 9, 2015.

VOTE: Yeas, 11 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Valentine stated the Government Day Breakfast will take place Monday, May 18 at 8:30 a.m. at The Townsend Hotel.

5. REPORTS

a. FINANCE REPORT

Gerber stated that over all, the budget is still looking good for this year. The PSD assessment revenue and special event revenue are tracking better than anticipated. Collection rate for the PSD special assessment is 97% this year. Gerber stated that they will be looking to see if adjustments will need to be made for next year's budget.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated the City of Birmingham Government Day is scheduled for May 18, at The Townsend Hotel. Heiney informed the PSD Board members that Birmingham's Hometown Parade is scheduled for Sunday, May 17 at 1 p.m. and that the Birmingham Farmers Market will operate concurrently.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the Farmers Market enjoyed a successful opening day on Sunday, May 3. Rondello stated that opening day experienced record patron attendance of over 3,200.

Astrein indicated that the committee is working on a fall open house shopping event to be held late September or early October. Details will be forthcoming.

Upcoming special events: Farmers Market -- Sundays May 3 through October 18; Movie Nights in Booth Park -- June 19, July 17, August 7, and Day On the Town, July 25. For current calendar events visit www.enjoybirmingham.com/events.

MARKETING & ADVERTISING-DASKAS

Daskas stated that the committee talked about the TV segments that have aired on WXYZ.

Daskas indicated that some residents are reporting that they have not received the recent Birmingham Magazine. Heiney stated that this has been reported to the distributor and that specific addresses having not received the publication would be helpful to pinpoint the issue.

Daskas reported that Harris Marketing was hired to reconfigure the PSD branding according to the committee's goals and objectives set last year.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that several trees in Shain Park have been wrapped with lights to enhance the park.

Quintal stated the forsythia bushes and pansies planted in the concrete planters are looking good. Quintal confirmed that the hanging flower baskets are scheduled to be installed by Memorial Day and possibility the planters changed over by then as well.

Quintal indicated that the committee was made aware of a company in Chicago with exciting lighting possibilities specifically to enhance holiday displays. Heiney explained that the company has been asked to present a diagram of a possible display for Maple and Old Woodward intersection. Heiney also explained that once the future roadwork is complete in this intersection, the possibility to have support beams installed could be incorporated into the work in order to make these enhancements event more significant and permanent.

Julie Grippo asked about garbage containers around town being cleaned, particularly underneath as there is trash residual. Quintal replied that they are on schedule to be painted soon. Heiney replied that he would speak with DPS about cleaning beneath the containers.

BUSINESS DEVELOPMENT-DASKAS

Heiney stated that Fielder will be attending upcoming ICSC in Las Vegas and has had two site visits with retailers in the last month. More detail at June meeting.

EXECUTIVE BOARD REPORT-HOCKMAN

No report was given. No executive committee meeting took place in April.

THE COMMUNITY HOUSE REPORT

Seklar reported about parking issues during the recent Art Fair held in Shain Park. Seklar stated that Merrill and Chester Streets were closed unexpectedly in front of TCH and this caused issues for their patrons attending meetings and their Mother’s Day Brunch. Valentine and Heiney both encouraged Seklar to follow-up with Clerk’s office as the event application was circulated through City and all surrounding businesses were notified according to the City guidelines.

TCH will hold Farm to Table in September, featuring Michigan farmers, produce and all Michigan made items on Saturday, September 12 from 4 to 8 p.m.

Seklar shared with the PSD Board members that during the recent TCH Board Meeting, he was appointed CEO with Rob Farr of Bank of Birmingham as Board Chair.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Fehan to approve the vouchers, as submitted, dated May 14, 2015.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH HARRIS MARKETING GROUP FOR ADVERTISING BRANDING AGREEMENT

Heiney reviewed the agreement with Harris Marketing Group for the Advertising Branding Agreement which is an outcome of the PSD’s strategic plan.

MOTION: Motion by Sobleton seconded by Fehan to approve the sponsorship agreement with Harris Marketing for the Advertising Branding Agreement.

VOTE: Yeas, 11 Nays, 0 Absent, 1

b. AGREEMENT WITH LINCOLN OF TROY AGREEMENT FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP

Heiney reviewed the agreement with Lincoln of Troy for the 2015 Birmingham Cruise Event sponsorship. This will be Lincoln of Troy’s third year as sponsor. Quintal asked if dealerships in PSD had been approached regarding sponsorship opportunity. Heiney replied that they had and chose not to participate.

MOTION: Motion by Fehan seconded by Quintal to approve the sponsorship agreement with Lincoln of Troy for the Birmingham Cruise Event, pending staff review and compliance with insurance requirements.

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Julie Grippo of bec & sam's asked if the Principal Shopping District could limit the amount of corporate stores being solicited. Fehan responded that PSD cannot prevent landlords from leasing to whom they want. Daskas stated she was opposed to limiting nationals. Astrein stated that he would rather see first floor retail than office or some other use. Heiney summarized that the Board is committed to a balanced mix of retailers and services, and they will continue to invite retailers that make sense for Birmingham's retail mix, while doing everything it can to help great local retailers remain vibrant.

11. ADJOURNMENT – 8:43 A.M.

Respectfully submitted,

L. Rondello (back-up notes on file)