

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, August 4, 2016 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 4, 2016, at 8:01 a.m. in The Community House.

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

**PRESENT:** Astrein, A.-Woods, Daskas, Hockman, Pohlod, Quintal, Solomon, Valentine

**ABSENT:** Fehan, Roberts, Surnow

**ALSO PRESENT:** Mark Gerber, Julie Fielder, David Hohendorf

**ADMINISTRATION:** John Heiney, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. WELCOME NEW BOARD MEMBER, AMY POHLOD**

Hockman introduced new Board member, Amy Pohlod. Amy owns Bridal Couture at 912 S. Old Woodward. She is a property owner and resident of Birmingham as well.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Valentine to approve the minutes dated June 2, 2016.

**VOTE:** Yeas, 7 Nays, 0 Abstention, 1 Absent, 3

**4. BOARD MEMBER COMMENTS**

**5. REPORTS**

**a. FINANCE REPORT**

Gerber stated that the cash flow report was the first glimpse at the year-end numbers for 2015-16, which shows over \$100,000 negative variance, from what was forecasted. Gerber explained that the majority of these monies were special event expenses with regards to the Hamilton Construction Project and valet services. These were not contemplated when the forecast originated. Additional monies were expended for holiday light replacement.

Gerber referred to the balance sheet which shows uncollected special assessments of \$45,000 being rolled over to the next fiscal year. Gerber stated this does not include the penalty and interest which will increase the amount.

Gerber continued with the revenue and expenditure report, stating that the marketing and advertising spent more than planned.

Gerber stated that a fourth quarter amendment was approved by the City Commission in order to help balance the budget.

Hockman asked how long does the City wait for \$45,000 uncollected assessments before Oakland County assumes. Gerber explained that if these special assessments are not received by February, Oakland County will buy them and assume the collection process. The funds from Oakland County would be received in May.

Astrein asked how the special assessments collected compared with the last fiscal year. Gerber replied that they are about the same with a 95-97% collection rate.

## **b. COMMITTEE REPORTS:**

### **SPECIAL EVENTS-ASTREIN**

Astrein stated that Day On The Town merchants did well if they had sale merchandise. Many people commented on how nice the event looked with the Corvette car show and extra activities and live music throughout. Astrein noted that the committee will be taking into extra consideration the 2017 construction project on Old Woodward. Heiney explained that surveys have been sent to all participating merchants and that the early indicators are that sales were down this year, perhaps affected by the high heat on that day. Heiney continued that the event fell on the same weekend as the Ann Arbor Art Fair. A.Woods added that she received no complaints from customers about the heat and that the art fair is a totally different event than the big sales in Birmingham. Hockman asked if the event might be better as a sidewalk event in 2017. Heiney answered that the committee will be reviewing the event and be ready to recommend something to the Board within the next couple of months. Astrein stated that the Birmingham Farmers Market is going well and that the Chef Clash in June was well received. In order to support businesses affected by the construction on Hamilton Avenue, Astrein announced the Family Day event on August 12. Astrein stated that the Movie Nights have been well received and that the final event is on August 12. Astrein said the committee is planning a fall shopping on October 15, with a breast cancer awareness charity tie-in.

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

Daskas said that the committee's focus is on the Birmingham Magazine, no co-ops being developed with outside publications. She continued that Hour came up with some discounted rates for merchants for a gift guide to be included in a future issue. The committee has also reviewed the distribution of the magazine with Hour. Daskas stated that the ads that WXYZ – Channel 7 reworked were well received. Heiney continued that some were aired before Day On The Town and others will air leading up to the Woodward Dream Cruise.

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

Quintal stated that the committee is working with the City on plans for Old Woodward, including available power 24/7. This will allow lights to remain on longer.

Quintal explained that the committee is still looking for container replacements. They believe they have found a long-lasting metal which can be fabricated into an attractive container and are waiting on quotes.

Hockman asked if more holiday displays would be noticeable for the holidays. Quintal answered that the committee would like to wait until the Old Woodward construction project is finished and the light pole configuration is known at the main intersection of Maple and Old Woodward.

### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated that the committee did not meet in July.

Fielder said that the second round of lease comments were circulating for the Cosi building and that the agreement is nearly final for this 8,250 square foot space.

Fielder continued that renovation plans for Allen Edmonds had been reviewed by the historical design committee. The new design will be similar to other Allen Edmonds locations in Greenwich, Scottsdale and Manhattan, making it noticeable yet elegant.

Fielder explained that Optik is moving into the Tender shoe store location and that she is working with a local business on the Optik space. This deal should be complete within the next 30 days.

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

Hockman stated most covered in their last meeting had already been noted in committee reports. Hockman added that the committee reviewed the City's parking and valet opportunities and the impact in the future. Hockman said that City is very proactive and sensitive to the impact on businesses. BSD is providing input to the City as resolution plans are reviewed.

A.Woods inquired about new parking meters on Martin Street. Valentine explained that the meters are part of a trial program and the City is seeking public feedback.

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Quintal to approve the vouchers, as submitted, dated August 4, 2016.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

**8. OLD BUSINESS**

There was none.

**9. NEW BUSINESS**

There was none.

**11. PUBLIC COMMENTS**

Valentine stated that there is a meeting planned with a more specialized focus for business owners on August 25 at 8:30 a.m. for the Old Woodward Construction project. The City hopes to help mitigate the negative impact on businesses for these future projects: Old Woodward from Oakland to Brown in 2017; Maple from Southfield to Woodward in 2019; and South Old Woodward from Brown to Landon in 2021.

Heiney added that the Woodward Dream Cruise is scheduled for August 20 and the Birmingham Cruise Event will be much like past years with sponsor displays and our classic car show.

**12. ADJOURNMENT – 8:41 A.M.**

Respectfully submitted,

*L. Rondello* (back-up notes on file)