

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, June 2, 2016 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 2, 2016, at 8:03 a.m. in The Community House.

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

**PRESENT:** Astrein, A.-Woods, Daskas, Hockman, Quintal, Roberts, Surnow, Valentine

**ABSENT:** Fehan, Solomon, Surnow

**ALSO PRESENT:** JJ Benkert, Julie Fielder, David Hohendorf, Al Skiba, Steven Syzdek,

**ADMINISTRATION:** Marianne Gamboa, John Heiney, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

(Surnow arrived at 8:24 a.m.)

**3. SPECIAL RECOGNITION FOR BOB BENKERT AND STEVEN SYZDEK**

Hockman thanked Syzdek for his service to the BSD Board. A photographic plaque was presented to Syzdek in recognition. Hockman honored Benkert for his service to the BSD Board, acknowledging him as one of the founding members and his invaluable contributions over the years. A photographic plaque was presented to both JJ Benkert and Al Skiba in recognition.

**4. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Valentine to approve the minutes dated May 5, 2016.

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

**5. BOARD MEMBER COMMENTS**

Valentine stated that the Ad Hoc Parking Sub Committee will be meeting on June 16.

**6. REPORTS**

**a. FINANCE REPORT**

Heiney stated that the revisions which were approved at the May meeting are being enacted this month and going forward.

**b. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated that the Birmingham Farmers Market is going well and Michigan produce will be arriving at the market soon. Astrein said that sponsorships for Movie Nights were on track with Presenting Sponsors Children's Hospital of Michigan and Fred Lavery Co.

In order to support businesses affected by the construction on Hamilton Avenue, Astrein announced the Family Day event on June 4 from 10 - 12. Children's Hospital of Michigan will be sponsoring the Family Day with activities, Axis Music Academy will be providing live music and BSD staff have created a fun scavenger hunt for participants.

Astrein said the committee is working on ideas to engage the 16,000 estimated employees that work in Birmingham. An Employee Appreciation Day is being planned and the committee hopes to implement by late summer or early fall. In addition, Astrein told about a fall shopping event the committee is focusing on for October 15, with a breast cancer awareness charity tie-in.

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

Daskas said that work is being done on upcoming ads that will air on WXYZ – Channel 7. BSD staff is reviewing promotional ideas to be used during upcoming construction periods. Daskas continued that the next Birmingham Magazine production meeting is scheduled for this month.

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

Quintal stated that the flower baskets have been installed throughout town and that the power washing had begun last week. The committee is looking at holiday light displays for the Old Woodward/Maple intersection. They are waiting on drawings from the City in order to plan ahead. Quintal continued that the committee is continuing its efforts to find a design to begin replacing the concrete planters around downtown.

#### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated that Fielder continues to work to place someone in the old Cosi space and that Fielder had attended the ICSC annual convention in Las Vegas.

Fielder said that Sara Campbell had opened last month and that their sales are very good, proving that there is a market in Birmingham for them. Fielder continued that Allen Edmonds would be moving from Somerset in to the old Blu Arch space by late summer. Fielder also explained that a potential business for the Cosi building and the building just north of it submitted lease comments to the landlord two weeks ago and are waiting for a response.

Fielder remarked on the ICSC convention, stating that she had attended five programs, held seven meetings and walked four shopping centers in the two days she was there. She said that one of the programs she attended talked about how technology is affecting retail.

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

Hockman stated that there was nothing new to report.

#### **7. APPROVAL OF VOUCHERS**

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

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

#### **8. OLD BUSINESS**

There was none.

#### **9. NEW BUSINESS**

##### **a. CHEVY CRUISE SPONSORSHIP**

**MOTION:** Motion by Astrein seconded by Valentine to approve the draft sponsorship agreement with Chevrolet for the 2016 Birmingham Dream Cruise Event, pending final staff review and final revisions if required.

**DISCUSSION:** Valentine questioned that there was a provision in agreement for no alcohol on public property. It was verified that is written in the agreement.

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

**b. WXYZ CRUISE AGREEMENT**

**MOTION:** Motion by Astrein seconded by Daskas to approve the draft agreement with WXYZ Channel 7 for the 2016 Birmingham Dream Cruise Event, pending final staff review and final revisions if required.

**DISCUSSION:** Heiney stated that this is the fourth year they will be broadcasting live from Birmingham and that two years ago, they started syndicating this show nationally. Last year, it went to ninety markets which places Birmingham with a national audience. Heiney explained that the BSD enjoys free advertising and a professionally produced spotlight segment about Birmingham along with a resident with their classic car that airs during the show.

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

**c. WOMC CRUISE AGREEMENT**

**MOTION:** Motion by Valentine seconded by Astrein to approve the draft agreement with WOMC 104.3 for the 2016 Birmingham Dream Cruise Event, pending final staff review and final revisions if required.

**DISCUSSION:** Valentine requested that a proof of performance be added to each of these agreements.

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

**10. INFORMATION**

**a. RETAIL ACTIVITY**

**b. ANNOUNCEMENTS**

**c. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

**11. PUBLIC COMMENTS**

Valentine highlighted parking initiatives that are currently underway. Chester structure has added a real time digital monitor showing spaces available.

Two initiatives are underway to expand parking capacity in the short term. One is the valet assist option in the top floor of the North Old Woodward deck, allowing 50 additional cars to be parked. The second is a lease agreement for property at the northwest corner of Woodward at Maple, allowing for 40 cars to be parked.

Hockman commented that Valentine and City Staff should be complimented for their communication efforts to keep information flowing to residents and businesses regarding construction and other important topics.

**12. ADJOURNMENT – 8:40 A.M.**

Respectfully submitted,

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