

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, March 3, 2016 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, March 3, 2016, at 8:02 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Benkert, Solomon, Syzdek

ALSO PRESENT: Joe Bauman, Julie Fielder, Mark Gerber, David Hohendorf

ADMINISTRATION: John Heiney, Lori Rondello

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan seconded by Astrein to approve the minutes dated February 4, 2016.

VOTE: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Heiney stated that Benkert is back in round of therapy for illness.
Hockman encouraged Board members to stop by and visit Benkert when available.

5. REPORTS

a. FINANCE REPORT

Gerber stated that year-to-date January cash flow is within \$14,000 of where projected.
Gerber stated that special assessments collected in December-January were at 50% which was normal. Gerber indicated the end of February brought 93% of assessments collected, which is historically consistent. Gerber stated that they will continue to collect and expect to get more payments through the end of the year.
Gerber identified the expenditures through year end are high. Gerber explained that overages in DPS Maintenance fees occurred. Gerber stated that BSD budget reveals Marketing and Advertising at 83% and Special Events at 86%. Gerber stated that Special Events is about the same as 2015.
Heiney stated that the BSD rebranding can explain much of the Marketing and Advertising budget percentage hike as everything has to be redesigned. Heiney explained this is a one-time expense as the designs will be used for many years.
Hockman noted that the balance for each committee's budget is detailed at the bottom of each report for continued tracking.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney said his report will be covered in the committee reports.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated Restaurant Week was successful.

Heiney added that not only is BSD surveying restaurants for their feedback, but surveying patrons to help make informative decisions for the 2017 event.

Astrein stated that BSD staff is busily getting ready for the upcoming farmers market season.

Heiney stated that Chevy has been contacted regarding the 2016 Cruise Event and we await their response.

Astrein stated that the committee will be working on ideas for a fall shopping event.

MARKETING & ADVERTISING-DASKAS

Daskas stated that there was no committee meeting in February.

Daskas confirmed that the Birmingham Magazine spring issue cover shoot is happening today at Cranbrook House & Garden's greenhouse.

Daskas stated that Harris is busy working on the new farmers market logo and advertising designs.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that the committee did not meet in February.

Quintal stated that more holiday light displays will be added to the Maple and Old Woodward light poles, increasing by eight.

Quintal stated that in spring, flower baskets will be added at Maple and Peabody and new planters by The Stand.

Heiney explained that since the current concrete planters are no longer available for replacements, the committee is looking for a new design.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that the committee did not meet in February.

Fielder explained that a lease has been signed for a women's apparel boutique and should be announced in the next couple of weeks.

Heiney stated that Surnow had arranged a meeting with Gazelle Sports and the BSD to discuss ways to be involved in town.

Valentine stated that the state of transition going on currently is not only businesses leaving, but businesses coming in, and is typical every year.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman congratulated Heiney and staff for being proactive regarding the upcoming Hamilton Avenue construction project. Hockman explained that BSD has been identifying ways to help businesses affected by the construction and that communication will be key. Hockman also acknowledged Astrein and Fehan who have worked on the free valet service that will be offered for customers during the construction project.

Heiney stated that the Hamilton project will be a learning experience going forward for construction projects next year.

Heiney explained the collaboration between BSD and Chamber to create a Cash Mob event for Hamilton businesses which was successfully executed during the Pierce/Merrill project.

Heiney stated that there is a meeting scheduled between the Hamilton Avenue project steering committee and contractor to encourage dialogue as the project gets underway.

Fehan stated that the contractor is the same as the one used for Pierce/Merrill project, which will be of benefit.

Valentine stated that there is a special meeting of the Advisory Parking Committee on March 16 at 7:30 p.m. at DPS to discuss accessible parking.

Hockman continued that the changes that are coming regarding accessible parking is that there will now be designated spaces and that now people will pay to park.

Valentine explained that the change is a Federal requirement for the work being done on Hamilton and that the city will take a universal approach to continue changes throughout town. Valentine stated that they hope to roll out city-wide by mid summer.

Valentine stated that the Ad Hoc Parking Committee continues to meet and look forward solutions, focusing on the North Old Woodward lot, expansion of structure. Valentine continued that the committee has productive discussions as they review studies of size, scale and financials.

Quintal asked if there is a timeline for committee decisions.

Valentine answered that they hope to have a plan in place by summer and that they are making good progress.

d. CHAMBER REPORT

Bauman stated that the first joint development breakfast is happening this morning at The Community House.

Bauman reiterated the Chamber's collaboration with BSD to host a Cash Mob event in support of the Hamilton Avenue businesses affected by the upcoming construction project. Bauman stated that the Chamber is committed to work with BSD during construction projects going forward.

Bauman announced Monday, March 7, Government Forecast Breakfast at The Townsend Hotel. Bauman stated that there were already 175 reservations and encouraged anyone still wanting to attend to register as soon as possible.

Bauman stated that the Real Estate Forecast Breakfast is scheduled for April 5.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein seconded by Fehan to approve the vouchers, as submitted, dated March 3, 2016.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

a. RETAIL ACTIVITY

b. ANNOUNCEMENTS

c. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENTS

Fehan reminded attendees that the Primary Election is on Tuesday, March 8.

Bauman added that the City Commission recently approved the Birmingham Fair for June 1-5. Bauman stated this includes United Shore's private party on Wednesday evening. Bauman stated that the company had 97% of employees attend the fair in 2015 and this speaks well to Birmingham and the attractive environment.

Fehan asked if the Birmingham Fair is the Chamber's single largest source of income.

Bauman answered that the Fair is their largest source of income, enabling the Chamber to give \$20,000 to local charities.

Valentine thanked Fehan for the reminder about the Primary Election.

Valentine stated the City has new public notice procedures which will make information easier to obtain from the City.

Valentine continued that the City is using technology to better serve everyone and inform what is going on in and around the city.

Hockman requested to have the new procedures sent to the Board and to post on BSD website.

11. ADJOURNMENT – 8:42 A.M.

Respectfully submitted,

L. Rondello (back-up notes on file)