

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, January 4, 2018 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 4, 2018, at 8:05 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Daskas, Eid, Fehan, Hockman, Pohlod, Quintal, Roberts, Surnow, Valentine

ABSENT: A.-Woods, Solomon

ALSO PRESENT: Joe Bauman, David Hohendorf

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

Victoria Knight

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Astrein to approve the minutes dated December 7, 2017.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Astrein thanked Surnow for holiday baskets.

5. REPORTS

a. FINANCE REPORT – Tighe

Tighe noted that the Revenue/Expense report shows contributions from private sources (sponsorships) is at 70% of budget due to timing of events while expenditures for tenant recruitment is ahead of budget projections due to the payment schedule outlined in the contract with Buxton.

The cash flow report ending in November shows -\$24,059 for the PSD magazine. This was due to the timing of the report. It has already worked itself out. The cash balance is currently \$375,016. This amount will be increasing in January and February due to the fact that tax assessments have just been sent and payments will soon be received.

b. EXECUTIVE DIRECTOR REPORT

Tighe outlined the BSD's plan to help merchants during the upcoming construction on Old Woodward. The tagline will be "Pave the Way Birmingham." This will be used in marketing campaigns that will include social media, radio, tv and newspaper.

Communication will be via email and social media to keep the merchant and residential communities informed of progress. Both the City and the BSD will send emails to their distribution lists and post updates on their social media accounts. The BSD will also hold regular merchant meetings.

An idea has been proposed to use "Birmingham Bucks" as an incentive to shoppers. This would reward shoppers for spending by offering them dollars to use on future purchases.

Signage will be created for the streets and to identify each business in the construction zone.

Free valet will be offered in three or four locations.

BSD will hold events to draw shoppers into town. They may feature public art, a family day and a selfie spot in the construction area.

BSD will act as the liaison between the city departments and the merchants and will send email updates at least weekly.

Valentine said that three bids were received. They are planning to award the project to a large construction company who recently handled downtown Rochester construction and came in under budget. Expected time for construction is 125 days with a hope of the project ending by the end of July.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein relayed that the Small Business Saturday prize presentation was done in partnership with L. Brooks Patterson and Oakland County on December 14th at The Bird & The Bread. He said that 16 Birmingham stores donated prizes in addition to the 3 grand prizes that Oakland County presented. This promotion is gaining traction and he expects it to be bigger next year.

The Winter Markt was a great event – very successful. The window decorating contest had sixteen stores participate this year with judging being done via popular vote on Facebook.

There has been some discussion of the date for Day on the Town. This will be discussed at the merchant meeting next week.

Hockman said that he has asked the committee to work to energize the city starting Thanksgiving weekend through Christmas.

Daskas expressed her disappointment that the tree lighting did not happen on the day before Thanksgiving. She said that people missed having the tree lit and that the city was too crowded during the Winter Markt.

Roberts said that he agrees with Daskas. Astrein said that the committee is continuing to work on a plan for 2018.

MARKETING & ADVERTISING - DASKAS

Daskas said that there was some discussion of the Birmingham Magazine distribution schedule but that the decision was made to stay with the original dates.

A website redesign will begin shortly. This will allow for more unique features on the site and make it more user-friendly.

The committee continues to work on new marketing materials including a 3D display.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal said that the committee met with Mosher and will be getting pictures and ideas from them for the planters.

The DPS Appreciation Party will be held on January 24th to thank them for their hard work.

The committee took a tour of surrounding cities to see their light displays and get some ideas for the coming year.

Daskas asked about the possibility of having heated sidewalks. Valentine said that the idea has been explored but it would require space for the heating systems to be housed and is cost prohibitive. Quintal agreed that in addition to the cost to install the system, there would be operational and maintenance expenses.

BUSINESS DEVELOPMENT - DASKAS

Daskas explained that representatives from Buxton Company will be here for the BSD Merchant Meeting scheduled for the morning of Thursday, January 11, 2018 as well as a broker/property owner roundtable that afternoon.

EXECUTIVE BOARD REPORT – Hockman

Hockman explained that the executive board would like to bring committee structures more in line with City standards. A draft of guidelines was distributed to board members for their review. This will be presented for approval at the February meeting.

d. PARKING REPORT – Valentine

Valentine said the parking report shows that structures did not reach capacity. Quintal asked why, if structures are not at capacity, are people who work in Birmingham unable to purchase monthly parking passes. Valentine explained that this is regulated by the parking committee and there is a ratio of permit/hourly parking that they like to keep.

Pohlod suggested having permit parkers use upper and lower levels and leaving easier access parking for shoppers. Valentine explained that the parking committee is planning to bring in a consultant to take a look at the parking situation and give recommendations to city commission.

Pohlod mentioned that she heard from shoppers that it took too long to get cars back from valet. Roberts thought that waiting out in the cold for your car may have made it feel like a longer wait than it actually was. Pohlod suggested having heaters at the valet stands.

e. CHAMBER REPORT

Bauman thanked the BSD for once again being a sponsor of their forecast series. The Economic Forecast will be held on January 19th at the Birmingham Country Club. The real estate forecast will be in February and the government forecast in March – both at The Townsend.

The Chamber will also be hosting an event on February 1st with Google on SEO optimization for small businesses and encouraged merchants to attend.

Jenny Meier from Bank of Ann Arbor has been named a new member of the Chamber board of directors.

Village Fair permits were approved by City Commission. The Chamber will continue to work on overcoming parking issues. They are looking into a “Shop the Fair Week” program which would offer discounts to those who show their fair wrist band.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Fehan to approve the vouchers, as submitted, dated January 4, 2018.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

- a. Retail Activity**
- b. Announcements**
- c. Letters, Board Attendance & Monthly Meeting Schedule**

10. PUBLIC COMMENTS

Knight introduced herself. She is the general manager of St. Croix, an upscale men’s clothing store that has been at the Somerset Collection for 24 years and will be moving to Birmingham at the beginning of February. She is very excited about the move and is looking forward to working with the BSD and getting involved with the Birmingham community.

11. ADJOURNMENT – 9:01 A.M.

Respectfully submitted,
Jaimi Brook (back-up notes on file)