

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 5, 2019 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 5, 2019, at 8:04 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Kay

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gamboa, Comerford

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Valentine to approve the minutes dated November 7, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Valentine let the board know that the third survey regarding the master plan is now available on the master plan website. He encouraged board members to share their input. The final version of the plan should be available early next summer.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe shared that the fund balance at the end of October was \$341,100. There is still money coming in under the special events line item from Farmers Market and Winter Markt.

Assessments will be mailed in January. The mailing will include a 2019 year in review highlighting some of the successes that the BSD has had in the past year.

Cash flow for four month period shows that we received the \$55,000 sponsorship payment from Chevy. We still had a variance of \$51,954 in special events revenue. The majority of that was a result of the GM payment.

b. **EXECUTIVE DIRECTOR REPORT - TIGHE**

c. **COMMITTEE REPORTS:**

SPECIAL EVENTS - ASTREIN

Astrein reported that Small Business Saturday was slow for merchants. He thinks that the UM vs. OSU football game impacted the number of shoppers.

Santa Walk was successful with more participants this year than last. Fehan shared that he really appreciated the support and participation from the police and fire departments.

Thirteen merchants participated in the window decorating contest. "Let it Snow" was the theme.

Winter Markt set-up is going on now. There will be 65 vendors. We are working with a new tent vendor and are pleased with the quality of the tents. Brad Galli, from WXYZ, will be the master of ceremonies for the tree lighting.

Restaurant Week will be held the last week of January and the first week of February. Planning is underway.

MARKETING & ADVERTISING - POHLOD

Pohlod shared holiday promotions will have less of a focus on television. There will still be some advertising on Comcast and WOW cable. There will also be a Live in the D segment as well as a segment on the morning news on WXYZ next week.

The drone footage from last year's Winter Markt is being used in promotions.

Planning is already getting started for the next Birmingham Magazine. A meeting will be held with Renaissance Media early in the year to discuss the next issue. Hockman shared that he has received positive feedback on the magazine. Astrein agreed and emphasized that he really liked that the magazine featured local people.

Valentine asked about the possibility of the magazine having more of a business development component next year so that it could be used in the recruitment process. Astrein commented that there was very little jewelry in the magazine. Pohlod explained that there were some challenges with the location during the photo shoot and that there would be more jewelry next year.

An RFP for a new BSD website will be posted in January. The committee is working on an events/cruise ad with drone footage. Renaissance Media is also working on a video.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that planters are complete and are different this year. He feels that they may need more height to them next year.

North Old Woodward looks good with the new chandelier lights, but the committee would like to have fewer trees on N. Old Woodward decorated next year so that the chandeliers stand out more.

The Christmas tree in Shain Park is six feet taller this year. And, due to ongoing construction on the Merrillwood Building, lights will not be able to be strung across Merrill this year.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the Lyft promotion has begun. It will be adjusted so that it is open ended instead of ending at the end of the calendar year. Tighe added that it has had about 75 uses so far.

Surnow continues to be impressed with the work that Tighe and Cindy Ciura are doing.

Tighe let the board know that Cindy will be representing the BSD at the ICSC event in New York City next week. She has been able to make appointments with some of the companies that are on the "red" list which means that they may actually still have an interest in being in Birmingham.

Surnow has seen more tours and conversations lately.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman updated the board that three board members are on the agenda to be reappointed at the commission meeting on Monday. Astrein will also be appointed to the advisory parking committee to represent the BSD. And, Jessica Lundberg, from Rivage Day Spa, has been nominated to be a new BSD board member.

Saturday, January 25th will be the city's long range planning session. Tighe will be presenting on the BSD.

d. PARKING REPORT - VALENTINE

Valentine said that there is nothing significant to report this month and that Astrein will be taking over these reports in the future, as he will be a member of the parking advisory committee.

e. CHAMBER REPORT

There was no report from the chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated December 5, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 8:35 A.M.

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