

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, June 7, 2018 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 7, 2018, at 8:04 a.m. in The Community House.

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

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

**ABSENT:** Fehan

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

Ara Darakjian, Arman Darakjian, Zharko Palushaj, John Henke, Frank Konjarevich

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by Quintal to approve the minutes dated May 3, 2018.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

**4. BOARD MEMBER COMMENTS**

Hockman recognized Konjarevich for his business, Frank's Shoe Service, being in Birmingham for 60 years. Hockman acknowledged that it is special to reach this milestone and that Frank's Shoe Service has a great reputation – great staff and customer service.

Konjarevich thanked everyone in the City for helping him to get to this milestone.

Hockman shared that this would be Daskas' last meeting as a member of the BSD Board. He thanked her for her 20 years of dedicated service to the BSD Board and for the passion she shows for the community. He presented her with a plaque.

Daskas said that it has been her pleasure and honor to be on the board and that she hopes it has made a difference. She will always be available to be called on.

Valentine let everyone know that the Old Woodward Reconstruction Project has now passed the half way point and is on track. He also shared that the parking consultant gave a midterm report. There were approximately 50 people at the public input meeting. And, Lot 12, the new lot south of Kroger has already issued about 100 of its available 170 permits.

**5. REPORTS**

**a. FINANCE REPORT – HOCKMAN**

The BSD is trending a little better than anticipated but that is due to seasonal variations which will adjust themselves. There is nothing unusual to report.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe thanked Daskas and Konjarevich for their continued support. Tighe shared that she has been walking the city and talking to retailers – 62 so far asking how things are going during construction. She has found that the Birmingham Bonus Bucks has been very well received and seen as helpful. Valet is a big hit. Merchants are satisfied with communication from the BSD and the City about construction updates. Overall feedback was very positive.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein explained that the Birmingham Bonus Bucks (BBB) program continues to be very well received. Approximately 300 are being given out per week. The plan is to continue distributing BBBs through the end of June.

Voting on the barricade art is open until July 15<sup>th</sup>. An end of construction celebration is being discussed. Ideally it will not involve any further street closures.

The committee is still working on a plan for Day on the Town. It is difficult due to the uncertainty of when construction will be complete. There will be a survey distributed to get feedback from merchants.

**MARKETING & ADVERTISING - DASKAS**

Daskas said that no meeting was held in May. The Spring/Summer Birmingham Magazine has been distributed. And, Paula Tutman from WDIV did a news story on the Old Woodward Reconstruction Project and how businesses are doing.

Tighe mentioned that additional signage has been erected showing that businesses on Maple are open during construction.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

Quintal shared that valet is going well. One stand is slower but, in order to avoid confusion, it will remain open for the duration of the construction period. The hanging baskets and planters have been installed. They are not as full as hoped, but will last longer into the summer.

The committee has discussed power washing and will begin working on holiday lighting at the next meeting.

Astrein asked about snow removal on the sidewalks which will be significantly wider (in some areas) after construction. Quintal said that the committee will work with the contractor.

**BUSINESS DEVELOPMENT - SURNOW**

The committee is continuing to work to bring retailers to town. One of the prospects from Buxton is currently very interested in locating in Birmingham. Standard operating procedures are being developed to handle different contacts and reporting.

The committee is working with the BSD's website vendor to create an interactive map that shows available spaces, their address, the property owner, a floor plan, etc. Price is still being negotiated.

Surnow is excited that there is traction and a potential deal. He and Tighe are meeting with various property owners to explain different initiatives with the hope of engaging the property owners. They are also looking at other ideas like BSD gift certificates.

Training is being done to understand all of the different reports Buxton can produce. An example will be highlighted at the Merchant Meeting next week.

Tighe attended the International Council of Shopping Centers (ICSC) Conference in Las Vegas. She had approximately a dozen meetings which she said were very productive.

Valentine feels that it is encouraging that there is already traction after just six months. This shows that downtown Birmingham is a viable location and the program is getting results.

Ara Darakjian asked what obstacles potential retailers are mentioning. Tighe said that some aren't familiar with the area, some are aware of Somerset and some have mentioned other stores in the area carry the same brands/lines.

Henke asked how much money has been allocated toward the BBB program. Astrein let him know that, if approved at today's meeting, it will be \$50,000. Henke thinks that the public should be made aware of that large commitment and that the program should continue to keep the momentum going.

Hockman agreed that the BBB program is important and assured everyone that the executive board has seen the success and is doing what it can to keep the program funded.

## **EXECUTIVE BOARD REPORT**

Hockman asked Tighe create a forecasted three-year budget showing lessons learned, what worked and what resources are needed for the next project.

Hockman shared with the group that Pohlod has agreed to serve as the chair of the Marketing & Advertising Committee.

### **d. PARKING REPORT**

Valentine said that they are working to revise the format of reports. Pohlod asked about getting reports more in real time instead of with such a delay. Valentine explained that these reports are just for information and real time reports are also available.

Quintal asked who decides bus stops. Valentine said that it is primarily decided by SMART.

Daskas raised the point that she doesn't think that the art fair should be allowed to take place on Mother's Day weekend as it really hurts business.

Hockman agreed that she has a valid point but acknowledged that other situations wrap around it and that now is the time to talk to the event organizers about changing the weekend for 2019 and/or 2020 depending on how firm their future calendars already are.

### **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 Valentine to approve the vouchers, as submitted, dated June 7, 2018.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

a. Approval of Birmingham Bonus Bucks Phase Two Approval

**MOTION:** Motion by Astrein, seconded by Quintal to approve the recommendation to allocate an additional \$20,000 of its budget to the Birmingham Bonus Bucks Phase Two promotion.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

b. Approval of WXYZ Contract for Cruise Event

**MOTION:** Motion by Astrein, seconded by Valentine to approve the agreement with WXYZ Channel 7 for the Birmingham Cruise Event.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

c. Approval of Lincoln of Troy Agreement for Cruise Event

**MOTION:** Motion by Astrein, seconded by Quintal to approve the agreement with Lincoln of Troy for the Birmingham Cruise Event for 2018 – in concept.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

d. Approval of WOMC Agreement for Cruise Event

**MOTION:** Motion by Astrein, seconded by Solomon to approve the agreement with WOMC 104.3 for the Birmingham Cruise Event – in concept.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

**9. INFORMATION**

a. **Retail Activity**

b. **Announcements**

There will be no July board meeting due to a lack of quorum.

**c. Letters, Board Attendance & Monthly Meeting Schedule**

**10. PUBLIC COMMENTS**

Palushaj shared that he thinks that valet stands for individual restaurants are taking too many parking places. He feels that there should be a shared valet. Valentine acknowledged that this topic warrants further discussion but mentioned that the restaurants who currently have valet do not want to give up their individual valets.

Palushaj doesn't believe that cars parked by the valet services are getting ticketed at the same rate as other cars. Valentine said that the police department is responsible for follow-up and if problems continue then permits can be revoked.

Ara Darakjian asked if, when using BSD valets, cars can be picked up at stations other than the one where they were dropped off. Tighe said that currently, cars need to be picked up where they were dropped off.

Ara Darakjian thinks it would be easier if shoppers were given the opportunity to use any station for pick-up. Valentine said that this is the first step with valet started for construction. He would now like to see it continue as a service throughout the year. If that happens, they will then explore the possibility of having pick-up at any station.

Ara Darakjian commended the City and BSD on the communication regarding construction.

**11. ADJOURNMENT – 9:15 A.M.**

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