

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, March 6, 2014 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, March 6, 2014, at 8:02 a.m. in the Community House.

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

**PRESENT:** Astrein, A.-Woods, Benkert, Daskas, Fehan, Quintal, Roberts, Sobelton, Solomon, Valentine

**ABSENT:** Bouchar, Hockman

**ALSO PRESENT:** Joe Bauman, Julie Fielder, Julie Grippo, David Hohendorf, Steve Kalczynski

**2. RECOGNITION OF VISITORS**

Astrein welcomed everyone in the audience.

**3. APPROVAL OF MINUTES OF THE FEBRUARY 6, 2014 REGULAR MEETING**

**MOTION:** Motion by Sobelton seconded by Fehan to approve the minutes dated February 6, 2014.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

Benkert stated the Advisory Parking Committee (APC) is going to present a parking update at next month's meeting. Benkert stated there is a waiting list for monthly parking passes. Astrein stated the Executive Committee has been reviewing the parking reports and is planning to move the parking issue to the maintenance and capital improvements committee to study and report back on. Astrein stated the process may span over a couple months and then come back to the PSD Board. Valentine stated the City is reviewing the parking needs in Birmingham and the best possible way to address these needs. Heiney stated the APC is interested in the PSD Board input on the parking issue.

**5. REPORTS**

**a. FINANCE REPORT**

Written report only.

**b. EXECUTIVE DIRECTOR'S REPORT-HEINEY**

Heiney stated all executive director information will be covered under committee reports.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated the committee met with Molly MacDonald, director of The Pink Fund. A.-Woods stated the committee is working with the Block Captains to combine the Couples Night Out with The Pink Fund campaign.

Heiney stated that the Farmers Market will be low on products at the beginning of the market, because of the weather. Heiney stated the committee is working on several ideas for the market. Heiney stated the committee has invited The Plant Station to participate in the market in May.

Other upcoming special events: Farmers Market – Sundays, May 4 through October 19; Movies Nights in Booth Park, June 20, July 18 and August 8; Day On the Town – July 26, and Birmingham Cruise Event – August 16. For current calendar events visit [www.enjoybirmingham.com/events](http://www.enjoybirmingham.com/events).

**MARKETING & ADVERTISING-DASKAS**

Daskas stated Melih Oztalay was a guest speaker at the last marketing and advertising meeting. Daskas stated he presented ideas for how to have your business show up on a Google search. Daskas stated he will present this information at the next merchant meeting. Daskas stated that Google has changed how local searches work, and retailers should stay informed.

Heiney stated he is talking with Chris Fay of McCann Erickson with regards to the Shop Local / Shop Where You Live messaging. Daskas stated the committee is also working on the Spring / Summer Birmingham Magazine.

Heiney stated the committee has realigned the agreement with Real Integrated. Heiney continued stating that going forward the PSD is going to use Real Integrated on a per project basis, as opposed to a retainer fee basis. Heiney commented that going to a per project basis makes more sense for the PSD at this time.

**MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated the committee is going forward with the trial basis for recycling. Quintal stated four tops and four inserts will be put into existing containers and placed in key areas of Birmingham for the trial. Quintal stated if the trial is a success, then going forward as existing containers are replaced, they will be replaced with the recycling containers.

Heiney stated he met with the electrician with regards to lighting issues in Shain Park. Heiney stated the issue is moisture tripping the lights. Heiney stated the trouble shooting will continue for a bit longer and once a solution has been decided upon, the lighting will be fixed and the lights will be removed.

Quintal stated that 10 additional hanging baskets will be added for 2014 and the committee is in the process of getting pricing for the spring plantings.

Astrein suggested the PSD share a list of contractors that merchants can use for snow removal. Astrein stated that the merchants need to do their part with regards to removing the snow in front of their store. Quintal stated the PSD does send e-mail blasts to merchants about snow removal.

**BUSINESS DEVELOPMENT-DASKAS**

Daskas stated merchants are excited with the new merchants that have come to town.

Julie Fielder stated bluemercury had their Grand Opening on Saturday. Fielder stated Hot Mama should be open before April 1. Fielder stated that a home furnishings store will be going into the former Harmony House location soon. Fielder stated there is a letter of intent for the Bank of America space. Fielder stated Bank of America will close July 31, 2014. Fielder stated for February she worked on eight different space locations. Heiney stated The Bird and the Bread had a soft opening this past Saturday. Astrein commented that the retail occupancy rate is at 98 percent, and the office occupancy rate is at 91 percent.

## **EXECUTIVE BOARD REPORT-HOCKMAN**

Heiney stated the executive committee met with Marilyn Opdyke, of Opdyke Consulting Group regarding a strategic planning agreement. Heiney stated he recommends the PSD Board set the course for the next several years with a strategic planning session. Heiney stated the last time the PSD Board had strategic planning discussions was in 2006. This item will be covered under new business item 8 a.

## **MERCHANT BLOCK CAPTAIN REPORT**

Julie Grippo stated she attended the APC meeting and updated the Merchant Block Captains with regards to parking issues. Grippo stated the merchants feel parking is currently a problem for shoppers. Grippo stated that the block captains did not find support from the merchants for having Day On the Town start on Friday with evening hours. There was some support for decreasing the hours of Saturday. Grippo stated the block captains are finding support for the Ladies Day Out event, slated to take place May 3, from 10 a.m. to 3 p.m., with a 4 p.m. raffle to be held at a participating restaurant. Grippo stated Chuck from BluArch is working on a “retailer’s forum 48009” blog.

## **CHAMBER REPORT**

Joe Bauman stated for 2013 the Chamber added 173 new members, with membership approaching 750. Bauman updated the PSD Board on two upcoming Chamber events. A Health Care Forecast, April 29, 2014, at St. Joseph Mercy Oakland and on May 14, 2014, a North Old Woodward event in collaboration with the PSD, a walking tour taking place from 3 p.m. to 5:30 p.m. For Chamber events visit [www.bbcc.com](http://www.bbcc.com).

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Sobelton seconded by Fehan to approve the vouchers, as submitted, dated March 6, 2014.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. AGREEMENT FOR STRATEGIC PLANNING**

Heiney reviewed the recommendation to undertake strategic planning in 2014 with the PSD Board.

**MOTION:** Motion by Sobelton seconded by Valentine to approve an agreement with Opdyke Consulting Group for Strategic Planning consulting and facilitation, for an amount not to exceed \$6,500. Further, to appoint the PSD Executive Committee as a strategic planning steering committee, and request a time line and meeting dates by the next PSD Board meeting.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

### **b. CHANGE FOR DAY ON THE TOWN EVENT HOURS**

The PSD Board discussed the Day On the Town (DOTT) hours. Heiney stated the PSD Board has addressed the hours for DOTT in the past. Heiney reviewed possible options for the PSD Board to take with regards to the event.

**MOTION:** Motion by Astrein seconded by Sobelton to approve the hours for Day On the Town to take place Saturday, July 26, 2014, from 9 a.m. to 7 p.m.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**9. INFORMATION**

- a. RETAIL ACTIVITY**
- b. WEBSITE REPORT**
- c. LETTERS**
- d. ANNOUNCEMENTS**
- e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

**10. PUBLIC COMMENT**

**11. ADJOURNMENT – 8:52 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)