

City of Birmingham
Principal Shopping District Proceeding
Thursday, April 3, 2014 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, April 3, 2014, at 8:01 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Hockman, Solomon

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

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE MARCH 6, 2014 REGULAR MEETING

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

VOTE: Yeas, 8 Nays, 0 Absent, 4

(Roberts arrived 8:02 a.m.)

4. BOARD MEMBER COMMENTS

Daskas stated Tender had an event last evening. The event included celebrity stylist Johnny Wujek and was a fundraiser, which will benefit the Ruth Ellis Center in Highland Park. Daskas stated the event was very well organized and that it was a really nice evening.

5. REPORTS

a. FINANCE REPORT

Gerber reported that the PSD is tracking ahead of projected figures. Gerber stated this will straighten out in the next month or two with the upcoming special events season starting. Gerber reported that the PSD special assessment 2013-2014 is tracking well and will be collected through April, before going to the tax roll. Gerber stated for year to date tracking the PSD is tracking on target. Gerber reviewed all financials with the PSD Board.

(A.-Woods arrived 8:06 a.m.)

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated the City of Birmingham has created an ad-hoc parking committee to review the parking in Birmingham. Heiney stated the PSD has been invited to hold a seat on the committee and this will be covered under new business.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated Ladies Day Out taking place May 3, from 10 a.m. to 3 p.m. is moving forward and the PSD is offering valet parking during the months of April and May on Saturdays from 11 a.m. to 5 p.m. for the spring shopping season. Astrein stated Julie Grippo will update the Board with Block Captain meeting information.

Astrein stated farmers market will open Sunday, May 4. Heiney stated that the Farmers Market may be low on products at the beginning of the market, because of the weather. Heiney stated there will be flowers, along with greenhouse items and bake goods, but produce is expected to be late because of the harsh winter.

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.

MARKETING & ADVERTISING-DASKAS

Daskas stated no committee meeting was held in March. Daskas stated the Spring / Summer issue of the Birmingham Magazine is currently being worked on and will be out in April.

Heiney stated the committee is working with SmartFinds Internet Marketing to transition smoothly from the old website to the new EnjoyBirmingham.com website, with regards to Google searches and rankings. Heiney stated the new website is slated to launch in the next week to two.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the holiday tree has been taken down and put in storage. Quintal stated there was defective wiring issues between the connections and this will be handled through the company with the tree warranty. Quintal stated the electrician has been consulted on ways to seal the connections better going forward. Quintal stated the trees in the concrete planters will be removed in the next week or two. Quintal stated that 10 additional hanging baskets are being added for 2014.

Quintal stated the committee met with Paul O'Meara and Lex Kuhne regarding the parking in Birmingham. Heiney stated that there will be a wrap up meeting between the maintenance/capital improvements committee and the PSD ad-hoc parking committee representative. Heiney stated this information will be taken to the ad-hoc committee for discussion.

Astrein asked for an update as to how often the garage striping is done and when the spring sidewalk cleaning will take place. Quintal stated the sidewalk cleaning normally takes place in the spring. Heiney stated in past years the sidewalk cleaning has taken place in early May. Heiney stated the planters and hanging baskets are normally in place by Memorial Day; however the store front watering won't take place until approximately the third week of June.

Valentine stated the City of Birmingham signed the Channel 7 Pot Hole Pledge. Valentine stated this means the City of Birmingham will fix city street pot holes in three days. The number to report hot holes is 248.530.1700.

(Fehan left 8:30 a.m.)

BUSINESS DEVELOPMENT-DASKAS

Daskas stated the committee did not meet in March. Daskas stated there is a retail consultant update hand out for the Board.

Julie Fielder stated West Elm; a home furnishings store has signed a lease in Birmingham. Fielder stated the store is scheduled to open in 2014 and is the only West Elm store in Michigan. Fielder stated Hot Mama opened March 19. Fielder stated Heiney has updated the Strategic Edge plan with regards to Birmingham's fashion synergy index. Fielder stated the Birmingham rating has seen an increase from the 2012 figures.

EXECUTIVE BOARD REPORT-HOCKMAN

Heiney stated the executive committee discussed strategic planning.

MERCHANT BLOCK CAPTAIN REPORT

Julie Grippo stated the block captains will be handing out a flyer to merchants regarding the valet parking and Park Smart Birmingham. Grippo stated she informed meeting participants of the new hours for Day On the Town and stated that more will be discussed closer to the event. Grippo stated Ladies Day Out is moving forward with advertising through email, Facebook, posters and in publications such as The Eagle and The Jewish News. Grippo stated the Block Captains are planning to hold a merchant meeting on June 11 from 8:30 to 10 a.m. at Found Objects, 241 East Merrill Street.

CHAMBER REPORT

Joe Bauman updated the PSD Board on upcoming Chamber events including: Health Care Forecast, April 29, at St. Joseph Mercy Oakland; on May 14, North Old Woodward event in collaboration with the PSD, a walking tour taking place from 3 p.m. to 5:30 p.m., and the Chamber Village Fair, May 29 through June 1. For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Valentine to approve the vouchers, as submitted, dated April 3, 2014.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. APPOINTMENT OF REPRESENTATIVES TO AD-HOC PARKING COMMITTEE

Heiney reviewed the recommendation to appoint Principal Shopping District representatives to the City of Birmingham Ad-Hoc Parking Committee.

MOTION: Motion by Sobelton seconded by Quintal to appoint Richard Astrein as a member of the City of Birmingham Ad-Hoc Parking Committee. Further, to appoint Jeff Hockman as alternate to the committee.

VOTE: Yeas, 9 Nays, 0 Absent, 3

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Camille Jayne stated The Community House will hold a new event called Park Art on June 27, from 5 p.m. to 9 p.m. Jayne stated that Farm to Table will be held September 6, from 4 p.m. to 8 p.m. For more information on The Community House events visit www.tchserves.org.

11. ADJOURNMENT – 8:51 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)