

City of Birmingham
Principal Shopping District Proceeding
Thursday, May 1, 2014 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, May 1, 2014, at 8:02 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Benkert, Hockman, Quintal, Roberts, Sobelton, Solomon, Valentine

ABSENT: Bouchar, Daskas, Fehan

ALSO PRESENT: Julie Fielder, Jay Grossman, David Hohendorf, Camille Jayne

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE APRIL 3, 2014 REGULAR MEETING

MOTION: Motion by Astrein seconded by Valentine to approve the minutes dated April 3, 2014.

VOTE: Yeas, 8 Nays, 0 Absent, 4

(A.-Woods arrived 8:08 a.m.)

4. BOARD MEMBER COMMENTS

Benkert stated no Advisory Parking Committee meeting took place.

Astrein stated the Jewelers of Birmingham met the other day for a competition. Astrein stated every single jeweler in Birmingham participated. Astrein stated this was the high school competition and some of the students work is amazing. Astrein stated the competition is funded by the Jewelers of Birmingham and prizes are awarded to the winning students.

A.-Woods stated that Groves Orchestra students will be all dressed up outside of ArtLoft, on Saturday, collecting donations for the music program.

5. REPORTS

a. FINANCE REPORT

Heiney reported that the PSD is through 75% of the fiscal year and overall is tracking very close to budget figures. Heiney stated the City of Birmingham Budget Hearing was held Saturday, and the PSD budget was reviewed. Valentine stated City Department budgets will go before the City Commission later in May for approval.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney updated the Board on the strategic planning process. Heiney stated the data gathering phase is using on-line surveys along with a merchant's focus group and shopper focus group to collect information. Heiney stated a S.W.O.T. analysis was sent late last week to PSD Board members to fill out. Heiney stated this information is due back May 4. Heiney stated the PSD Board meeting for strategic planning will be done with a two-phase meeting schedule. The first meeting is scheduled for May 15, from 8 a.m. to 11 a.m., at The Community House, and the second meeting is to be announced, likely in June.

Heiney stated that Andres Duany will be visiting Birmingham, May 19-21, 2014, to hold Downtown 2016 Plan Review meetings. Valentine stated this will be a two and one-half day assessment of what Birmingham has accomplished to date with regards to the 2016 plan. Heiney told Board members that their input would be helpful at the meetings, and he will send notices out regarding the meetings as it gets closer to meeting dates. Hockman encouraged the PSD Board members to participate in the wrap up meeting on Wednesday, May 21 at 7 p.m.

Heiney stated the National Main Street Conference (NMS) will be taking place in Detroit at the same time Andres Duany will be visiting Birmingham. The NMS will be taking a bus tour featuring cities along Woodward Avenue. Heiney stated Birmingham will be one of the bus tour stops. Heiney stated Camille Jayne of The Community House has agreed to meet with the group and talk about The Community House. Following The Community House tour the group will take a walking tour of Birmingham.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated Ladies Day Out will take place May 3, from 10 a.m. to 3 p.m., and currently has 40 businesses signed up to participate in the event. Astrein stated the valet parking is off to a slower than anticipated start. The valet parking will be offered on Saturdays through the end of May, from 11 a.m. to 5 p.m., for the spring shopping season.

Astrein stated farmers market opens this Sunday, May 4 at 9 a.m. Astrein stated the North Old Woodward Walking Tour taking place in collaboration with the Birmingham Bloomfield Chamber is May 14, from 3 p.m. to 5:30 p.m. Astrein reminded PSD Board members that Day On the Town taking place Saturday, July 26 has new hours – 9 a.m. to 7 p.m. Heiney stated that Day On the Town merchant's packets will go out mid-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.

MARKETING & ADVERTISING-DASKAS

Heiney stated the Spring / Summer issue of the Birmingham Magazine is out and additional quantities were sent to households in Grosse Pointe. Heiney stated he had received feedback from a Birmingham merchant, stating he acquired a new shopper as a result of the Grosse Pointe mailing.

Heiney stated the new PSD website is up and running. The next step is to install the individual business pages. Heiney told PSD Board members the restaurant section has been revised on the new website. Heiney stated the PSD continues to work so that the transition from the old website to the new website is a smooth one, with regards to Google searches. Hockman asked about merchant participation with expanding their web pages. Heiney stated with the old PSD website, figures were between 30 and 40 percent with regards to participation. Heiney stated the PSD will reach out to merchants when this template page is ready on the new website.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee discussed the parking in Birmingham and possible short term solutions while the ad hoc committee studies the parking issue. Valentine stated the PSD may want to hold off on suggestions until the ad hoc committee has time to meet and digest all the information with regards to Birmingham parking. Heiney stated the ad hoc committee is still seeking representatives to participate in the meetings.

Quintal stated the forsythias bushes have been planted and 10 new hanging baskets will be placed around town for 2014. The committee is waiting to hear back on the sidewalk power washing. This is currently out for bid, for a multi-year contract. Quintal stated the downtown split recycling bins are expected to be installed in early May.

BUSINESS DEVELOPMENT-DASKAS

Heiney stated Julie Fielder will be attending the ICSC Conference in Las Vegas, May 18-20. Heiney stated there is a correction to the written report from April 24, 2014. Item a. Owners of Palladium submitted plans to Planning Board on April 23, has been changed to Item a. Owners of Palladium submitted plans to Planning Board on May 28. Heiney stated there is a retail consultant update hand out for the Board.

Julie Fielder stated she has a 1500 square foot women's accessories tenant ready to go to lease. Fielder stated she has six meetings set up for the ICSC Conference and then will be networking. Fielder stated she is working closely with the owners of the Palladium. Fielder reported Hot Mama is doing great.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the executive committee discussed items that were covered under individual committees.

MERCHANT BLOCK CAPTAIN REPORT

Heiney stated the block captains met yesterday and stated there is had a handout for the PSD Board. Heiney stated the group talked about the focus group that took place on Tuesday. Heiney stated the block captains also discussed what the role of the block captains should be. Heiney stated the PSD will be assigning a staff representative to attend the block captains meetings.

CHAMBER REPORT

No Chamber representative present. For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein seconded by Sobelton to approve the vouchers, as submitted, dated May 1, 2014.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

11. ADJOURNMENT – 8:32 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)