

City of Birmingham
Principal Shopping District Proceeding
Thursday, May 15, 2014 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board Strategic Planning Phase One meeting held Thursday, May 15, 2014, at 8:02 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Benkert, Daskas, Fehan, Quintal, Roberts, Sobelton, Valentine

ABSENT: A.-Woods, Bouchar, Hockman, Solomon

ALSO PRESENT: Karen Daskas, Julie Fielder, John Heiney, Susan Dickinson, Lori Rondello

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience. Astrein introduced Marilyn Opdyke from the Opdyke Consulting Group, Inc. and stated she will be the facilitator for the meeting.

3. REVIEW OF STAKEHOLDER INPUT AND ENVIRONMENTAL DATA SCAN

Astrein shared the purpose for the meeting and reviewed the Mission of the PSD with Board members. As background for planning facilitator Marilyn Opdyke and Executive Director John Heiney then reviewed the current financial and budget status, input from surveys, interviews and focus groups, and a competitive analysis of other malls and downtown shopping areas.

4. IDENTIFICATION OF CRITICAL ISSUES

After a full review of the data and stakeholder input the group discussed and identified a set of critical issues facing the PSD and the downtown. Those issues will be addressed further at the next planning meeting in June.

5. CLARIFICATION OF NEXT STEPS IN THE PROCESS

At the next planning meeting the critical issues will be converted into goals and objectives for the PSD and serve as the framework for a five year strategic plan.

6. PUBLIC COMMENT

7. ADJOURNMENT – 11:15 A.M.