

City of Birmingham
Principal Shopping District Proceeding
Thursday, June 12, 2014 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, June 12, 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, Hockman, Quintal, Roberts, Sobelton, Solomon, Valentine

ABSENT: Fehan

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

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES OF THE MAY 1, 2014 REGULAR MEETING
AND MAY 15, 2014 STRATEGIC PLANNING PHASE ONE**

MOTION: Motion by Sobelton seconded by Daskas to approve the minutes dated May 1, 2014 and May 15, 2014.

VOTE: Yeas, 9 Nays, 0 Absent, 3

(Benkert arrived 8:02 a.m.; A.-Woods arrived 8:07 a.m.)

4. BOARD MEMBER COMMENTS

Benkert stated he attended the Advisory Parking Committee (APC) meeting. Benkert stated Toast applied for an outside deck for serving food. Benkert stated the APC proposed raising parking pass fees in 2014 and 2015, beginning in August. Benkert stated the next step will be to take this item to the City Commission for approval.

5. REPORTS

a. FINANCE REPORT

Gerber reported that the PSD is tracking ahead of projected figures. Gerber stated this is mostly due to special assessment collection. Gerber stated the 2012-2013 delinquent PSD assessment was paid in May. Gerber stated the PSD is still on target to stay under budget. Gerber reviewed all financial reports and answered PSD Board member questions. Hockman thanked Gerber for keeping the PSD up to date.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney reported the valet parking numbers to the PSD Board. Heiney stated the highest number of valet parkers was 10 on May 31, and the lowest number for the two-month period was five. Heiney stated more data may need to be gathered and studied before valet parking is reinstated.

Heiney stated there is a hand out from Marilyn Opdyke for the Board regarding strategic planning. Heiney stated the letter explains where the PSD is currently at in the process, and also reporting of the actual issues that need to be prioritized going forward.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the attendance numbers are up for farmers market and soon more produce will be available. Astrein stated the first Movie Night is June 20 with the movie Frozen a sing-along version.

Heiney stated the farmer's market staff is recording a weekly report for tracking purposes. The report includes number of vendors at the market, number of volunteer hours, number of patrons, sponsors, merchants attending and the weather for the day.

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 May. Daskas stated the committee continues to work on the Birmingham Magazine. Heiney stated talks are taking place with Channel 7 for a possible summer television campaign. Heiney stated this is being done under a sponsorship agreement with WXYZ Ch. 7, and will have not out of pocket cost to the PSD.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the flowers are in place, with fewer color variations to keep a more uniform look throughout town. Quintal continued, stating one power washing has taken place, and the committee has asked that the washing be expanded to include other areas in Birmingham. Quintal stated the new recycling bins seem to be working nicely. He continued stated that recycling will be evaluated, and if the program continues to improve, new recycle bins will replace old trash receptacles as needed.

Quintal stated the committee will meet with Martin Zoro, of Zoro's Christmas Lights to look at holiday décor for the Woodward and Maple intersection. Heiney added that if the cost is feasible the committee will bring back the lighting display similar to what was on Merrill Street. Quintal added that the Department of Public Safety is looking into some different species of trees for Shain Park. Quintal stated some of the trees currently in place are not doing well.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated the committee did not meet in May. Daskas stated that Julie Fielder went to the ICSC Conference in May, and that former PSD Board member Larry Sherman has been working to help the business development committee. Daskas stated there is a retail consultant update hand out for the Board.

Julie Fielder stated she had 10 meetings while attending the ICSC Conference with potential merchants. Fielder stated that there is a proposal out already from one of the ICSC meetings. Fielder reiterated that Larry Sherman has been instrumental in helping the business development committee. Heiney stated West Elm has been working with the building department and is getting ready to move forward with construction.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the executive committee discussed items covered under committees.

MERCHANT BLOCK CAPTAIN REPORT

Julie Grippo stated at the block captains meeting Ladies Day Out was discussed. There was consensus that the event was not as well attended as originally hoped for. The merchants also discussed the parking in town. Grippo stated that a merchant meeting was also held. Grippo stated that after much discussion the merchants would like to see a stronger promotion of Birmingham, not just the events taking place. Another idea was to place signage throughout Birmingham, directing where to park, where stores are etc. Daskas stated it was suggested to put the TV advertising campaign budget towards a video promoting Birmingham to be placed in The Townsend and other key places to promote Birmingham. Heiney stated the vignettes that the PSD is working on with WXYZ can be utilized to promote Birmingham.

CHAMBER REPORT

Joe Bauman stated the North Old Woodward event, held in collaboration with the PSD was a success. Bauman stated approximately 100 participants attended the event. Bauman stated the Village Fair was a success and that 24 nonprofits will benefit from the event. Bauman stated that on Wednesday night before the Village Fair, United Shore held a private event with around 3,000 in attendance. Bauman stated that Shore surveyed their employees on the event and positive feedback was received about Birmingham. Valentine asked if this information was available to share with the PSD Board. Bauman stated he would forward survey feedback to Heiney.

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 June 12, 2014.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH GATES CORPORATION FOR CRUISE EVENT

Heiney stated this item is to be tabled at this time. Heiney stated that Gates Corporation will notify the PSD of any changes regarding this matter.

b. AGREEMENT WITH CHEVROLET FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP

Heiney reviewed the agreement for Chevrolet to return the 2014 Birmingham Cruise Event as a sponsor with the PSD Board.

MOTION: Motion by Astrein seconded by Valentine to approve the sponsorship agreement with Chevrolet for the Birmingham Cruise Event, pending staff review.

VOTE: Yeas, 11 Nays, 0 Absent, 1

c. PROPOSED TRANSFER OF FUNDS

Heiney reviewed the recommendation to authorize the transfer of funds to balance accounts for the year-end budget.

MOTION: Motion by Astrein seconded by Solomon to approve a transfer of funds for the Principal Shopping District Fund’s 2013-14 budget, transferring funds to several accounts, as follows:

Principal Shopping District Fund	
Revenues	
Draw from DPS Personnel accounts:	\$26,000
247.441.005.702.0001 (Wages/Salary)	
247.441.005.706.0002 (Hospitalization)	
247.441.005.706.0004 (Retiree Contribution)	
Draw from Maintenance/Capital Improvement account	
247.748.000.935.0200	\$10,000
TOTAL DRAW	\$36,000
Expenditures	
Marketing and Advertising 247.748.000.901.0400	\$20,000
Other Contractual Services 247.748.000.811.0000	\$6,000
PSD Website 247.748.000.829.0200	\$5,000
Tenant Recruitment 247.748.000.903.0000	\$3,000
PSD Magazine 247.747.000.904.0000	\$2,000
TOTAL EXPENDITURES	\$36,000

VOTE: Yeas, 11 Nays, 0 Absent, 1

d. AGREEMENT WITH LINCOLN OF TROY FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP

Heiney reviewed the draft agreement with Lincoln of Troy, for space in the Birmingham Cruise Event. Heiney stated this will be the second year that Lincoln of Troy has been a sponsor in the event.

MOTION: Motion by Valentine seconded by Astrein to approve the sponsorship agreement with Lincoln of Troy for the Birmingham Cruise Event, pending staff review and insurance requirements.

VOTE: Yeas, 11 Nays, 0 Absent, 1

e. LETTER OF INQUIRY

To draft a letter of inquiry to the City Commission regarding Bistro licenses, inquiring what is the City of Birmingham policy, with regards to platforms and sidewalk seating and the removal of parking spaces.

MOTION: Motion by Astrein seconded by Solomon to forward a letter to the City Commission seeking a clarification with regard to outdoor seating associated with Bistro licenses. Specifically when a licensee currently meets the outdoor seating requirement of the ordinance by providing sidewalk seating, that they are then permitted to add additional seating with a platform that would eliminate on-street parking.

VOTE: Yeas, 11 Nays, 0 Absent, 1

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 – 9:10 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)