

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, August 7, 2014 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, August 7, 2014, at 8:02 a.m. in the Community House.

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

**PRESENT:** Astrein, Benkert, Bouchar, Daskas, Hockman, Quintal, Roberts, Sobelton, Solomon, Valentine

**ABSENT:** A.-Woods, Fehan

**ALSO PRESENT:** Julie Fielder, Julie Grippo, Jay Grossman, Heidi Hedquist, David Hohendorf, Camille Jayne, Steven Kalczynski, Marilyn Opdyke, Nina Tocco

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES OF THE JUNE 12, 2014 REGULAR MEETING  
AND JUNE 25, 2014 STRATEGIC PLANNING MEETING**

**MOTION:** Motion by Sobelton seconded by Astrein to approve the minutes dated June 12, 2014 and the corrected June 25, 2014.

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

**4. BOARD MEMBER COMMENTS**

Benkert stated the Advisory Parking Committee (APC) did not approve the outside deck for Toast. Astrein stated The Townsend Hotel has moved approximately 40 parking permits out of the Pierce deck and into the temporary parking spaces along South Old Woodward, south of the 555 Building.

**5. REPORTS**

**a. FINANCE REPORT**

Heiney reviewed the yearend figures with the PSD Board. Heiney noted the PSD tracked very close to the projected figures.

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

Heiney stated the executive director's report will be covered under new business item 8 a. Adoption of Strategic Plan.

### **c. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS-ASTREIN**

Astrein stated that feedback from Day On the Town has been positive. Astrein stated the Birmingham Cruise event is next Saturday, August 16. Heiney stated the PSD in the final stages of approval with Chevy for the cruise event sponsorship. Heiney stated Chevy will be enhancing their space in the triangle area. Heiney stated WOMC 104.3 will have a live entertainment stage south of the Chevy exhibit.

Other upcoming special events: Farmers Market – Sundays, through October 19; Movies Nights in Booth Park, August 8; 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 the photo shoot has taken place for the Fall fashion issue of the Birmingham Magazine. Daskas stated the Channel 7 spots are done and a link has been sent to Board members to see. Heiney stated the ads were done under a sponsorship agreement with WXYZ Ch. 7, for their space in the Birmingham Cruise event. Heiney stated these spots can be used on television as well as with social media. Valentine noted that the spots have also been added to the City of Birmingham website.

Heiney stated that the on-line contests that were in place for Day On the Town, helped to increase the fans by nearly 600, or roughly 10 percent. Heiney stated the committee will have on-line contests for other upcoming special events, to help keep shoppers engaged with what is going on in Birmingham.

Heiney stated that both the PSD Board and the merchants expressed interest in looking at the Birmingham branding. Heiney stated the marketing committee will discuss what steps would be best with regards to giving Birmingham a fresh brand/message.

#### **MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated no meeting took place in July. Quintal stated the hanging baskets and planters are doing well. Quintal stated the committee is focusing on holiday lights with regards to the Maple and Old Woodward intersection and Merrill Street. Heiney stated the committee has a site visit planned with a professional company for lighting.

#### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated the committee did not meet in July. Daskas stated there are two retail consultant update handouts for the Board.

Julie Fielder stated there is a signed lease for the former Pink Pump space. Fielder stated the merchant name is Alex and Ani and plans to open this fall. Fielder stated it will sell affordable women's accessories with prices starting at \$21. Fielder stated the company started in 2009, and the product is made in the USA.

#### **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated the executive committee discussed the use of first floor retail space. Hockman asked Valentine if administration could review ordinances through the normal process and update the PSD on this issue.

Hockman stated the executive committee also discussed the Bike Festival. Hockman stated this is the fourth year for the festival and the PSD would like to show its support of the event. Hockman stated that this would be the final year the PSD would sponsor the event, now that it has been established. Heiney introduced Nina Tocco and Heidi Hedquist of the Birmingham Bike Festival. Hedquist thanked the PSD for the sponsorship and stated the bike festival supports multiple charities. Hedquist stated the bike committee is always looking for unique and fun ways to raise funds for the charities. The Birmingham Bike Festival takes place Sunday, August 24, 2014.

## **MERCHANT BLOCK CAPTAIN REPORT**

Grippe stated that the Block Captains have not met the last couple months. Grippe stated the merchants are interested in advertising the different brands that are carried in Birmingham. Grippe stated the next Block Captain meeting is scheduled for Monday, September 8.

## **CHAMBER REPORT**

No representative present. For Chamber events visit [www.bbcc.com](http://www.bbcc.com).

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Sobelton to approve the vouchers, as submitted, dated August 7, 2014.

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

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. STRATEGIC PLANNING DOCUMENT FOR APPROVAL**

Heiney introduced Marilyn Opdyke. Opdyke reviewed where the PSD currently is at in the process, and the actual issues that need to be prioritized with regards to the two strategic planning meetings. Opdyke stated the PSD Board needs to operationalize the steps that were formulated at the two planning meetings. Heiney reviewed the complete strategic planning document with the Board. Heiney reviewed the goals, following with the champions of the goal, and then touched on the objectives for that goal. Hockman thanked Opdyke for her role in assisting the PSD Board in the strategic planning process. Heiney thanked the PSD Board and Marilyn Opdyke for participating and engaging in this process.

**MOTION:** Motion by Astrein seconded by Sobelton to formally adopt the Birmingham Principal Shopping District goals and objectives, and direct staff to oversee implementation and completion of the goals.

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

### **b. AGREEMENT WITH CBS RADIO FOR BIRMINGHAM CRUISE EVENT**

Heiney reviewed the agreement for CBS Radio to be a sponsor at the Birmingham Cruise event with the PSD Board.

**MOTION:** Motion by Sobelton seconded by Quintal to approve the sponsorship agreement with WOMC and their parent corporation, CBS Radio, for the Birmingham Cruise Event, pending staff review.

**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**

Julie Grippo addressed the PSD Board regarding the appearance of first floor window displays. Grippo stated that currently there is not an ordinance that addresses this issue, and some Birmingham first floor windows need to be made more presentable.

Astrein asked who controls the valet parking issues in Birmingham. Valentine stated this is regulated through the Police Department. Roberts stated that the valet parkers are parking cars in the parking structure and customers are complaining that the structure is full.

**11. ADJOURNMENT – 8:48 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)