

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, April 4, 2019 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, April 4, 2019, at 8:04 a.m. in The Community House.

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

**PRESENT:** Astrein, Eid, Fehan, Kay, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

**ABSENT:** Hockman

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

Caroline Campbell

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Quintal, seconded by Valentine to approve the minutes dated March 7, 2019.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

**4. BOARD MEMBER COMMENTS**

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe shared that 94% of the special assessment has been collected. This is a very good percentage. Treasury will send delinquent notices to those who have not yet paid since they were due on March 5<sup>th</sup>.

We are 2/3 of the way through the fiscal year and revenue and expenses are both on track. The cash flow report shows some variances due to the fact that some of the assessments come in later.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe updated the board that she has received numerous applications for the special events assistant and will be holding interviews this week for the position.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that there may be some changes to the branding and format of Restaurant Week next year.

He shared that Wells Fargo has increased their Winter Markt sponsorship from \$5,000 in 2018 to \$7,500 in 2019. He also updated the group that WM plans for 2019 include having marshmallow roasting and an improved sound system.

He mentioned that the public arts board is planning to hold an Art in the Alley event and there may be an opportunity to work with them. This is not related to the work being done on the alleys.

The committee is also exploring the idea of having different fun activities happening each Thursday evening in the summer.

## **MARKETING & ADVERTISING - POHLOD**

Pohlod updated everyone that the Birmingham Magazine that will be coming out in May is the last one under the current contract.

She shared that the committee voted that they would like to produce one substantial magazine once a year rather than produce three small issues throughout the year. There is still the possibility that there would be supplements at other times during the year or even an insert into another time of the year.

The committee will put together an RFP for one magazine per year. The marketing committee will share this information at the upcoming merchant meeting and solicit input from fellow merchants. Based on feedback from the merchants, the marketing committee will then make a formal recommendation to the board at the May meeting.

Pohlod also reported that Paige Larson has started as the new social media consultant. She has put together a 90-day plan and is working to come up with a more cohesive vision of branding. There will be monthly meetings to talk about what is and what is not working.

The committee will continue to look at different aspects of the marketing plan to make sure that all platforms share the same lifestyle feel.

Pohlod also said that they may create subcommittees to allow for more focus and to get more accomplished. She also shared that they are working on building better photo libraries so they have what they want for future promotional pieces.

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

Quintal explained that the committee continues to look at ways to save money. An example of this is by finding a new vendor to hang the lights over Merrill Street that will save approximately \$4,000 a year.

Cost analysis was conducted on whether to have DPS water the downtown flowers or contract a third party. The decision was made to continue to have DPS handle watering as the price was essentially the same and DPS is familiar with our watering strategy already.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow reported that the new consultant, Cindy Ciura, has her own list of prospects, some of which coincide with the Buxton list. He shared that the contract has been signed. They had been waiting for a memo of understanding from Oakland County. Although the county said it was not a problem, they did not give her a memo. Instead, she submitted a copy of her contract which shows that she is free to work with other groups.

Tighe added that Ciura has a non-disclosure agreement that continues even if her contract with the BSD ends.

Surnow shared that MooseJaw will be opening soon on Maple and that there will be a broker roundtable meeting at Startup Nation on May 8<sup>th</sup> which is a week before ICSC.

Quintal stated that he thinks the broker meeting will be a good opportunity to introduce Ciura to the broker community.

The committee is looking into Uber and/or Lyft promotions for people coming into Birmingham. Valentine shared that these programs are more common on the west coast and there are models of how to do them that we might be able to copy.

Fehan suggested talking to Hazel, Ravines and Downtown to see if they feel that their reimbursement program is driving business. Valentine said that it is an ongoing evolution. We need to try different things to see what is successful. Tighe shared that she thinks it would be good for public relations.

There will be a merchant meeting on Wednesday, April 17<sup>th</sup> at 8:30 a.m. at Willow and Fernn.

## **EXECUTIVE BOARD REPORT**

No report given

### **d. PARKING REPORT - VALENTINE**

Valentine gave an update that Lot 6 will expansions will be taking place late April – early May. Approximately 30 parking spaces will be added as well as an enhanced river access feature and more lighting,

Bids on an RFP for a parking system operator have been received. A recommendation will be made to commission soon.

Plans are moving forward for the new structure and mixed use development. The lot now has 750 spaces. The new plans have 1300 spaces. It will go before commission later this month.

Fehan asked if the sensors on the new parking meters are operational. Valentine answered that yes, they are and they are working with a vendor to analyze the data that is being collected.

Pohlod shared that she often hears from customers that ParkMobile is not working. Valentine said that he has not heard that, but he can look into it.

### **e. CHAMBER REPORT**

No report given.

### **f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan, seconded by Pohlod to approve the vouchers, as submitted, dated April 4, 2019.

**VOTE:** Yeas, 10 Nays, 0 Absent, 1

**7. UNFINISHED BUSINESS**

**8. NEW BUSINESS**

**9. INFORMATION**

- a. Retail Activity
- b. Announcements
- c. Letters, Board Attendance & Monthly Meeting Schedule

**10. PUBLIC COMMENTS**

**11. ADJOURNMENT – 8:53 A.M.**

Respectfully submitted,  
Jaimi Brook (back-up notes on file)