

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, April 5, 2018 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, April 5, 2018, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Daskas, Eid, Fehan, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: Hockman, Pohlod

ALSO PRESENT: Joe Bauman

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

Ara Darakjian, Austin Morin, David Hohendorf

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Quintal to approve the minutes dated March 1, 2018.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Valentine let everyone know that the Old Woodward Reconstruction Project is off to a good start. There was a successful kick-off event last week and the contractor is making good progress. For more updates, he reminded board members that they can sign-up for emailed updates if they haven't already done so.

5. REPORTS

a. FINANCE REPORT – TIGHE

Revenue & Expense sheet shows that we are 2/3 of the way through the fiscal year and have spent under 60% of our budget, which is a healthy position.

The Balance sheet also shows us in a healthy position with a balance of \$857,796. Cash flow at eight months is higher than anticipated due to being judicious about spending. With assessments being paid during January and February this is typically the highest point in the year.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe thanked those board members who were able to attend the Construction Kick-Off Celebration and thanked the Special Events Committee for suggesting it be an afternoon family touch-a-truck event. Tighe estimated 150-200 people were in attendance. She said that so far feedback from merchants regarding construction and the communication of information has been positive.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein gave a brief overview of the Birmingham Bonus Bucks program that will be running April 9th – July 15th. Shoppers are eligible to receive \$20 of Birmingham Bonus Bucks for each \$100 spent at a BSD retailer or \$200 spent at a BSD restaurant up to a maximum of \$100 per person per month.

Applications are currently being received for the Birmingham Construction Art Contest to decorate the construction barricades. Currently, approximately 15 have been received. Another eblast is scheduled to promote this contest again.

The committee is also exploring a possible mid-construction event, maybe a Chocolate Walk.

The committee unanimously confirmed the date for Day on the Town - Saturday, July 28th.

MARKETING & ADVERTISING - DASKAS

Daskas said that edits for the next Birmingham Magazine are underway and the new website will be live soon.

Advertisements will be placed in Detroit Business and Detroit Home.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The committee selected In House Valet to handle valet parking during construction. This company already works in Birmingham which gave the committee an extra level of comfort.

There will be 45 fewer hanging baskets this summer due to construction and the committee decided to no longer have 20 baskets on the north end of town due to tree growth and the fact that it has become difficult to see the baskets.

Different bulb options are being discussed for the lights on Merrill.

BUSINESS DEVELOPMENT - SURNOW

Surnow said that the committee is working to revamp some initiatives in an effort to have a consistent and fair framework. This will apply to tenant recruitment as well as to retention. It is important that everyone is treated fairly and that information is protected.

The committee is working to develop a template for a standard marketing package and would like all vacancies to be shown on the BSD website.

Buxton offers LSMX and the committee would like to see more retailers using it. They are working with a retailer to do a demo.

The committee is planning to meet on a regular basis and will work to reach out to property owners to let them know that we are providing a resource to them.

Fehan commented that this is a giant step forward and suggested that if we can make it easy for property owners and they put a little effort into it, they will then buy-in.

Daskas asked if Buxton has provided list of 20 prospects yet. Tighe said that they are in the process of vetting the contacts. Tighe will be going to Las Vegas where she will be meeting with these prospects.

EXECUTIVE BOARD REPORT

There was no Executive Board Report

d. PARKING REPORT

Astrein explained that the BSD has put money and resources in to keeping parking running smoothly, especially during construction.

Valentine shared that the City is asking monthly parkers to move up in the structure to leave the first level and lower levels open to short term (three hours or less) parkers. Valet assist will be available on the roof and will open up 250 spaces. Signage will direct permit parkers to upper levels.

Although over 100 spaces will be lost during construction, the gained spaces with valet assist on the roof allow for a net increase of parking spaces.

The Parking Advisory Committee is proposing to City Commission that all structure parking be free on Saturdays during construction. They are also looking to rent the lot at Maple and Woodward to allow for 150 additional spaces for permit parking.

May and December tend to be peak months for parking so they are trying to make things as convenient as possible for people to visit Birmingham.

Tighe shared that 200 cars used valet in the first week of construction and that this is a slow week because of Spring Break.

Daskas commented that she has been promoting the construction valet in all of the emails that she sends her customers.

Ara Darakjian said that he was pleased to hear this information and thinks that it is important for updates like this to go out to all Birmingham retailers. He said that the perception is that the City is not doing anything to help with parking and it would make a difference in coffee shop conversation if people had more information.

Valentine acknowledged that there is not a quick fix to this problem, but it is an ongoing process and the hiring of a consultant should help thing continue to progress. Once plans have been approved they will work to share the message with the community.

Darakjian asked for maps to be distributed. Tighe shared that they have been ordered and will be delivered to retailers in the next few days.

e. CHAMBER REPORT

Bauman reported that his team is working on the Village Fair and its pre-party. He explained that they have plans in place to properly take care of parking during the pre-party. Valentine reminded him that if United Shore doesn't follow the recommendations, the options for them next year may be limited.

Bauman shared that the Chamber has a social media campaign planned for the construction period and that there are two cash mobs scheduled with member businesses. One will be in May and one will be in June.

They will also be encouraging businesses to offer a special discount during the Village Fair to those individuals who show their Fair wristband when they shop. And, Bauman said that the Chamber would like to play a role in an end of construction celebration.

f. **COMMUNITY HOUSE REPORT**

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan, seconded by Quintal to approve the vouchers, as submitted, dated March 1, 2018.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. BSD Committee Membership

Valentine reminded the board that last month there was a concern regarding Bob Gibbs being on the Business Development Committee. He was approved by the board. After the board meeting, Valentine, Tighe and Hoffman met with Gibbs. He understood the concern and withdrew from the Business Development Committee. He has now applied to be a member of the Maintenance/Capital Improvements Committee.

MOTION: Motion by Daskas, seconded by Quintal to table the approval of Bob Gibbs as a committee member until next month's meeting.

VOTE: Yeas, 10 Nays, 0 Absent, 2

b. Approval of Valet Parking Services During Old Woodward Construction

MOTION: Motion by Daskas, seconded by Fehan to approve contract for valet parking services during Old Woodward construction

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hohendorf reminded the group that Downtown Publications is offering BSD merchants advertising at half price during construction. They are also sponsoring a drawing for shoppers with prizes like Delta gift cards. He also suggested holding a Fashion Night Out during construction.

11. ADJOURNMENT – 9 A.M.

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