

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 1, 2016 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 1, 2016, at 8:06 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Daskas, Eid, Fehan, Hockman, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: A.-Woods

ALSO PRESENT: Julie Fielder, David Hohendorf

ADMINISTRATION: Melinda Comerford, Marianne Gamboa

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein seconded by Valentine to approve the minutes dated November 3, 2016.

VOTE: Yeas, 11 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Hockman welcomed Samy Eid to the Birmingham Shopping District Board and introduced him to everyone.

5. REPORTS

a. **FINANCE REPORT**

Hockman talked about the cash flow report for the month of October. Two expenditures (special events and BSD Magazine) caused a negative variance. They were scheduled to be expended in November and December, so it's a timing issue and not an unanticipated expense. The other items are in line and the cash balance is better than anticipated. Bills will go out this month for the annual special assessment and cash flow will pick up.

b. **EXECUTIVE DIRECTOR REPORT - HOCKMAN**

Hockman gave the Executive Director report. He talked about the handout which included the Strategic Plan survey results. Included in the handout was Strategy Consultant Marilyn Opdyke's draft summary of the data that was collected. Hockman encouraged board members to review it and provide suggestions and feedback to Opdyke or Heiney. The plan will be presented for approval at the January BSD Board meeting, and the approved plan will be presented to the City Commission at the January 28 Long Range Planning meeting.

c. **COMMITTEE REPORTS:**

SPECIAL EVENTS-ASTREIN

Astrein stated the Tree Lighting ceremony was postponed due to inclement weather and will be held Friday, December 2 at 6 p.m. He thanked the Birmingham Winter Market's presenting sponsors: Children's Hospital of Michigan and Mercedes Benz

of Bloomfield Hills. He also thanked Sam Surnow for The Surnow Company's Bronze sponsorship. Astrein and Daskas both talked about Small Business Saturday, which was November 26. Results were mixed, but increased national advertising, along with BSD radio advertising helped drive traffic. Hockman stated the appearance by 104.3 WOMC's Stacey DuFord and the live choirs added a nice touch to the event. Astrein encouraged everyone to come to the Birmingham Winter Market Opening Ceremony and the Tree Lighting event.

MARKETING & ADVERTISING-DASKAS

Daskas talked about the Birmingham Magazine survey results, which showed that 76% of respondents selected "Indifferent" or "No" when asked if the BSD should move forward with a new delivery method for the Birmingham Magazine. Nearly half of respondents said they don't advertise in the Birmingham Magazine due to cost. Daskas said the Marketing Committee is exploring the idea of offering a special rate for people who have never advertised in the magazine. Hockman showed the committee a copy of the recent holiday edition of the Birmingham Magazine and complimented the edition's quality and content.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal complimented the holiday lights and trees in Shain Park, saying they look the best they've ever looked. He said they plan to add more lights to the trees around the Santa House. The committee has decided to hold off on going out for bid for Snow Removal. Next spring, new tall and sturdy planters will be out in the downtown district. They will work on a plan for watering all the new planters.

BUSINESS DEVELOPMENT-DASKAS

Daskas talked about the Commercial Real Estate Roundtable held on November 15 at The Community House. More than 15 real estate professionals and property owners attended. At the roundtable event the City's Planning Director, Jana Ecker, gave a PowerPoint presentation about developments in the City, Fielder gave a retail update and Heiney talked about BSD activities and upcoming infrastructure projects. Attendees provided positive feedback and requested having the event more frequently. Fielder said they would consider offering them quarterly or twice per year.

Fielder talked about her handout, which is in a new format sorted by the size of properties she's working on. Valentine asked her to break out the data by individual property, showing everything that's happened with each specific property all together.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the Executive Committee met recently and went over the Strategic Plan. He asked Valentine to give the group an updated about the North Old Woodward construction project. Valentine stated three decisions were made at the November 21, 2016 City Commission meeting: 1) The width of North Old Woodward will be minimized to 66 feet, with expanded sidewalks and a center turn lane. 2) Head-in parking will remain; we will not switch to back-in parking. 3) The width of Maple Road will be minimized to 40 feet, with expanded sidewalks on both sides. Valentine encouraged everyone to keep an eye on www.bhamgov.org/downtowninfrastructure for updates on the project. Hockman complimented the City for their communication efforts and seeking feedback regarding the project.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Valentine to approve the vouchers, as submitted, dated December 1, 2016.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

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

10. PUBLIC COMMENTS

Hohendorf asked about Fielder’s retail activity report being included in future agenda packets. Hockman stated it will be made available going forward. Astrein talked about the upcoming downtown infrastructure projects and expressed concern regarding parking spaces. He would like the BSD and City to get the word out as soon as possible regarding valet opportunities during construction. Quintal asked Valentine if the project would still happen in 2017 if the start time is delayed. Valentine stated that yes, it will still take place in 2017 so that the 2019 and 2021 projects can begin as scheduled with a year in between. Hockman stated the City is doing everything it can to start construction on time. Hockman requested that Heiney provide a recap about the construction communications plan at the January meeting. Valentine reminded the board to keep an eye on www.bhamgov.org/downtowninfrastructure.

12. ADJOURNMENT – 8:49 A.M.

Respectfully submitted,

M. Gambia (back-up notes on file)