

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 7, 2017 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 7, 2017, at 8:05 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Daskas, Eid, Fehan, Hockman, Pohlod (arrived at 8:27 a.m.), Quintal, Roberts, Surnow, Valentine

ABSENT: Solomon

ALSO PRESENT: Mark Gerber

ADMINISTRATION: Tighe, Comerford, Gamboa

2. RECOGNITION OF VISITORS

There were no visitors.

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Quintal to approve the minutes dated November 2, 2017.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Daskas said it is a tradition to have the tree lighting event on Thanksgiving-eve. She said Shain Park was empty when people came into town for Thanksgiving. She feels Santa should come to town before the Winter Markt. The merchants do well when events take place in town. She does not want everything to happen on one night. Hockman said the Special Events Committee will be discussing this and will focus on carrying holiday activities all throughout the season.

5. REPORTS

a. FINANCE REPORT – Gerber

Gerber talked about the balance sheet and said there is still \$17,000 in assessment fees to be collected. The BSD is 33% of the way through the fiscal year and expenditures are 28% through the budget. The cash flow statement shows the BSD is \$50,000 ahead of projections, which is due to the timing of the Birmingham Magazine payment and DPS maintenance fees coming in less than expected. Hockman thanked Gerber for his work and professionalism throughout the year.

b. EXECUTIVE DIRECTOR REPORT

Tighe thanked the BSD staff members for their work throughout the year. She complimented Comerford for getting the bills paid, Gamboa for public relations and marketing efforts, Brooks for taking over so quickly and Yerks for her hard work and energy she brings to the team. Hockman thanked the whole BSD team for their hard work throughout the year.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein said the Special Events Committee will discuss the date of the tree lighting event at their next meeting. He said downtown traffic was somewhat light during Small Business Saturday and it's difficult to compete with big-box sales and early hours at malls. A.-Woods said her mid-town store did very well. Found Objects and Astrein's Creative Jewelers had a lighter sales day, but Daskas said Tender did very well. Astrein explained that the BSD partnered with Oakland County and fifteen stores will give prizes to Small Business Saturday shoppers. Astrein said we're learning and trying to generate more traffic. He talked about the success of the tree lighting and Winter Markt event. He explained there was a massive crowd at the tree lighting and they estimate approximately 6,000 people were in the park that night. He said business was great at their store all throughout the Winter Markt event. Astrein talked about the Storefront Decorating contest and explained that 15 stores are signed up to compete. He then gave the dates for the 2018 Birmingham Restaurant Week event: January 29 through February 2, and February 5 – 9.

MARKETING & ADVERTISING - DASKAS

Daskas said the holiday edition of the Birmingham Magazine is out and it looks very nice. Valentine complimented the Birmingham Magazine and said Daskas is doing a great job. He really liked the quality of the magazine and said Daskas' leadership has really helped. Daskas explained the BSD interviewed several companies and hired Buxton Company as the BSD's new retail consultant. A few representatives from Buxton came to Birmingham recently and met with the BSD committees, property owners and brokers. They walked away with a good idea of what our town is and what we need. Tighe said it was a very productive day. Tighe explained she was recently on Channel 7's TV20 for a live segment promoting holiday gift items in Birmingham and the Winter Markt event.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal complimented Tighe and said she has done a wonderful job in the time she has been here. He said it has been a seamless transition since Heiney left. He appreciates her attention to detail and that she took the time to walk around with the snow removal crew so she could understand their route and the order in which they remove snow. He said Tighe has gone above and beyond and is doing a great job. He explained that the committee is looking at lighting displays in other communities to learn how we can improve ours. Fehan said the DPS has pride in how our City looks and we are very lucky to have them. He said walking through Shain Park is a dynamic and moving experience thanks to their hard work. Pohlod complimented all the decorated trees in the downtown area. Fehan complimented DPS staff members Jurek and Laird on a job well done. Hockman asked Tighe to send a thank-you note to the DPS.

BUSINESS DEVELOPMENT - DASKAS

Daskas explained that the Business Development Committee recently met with representatives from Buxton Company. Tighe said they will come back for the BSD Merchant Meeting scheduled for Thursday, January 11, 2018.

EXECUTIVE BOARD REPORT – Hockman

Hockman said Eid, Roberts and Astrein's BSD Board member terms were renewed at the last City Commission meeting. He explained the City has an RFP out for the Old Woodward reconstruction project. Valentine said the City will make a recommendation in early January. He encouraged everyone to attend the January 11th BSD Merchant Meeting to learn an update about the project. Astrein said that after the project starts he's hoping to receive frequent updates on its progress. Valentine said the city will send out weekly project updates and encouraged the group to sign up for the City's Old Woodward Reconstruction Constant Contact groups. Hockman said that at the January BSD Board Meeting Tighe will provide an update on marketing efforts planned for the construction period. He said efforts will focus on valet parking and addressing barriers that keep people from coming to town.

d. PARKING REPORT – Valentine

Valentine said the parking report shows only one occurrence where a structure reached capacity. Astrein said that next year he hopes the City will open up the garages after the tree lighting event. He said most people are in town for less than two hours during that event and there were huge backups in the structures. He said the BSD should also let the Townsend Hotel know when we finalize the date of the event next year.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Surnow to approve the vouchers, as submitted, dated December 7, 2017.

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

Daskas said she's pleased to see several new stores opening up in town. Astrein said he wanted to thank everyone who came to the City Commission meeting to talk about first floor retail. He said we should be working together with landlords, not fighting them. Valentine explained that if an office

currently has first floor frontage, it can stay. Going forward, first floor spaces will follow the new definition. If an existing first floor office tenant leaves, another office can come into that space within six months. If an office does not come in six months, the space must adhere to the new first floor retail definition. Valentine said the Planning Board is looking at whether or not the redline retail boundary should be modified with different priority levels within the boundary. He encourages the BSD board members to attend the upcoming Planning Board meetings. Hockman again complimented Tighe and her team, told everyone to have a wonderful holiday and said he is looking forward to next year.

11. ADJOURNMENT – 8:51 A.M.

Respectfully submitted,
Marianne Gamboa (back-up notes on file)