

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, February 1, 2018 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, February 1, 2018, at 8 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Hockman

ALSO PRESENT: Joe Bauman, Mark Gerber

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

Valentine introduced Tiffany Gunter, the new City of Birmingham assistant city manager. He explained that her focus, right now, is on improving the parking situation in the city.

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Quintal to approve the minutes dated January 4, 2018.

VOTE: Yeas, 11 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

A-Woods announced that she has decided to start working on future plans which include moving to Charleston. This means that ArtLoft will be closing. She will not be renewing her lease which ends in July.

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber explained that there is a new format for the balance sheet. It is now more condensed. It shows \$286,000 cash with an outstanding assessment balance of \$883,000 of the \$892,000 which was billed in December. The ending fund balance was \$182,000 which is generally the low point of the year due to the timing of assessment billing.

Revenue and expenses through December, which is half way through the year, shows an overall total expenditure of 47.5% which is right on target.

The cash flow report year to date is \$63,000 higher than expected. This is partially due to the timing of the payment for the BSD magazine which was made in January instead of December. Marketing and advertising costs are also a little different due to saving some extra funds for use during construction.

Cash flow projections, when looking at January's numbers, show the balance has dropped to \$392,000. This is approximately 44% collected which is in line with last year's collection rate. Billings are due mid-February.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe shared that she attended the city's long range planning session last Saturday. She presented information on the new retail consultants and activities to take place during the construction period to the commissioners and it was well received.

Astrein said that he attended the session for a couple of hours and was very impressed with all that is happening in the city.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Birmingham Restaurant Week is currently underway. Roberts said that his restaurant is doing well. They are especially seeing an increase in lunch traffic. He mentioned that his chef appeared on a Fox2 cooking segment with Tighe last Sunday. Tighe let the board know that there was also a segment this past Tuesday featuring Toast and BSD staff member Gamboa. Astrein thanked Bank of Ann Arbor for their sponsorship.

Farmers Market 16th season will open on May 6th and the committee is will be selecting movies for Movie Nights at their next meeting. They are also working on events to be held during the construction period.

MARKETING & ADVERTISING - DASKAS

Daskas said that the website redesign is moving forward. It will have a more current, fresh feel.

Plans are underway for the next Birmingham Magazine. Editorial content has been discussed and the photo shoot will take place at Bolyard Lumber. The magazine will be distributed in April. Valentine suggested having a spread, not just an advertisement, explaining construction, what work is being done, as well as valet and other events that will be taking place during that period.

A meeting was held with Harris Marketing to discuss creating a BSD presence at events.

Fehan asked about launching a new URL with the magazine and website redesign. Tighe said that she will do some research on the history and what options exist.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal said that the committee met with Worry Free to discuss the hanging baskets and having them planted earlier this year.

The DPS Appreciation Party, which was held on January 24th to thank them for their hard work, went well.

The committee is still looking into different ideas for holiday tree lighting. Some test trees have been decorated in Shain Park. There have been requests for the lights on the trees in Shain Park to stay lit later into the year. Contact will be made with DPS to check their schedule to see if they are available to remove the lights later.

Astrein asked if salting is a part of the snow removal contract and, if not, when is it done. Tighe explained that it is not included in the BSD contract and is the responsibility of the individual merchants/landlords. She said that it is very expensive to have the contractor salt and therefore is only done for extreme situations.

Fehan asked Valentine to have code enforcement to take a harder stance on enforcing the snow removal policy.

BUSINESS DEVELOPMENT - DASKAS

Daskas explained that representatives from Buxton Company were here for the BSD Merchant Meeting on January 11, 2018 as well as a broker/property owner roundtable that afternoon. They explained some of the tools available to current merchants to help with marketing as well as how they are working to be more strategic in attracting new businesses.

EXECUTIVE BOARD REPORT – ASTREIN

Astrein shared that Hockman will be honored at The Community House's upcoming Bates Street Society Dinner and that several board members will be attending the event representing the BSD.

d. PARKING REPORT – VALENTINE

Valentine said the parking report shows that the only structure that was full during the month of December was the Pierce Structure and it was only full once – during events at The Townsend.

e. CHAMBER REPORT

Bauman thanked the BSD again being a sponsor of their forecast series. The Economic Forecast was held on January 19th at the Birmingham Country Club. The real estate forecast will be in February and the government forecast in March – both at The Townsend.

The Chamber appreciates the BSD's assistance in promoting their Google event on SEO optimization for small businesses. Due to overwhelming response, registration had to be closed a week before the event and the Chamber is looking into running the program again in early fall.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

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

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. BSD COMMITTEE MEMBERSHIP

The board reviewed the following:

BSD Committee Membership Rules

1. To become a committee member:
 - a. A person must complete an application and receive formal appointment from the BSD Board of Directors.
 - b. Must be a member of the BSD through property ownership, business ownership, employed with one of the businesses in the BSD, or a resident of the city of Birmingham.
2. Term for committee service is two years with the option to renew.
3. At committee meetings, only board appointed committee members may vote and make formal recommendations to the BSD Board of Directors.
4. Committees must have a quorum to vote and make recommendations to the BSD board.
5. Committee members must demonstrate reliable attendance at scheduled, monthly committee meetings.
6. Only BSD board members may serve as committee chairs.
7. Committee chairs may only chair one committee at a time.
8. Committees are limited to a maximum of nine (9) members.
9. All committee meetings are subject to the open meetings act.
10. All committee meetings are open to the public with a component for public comment.

MOTION: Motion by Solomon, seconded by Fehan to approve the BSD Committee Membership rules, as presented, pending final staff review and final revisions if required.

VOTE: Yeas, 11 Nays, 0 Absent, 1

b. DRAFT BUDGET

MOTION: Motion by Fehan, seconded by Solomon to approve the draft budget for the Birmingham Shopping District, as presented, and to direct staff to forward this for review and approval as part of the City of Birmingham budget process.

VOTE: Yeas, 11 Nays, 0 Absent, 1

9. INFORMATION

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

10. PUBLIC COMMENTS

11. ADJOURNMENT – 8:46 A.M.

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