

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, February 2, 2017 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 5, 2017, at 8:03 a.m. in The Community House.

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

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

**ABSENT:** Daskas, Hockman

**ALSO PRESENT:** Mary Petruzzello

**ADMINISTRATION:** Gamboa, Rondello

**2. RECOGNITION OF VISITORS**

Astrein welcomed everyone in the audience.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan seconded by Valentine to approve the minutes dated January 5, 2017.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

Valentine said that the City Commission's Long Range Planning Meeting was Saturday. Hockman and Astrein were on hand and the BSD's presentation was received well with financials on track and plans to support businesses during the upcoming construction projects. Valentine mentioned that there will be a special City Commission meeting tonight at 5:00 pm for a final review of the Old Woodward Construction Project.

Rondello told about Astrein's induction in to the The Community House's Bates Street Society on Saturday evening. She also spoke about the BSD's induction in 2016, for which an honorary plaque was given on Saturday evening.

**5. REPORTS**

a. **FINANCE REPORT**

Rondello stated that 43% of the total assessment had been collected so far which is consistent with last year. Bills are due in February. December year-to-date expenditures are above 50% for the year, which is consistent with the previous year. Rondello explained that most special event expenditures occur in the first six months of the year which tends to push overall expenditures over the 50% of budget mark through December.

b. **COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein indicated that Restaurant Week is currently happening through February 10. Gamboa said that there were chef demonstrations promoting the event on both Fox 2 Detroit and WXYZ-TV20 this week. An additional segment is scheduled for next week as well. WOMC 104.3 is having a promotion during morning programming which listeners can win gift cards to restaurants participating in Restaurant Week.

## **MARKETING & ADVERTISING**

Gamboa stated that staff is currently working on construction promotional budget and timeline. She indicated that the spring/summer issue of the magazine is in production. An RFP for the magazine's printing and advertising is due on February 14.

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

Quintal indicated that request for proposals for planters and hanging baskets will be worked on for the next season and beyond. An RFP for snow removal will be discussed at the next committee meeting. Quintal stated that the planters will be worked into the new Old Woodward street scape.

## **BUSINESS DEVELOPMENT**

Rondello stated that Fielder is out-of-town on BSD business, therefore no report.

## **EXECUTIVE BOARD REPORT-ASTREIN**

Astrein stated that the Executive Director application ended and that they would be reviewing applicants vetted by the City's Human Resource Department.

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan, seconded by Quintal to approve the vouchers, as submitted, dated February 2, 2017.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. WXYZ AGREEMENT FOR BIRMINGHAM CRUISE EVENT**

**MOTION:** Motion by Fehan, seconded by Quintal to approve the draft agreement with WXYZ Channel 7 for the Birmingham Cruise Event, for a three year term, pending final staff review and final revisions if required.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

## **9. INFORMATION**

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

## **10. PUBLIC COMMENTS**

There was none.

## **11. ADJOURNMENT – 8:21 A.M.**

Respectfully submitted,

*Lari Rondello* (back-up notes on file)