

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, February 7, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, February 7, 2019, at 8 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Kay, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: Fehan, Hockman, Pohlod

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

Ara Darakjian

3. APPROVAL OF MINUTES

MOTION: Motion by Quintal, seconded by Solomon to approve the minutes dated January 3, 2019.

VOTE: Yeas, 8 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that the balance sheet now shows that the Gift Certificate program is now underway. Money is taken in when Gift Certificates are purchased. That amount is carried as a liability until it is paid out by the BSD as a reimbursement to a retailer.

Half way through the fiscal year everything is on track. Cash flow shows an end balance of just under \$200,000. This is typical for this time of year as assessments were just mailed out in December and payments come in during January and February.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe shared that the board suggested that a report go out to BSD constituents summarizing work that was done in 2018. So, she compiled the purple flyer that was in the board packets as an info graphic and mailed it to all BSD businesses. It highlighted the work that all 4 committees have done as well as mentioning Birmingham Bonus Bucks and construction.

The manager of Roots let Tighe know how helpful she found the document and that she had shared it with their corporate headquarters. Solomon commented that she thought that it was a very nice piece.

Tighe mentioned that she had received approximately one dozen inquiries about the increase in the assessment rate.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that Restaurant Week is currently in its second week. Things seem to be going well despite some difficult weather. Roberts and Eid agreed. Eid mentioned that last Friday was especially busy at his restaurants.

Brook shared that there were cooking segments done on morning news shows on Channels 2, 4, and 7 last week to promote Restaurant Week and that a large spread (front page and interior pages) appeared in the Eccentric.

Farmers Market opens on May 5th. Movies have been selected for Movie Nights – Zootopia, The Sandlot and Monsters, Inc.

Santa House hours will be extended to help make up for the shorter holiday season with Thanksgiving falling so late in November.

MARKETING & ADVERTISING - TIGHE

Tighe updated everyone that the committee is currently working on the Spring magazine. The photo shoot will take place at Hazel, Ravines & Downtown. The magazine is scheduled to come out just before Mother's Day and have a mother/daughter lifestyle theme.

The social media bids have been processed and interviews have been held with the top candidates. The committee will bring their recommendation to the next board meeting for approval.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The lights over Merrill Street are still up and will be through the end of February. Quintal is getting another quote for Merrill Street lights.

The committee would like to purchase another section for the holiday tree to make it six feet taller next year.

Hanging baskets and planters will be the same as last year. The committee is going over costs with the City for watering, etc.

There will be an appreciation lunch for DPS on Tuesday.

Tighe pointed out the email in the meeting packet from a resident praising the holiday lights.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee is continuing to work on their initiatives. Zing Training will be held next Monday morning focusing on customer service. This is an opportunity that was extended to merchants – something a little different from a merchant meeting.

Surnow felt that the cross committee call was beneficial. They discussed leveraging the Buxton information to look at trends, etc. He mentioned that the gift certificate program is still underway.

A broker roundtable is being planned for March. The committee would also like to host a property hop highlighting a few of the available properties this summer.

EXECUTIVE BOARD REPORT - ASTREIN

Astrein shared that the committee chairs met to share updates and talk about long range plans. He feels that it is important to keep open communication between the committees so they can work on joint initiatives. Quintal agreed that he thought the meeting was helpful. They will meet quarterly.

d. PARKING REPORT - VALENTINE

Valentine distributed a new parking report. It is now a one page summary of the month.

The Parking Advisory Committee is ready to present their recommendation for the valet contract for approval at the next Commission meeting.

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 Quintal, seconded by Surnow to approve the vouchers, as submitted, dated February 7, 2019.

VOTE: Yeas, 8 Nays, 0 Absent, 3

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Holiday tree extension purchase

Tighe shared that the maintenance committee unanimously voted to purchase another piece of the holiday tree which will make it six feet taller. She shared that DPS has confirmed that it will fit in the current location and the existing electrical infrastructure will be able to support the addition.

Valentine asked about the warranty that comes with the purchase. Tighe said that it will match the warranty that came with the rest of the tree as it is coming from the same company.

MOTION: Motion by Solomon, seconded by Valentine to approve the purchase of the holiday tree extension from Winter Green Corporation

VOTE: Yeas, 8 Nays, 0 Absent, 3

9. INFORMATION

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

10. PUBLIC COMMENTS

11. ADJOURNMENT – 8:26 A.M.

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