

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, January 3, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 3, 2019, at 8 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hockman, Kay, Pohlod, Quintal, Roberts, Solomon, Valentine

ABSENT: Fehan, Surnow

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Quintal to approve the minutes dated December 6, 2018.

VOTE: Yeas, 9 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported that we are chipping away at the \$5,600 left of last year's assessment and that there is approximately \$12,000 outstanding in special event invoices that we are working on collecting. The fund balance of \$247,000 is typical for this time of year.

Looking at the Revenue & Expense report Gerber noted that we are 42% of the way through the year. He pointed out that revenue comes and goes as assessments are collected and explained that the Treasurer is getting ready to send out bills. He suggested that the BSD may want to include a note with the bill explaining the new rate.

Gerber mentioned that Special Events are more front loaded and marketing expenses were higher due to construction, but overall total expenses are about 43% which is right on track.

The Cash Flow report for 5 months shows that 2018 also ended on track. Valet for the Shopping District is new this year and is in the Maintenance budget. The variances balance out and overall everything looks as it should.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

There was no report.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Tree Lighting Ceremony was very successful and shared that St. Croix was the winner of the Window Decorating Contest. He said that Santa House had good attendance throughout the season.

Restaurant Week will be held January 28 – February 1 and February 4 – 8, 2019. New pricing this year will be \$18 for a three course lunch and \$36 for a three course dinner. Bank of Ann Arbor has committed to being the presenting sponsor again this year. Restaurant participation forms and menus are still being submitted.

The dates have been set for 2019 events.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the committee put out an RFP for a new social media contract and that the marketing committee has changed their meetings to be held later in the month.

There will be a meeting with HOUR to discuss the spring Birmingham Magazine and then there will be an RFP for future magazines.

She pointed out that there were changes in the holiday advertising strategy this year. Less was done on network TV, more with social media, geo-targeted marketing, and digital ads.

Tighe mentioned that the Live in the D segment generated a lot of interest and segments on Fox2 and Ch. 7 were also very successful.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The committee will be meeting next week to evaluate 2018 and plan for 2019. Quintal shared that there were some challenges with Merrill Street lights, but the lighting is now up.

Solomon complimented the committee and said that she thought the lighting was beautiful. Astrein said that he thought the arches in Shain Park were amazing.

Valentine agreed that overall, it looked phenomenal. Tighe shared the drone footage of Winter Markt with the group.

BUSINESS DEVELOPMENT - TIGHE

Tighe explained that the committee has decided to pause the Buxton contract for now as they are still actively working on recruiting prospects from the list Buxton generated last year.

The group is working on making ZingTrain (an arm of Zingerman's) customer service training available to merchants. They are also looking at more strategic marketing with trade show magazines and targeting the retail and broker communities.

Current prospects remain active. A women's jewelry store is in negotiations and an outdoor clothing store took a break for the holidays but is looking at the old Thai restaurant location.

Solomon questioned the number of empty stores on W. Maple. Tighe shared that the retail occupancy rate is 96% and there is a fair amount of activity happening behind the scenes on several properties on Maple.

Valentine shared that City Commission will be holding their long range planning session on January 26th and he has invited Tighe to attend to give an update.

EXECUTIVE BOARD REPORT - HOCKMAN

There was no report.

d. PARKING REPORT - VALENTINE

Valentine mentioned that the Advisory Parking Committee will have an RFP for management of the garages in February. They would like to enhance the level of service.

Astrein asked about free parking in the structures on Saturdays during the holidays. Kay said that he thinks that people just do not like parking in the structures. Valentine suggested that this is something that can be looked at for next year, but it needs to be done in a strategic way.

Statistics show that the valet was being utilized much more this year than last – and usage more than doubled when valet was free during December.

Valentine said that the City is planning to continue with valet as stores and shoppers are seeing a benefit.

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 Quintal to approve the vouchers, as submitted, dated January 3, 2019.

VOTE: Yeas, 9 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

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

10. PUBLIC COMMENTS

Tighe shared that some committee meeting dates have changed and that committee chairs will be meeting quarterly.

11. ADJOURNMENT – 8:40 A.M.

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