

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, January 7, 2016 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 7, 2016, at 8:03 a.m. in The Community House.

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

**PRESENT:** Astrein, A.-Woods, Benkert, Daskas, Hockman, Roberts, Solomon, Surnow, Syzdek, Valentine

**ABSENT:** Fehan, Quintal

**ALSO PRESENT:** Joe Bauman, David Hohendorf

**ADMINISTRATION:** John Heiney, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Daskas to approve the minutes dated December 3, 2015.

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

**4. BOARD MEMBER COMMENTS**

Benkert stated that there has been no parking meeting in a couple of months.  
Valentine agreed and said that in absence of a meeting, there was nothing new to report.

**5. REPORTS**

**a. FINANCE REPORT**

Heiney stated that tracking overall expenditures, the cash flow report shows heavy event costs which is normal this time of year. Heiney explained that as the holiday events have concluded, the balance will level off as expenses slow down. Heiney stated that the fund balance shows this is the low point of our fiscal year and will start to increase as invoices were sent out around December 10, and revenues are coming in.

**b. EXECUTIVE DIRECTOR'S REPORT-HEINEY**

Heiney wished everyone a Happy New Year.  
Heiney stated that he would be attending the City Commission's goal setting meeting on Saturday, January 9, from 8 am to 12 noon scheduled at the Department of Public Services location.  
Heiney stated he will also be attending the City Long Range Planning Meeting with the City Commission on Saturday, January 16 at 8:30 am scheduled at City Hall. Heiney stated he would be talking about the shopping district's special projects to be used during future road construction.  
Heiney invited all to attend as these are public meetings.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated that the committee was busy with holiday events.

Astrein congratulated the winning window decorating contest winners: First place-Resolute Building Intelligence; Second place-Pluto; Third place-Elie's Mediterranean Grill. Astrein also publicly thanked judges on behalf of the committee, Mayor Rackeline Hoff, Alicia Smith and Kathi Jones-Cutler.

Astrein stated that the Winter Markt was deemed a success.

Rondello added that a vendor survey was conducted after the event for which half of participating vendors took part.

Rondello explained that seventy percent of vendors rated the event as excellent and thirty percent rated it as good.

Rondello stated that it was very fortunate to have Dave Rexroth from WXYZ broadcasting live and WOMC on site with live call-ins on Opening Night.

Hockman asked Syzdek who was a vendor at the event if he would share his perspective.

Syzdek stated that it was a great event, explaining he had enlarged the size of his tent from last year and enjoyed increased foot traffic in his store.

Syzdek suggested that more than just German food be offered at the event in future.

Hockman offered congratulations on behalf of the Board to Heiney, Rondello and staff for a job well done.

Rondello added that seven local non-profits participated in the Winter Markt with a total of \$10,000 was raised.

Astrein continued that Restaurant Week is scheduled for January 25-29 and February 1-5.

Heiney confirmed that there are currently twenty-two restaurants confirmed and the goal is to have twenty-five participating.

Astrein stated that the Birmingham Farmers Market is scheduled to open on May 1.

## **MARKETING & ADVERTISING-DASKAS**

Heiney explained the marketing redesign phase of Restaurant Week.

Heiney stated that committee offered some great ideas as they looked at the special fund balance potential projects.

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

Heiney stated that holiday element displays on large poles at Maple and Old Woodward intersection were installed. Heiney encouraged everyone to take a look and give feedback to committee.

Hockman asked how much longer the lights will be on.

Heiney responded that the lights around town will be on through March and the lights in Shain Park will diminish in the next couple of weeks.

Heiney stated that the committee was able to provide feedback on the special fund balance potential projects.

## **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated that the committee did not meet formally in December as Fielder was at the ICSC meeting.

Fielder stated there was record number of people at ICSC this year. Fielder reported she had nine meetings at the event which included one meeting she has been pursuing for a long time. Fielder reported that the outcome of that meeting resulted in the person scheduled to visit Birmingham on January 26.

Fielder stated that the newly branded shopping district brochure was received well at ICSC.

Fielder explained she is working on five spaces and there should be some good news soon about a new women's apparel store.

Heiney added that Gazelle Sports was formally announced.

Astrein asked if there was any discussion coming out of ICSC about on-line sales.

Fielder replied that the large retailers that are embracing on-line sales are growing the fastest. Fielder stated that smaller retailers seem to have to make a choice between remodeling or developing an on-line presence. Fielder explained that on-line is difficult to manage and needs to be constantly fed.

Heiney added the ICSC publication SmartBrief recently provided information about the importance of providing consumers with a positive, full sensory experience in order to counter on-line competition.

## **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated that he would cover this report in the New Business section of the agenda.

## **BIRMINGHAM BLOOMFIELD CHAMBER REPORT**

Bauman stated there will be a business after hours mixer at the Ironwood Grill next Wednesday, January 13.

Bauman explained that the Chamber's Forecast Series would be rolled out starting with the Economic Forecast on February 2.

Bauman continued that the Government Forecast is scheduled for March 7 and confirmed keynote speaker is U.S. Senator Gary Peters and that Michigan Lt. Governor Brian Calley is a potential speaker for this event as well. Bauman stated the Real Estate Forecast would be announced soon for early April. Bauman concluded by thanking the shopping district for sponsoring the forecast series.

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Daskas to approve the vouchers, as submitted, dated January 7, 2016.

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

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. BSD FUND BALANCE POLICY**

**MOTION:** Motion by Valentine seconded by Astrein to create a BSD Board policy, establishing 30% of annual budget as a minimum average fund balance for the Birmingham Shopping District Fund.

**DISCUSSION:** Hockman stated that this has been an established informal policy but that this policy will put structure in place going forward. Hockman continued that Heiney conducted research and Gerber was consulted which resulted in the proposed 30% allocation.

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

### **b. BSD SPECIAL PROJECTS RECOMMENDATIONS**

**MOTION:** Motion by Astrein seconded by Benkert to approve the suggested Special Projects, direct staff to coordinate implementation with appropriate City staff members, and to share with City Commission at appropriate meetings in the future. Further, to continue implementation through major road construction on Maple and Old Woodward in upcoming years.

**DISCUSSION:** Hockman stated that the City will be undergoing some major construction projects which will impact the downtown area significantly. Hockman stated in order to be proactive, the goal is to minimize the disruption as much as possible and support the businesses in town. Hockman continued that these are evolving plans expanding over multiple years and that the committee would be working closely with the City. Hockman explained that this would involve approximately \$450,000, which would be flexible given the fact that these will be fluid, moving projects.

Valentine explained that this is the culmination of many discussions and will mitigate the impact of construction downtown. Valentine recommended changing the Maple portion of the project from 2018 to state 2018-2019. Astrein and Benkert agreed to make this change to their motion.

Surnow commented about expanding valet services for businesses.

Astrein commented about working with the City parking committee in sponsoring valet enhancements.

Hockman stated that consistency in offering valet is important and that creative ideas presented were much appreciated.

### **c. BSD BUDGET RECOMMENDATION**

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

**DISCUSSION:** Hockman stated that as the City operates on a fiscal year from July 1 to June 30, this is a normal process for approval. Heiney added that the shopping district assessment is fluctuating slightly because of buildings coming down and being taken off the rolls and new buildings being added to the rolls, with revenue trending upward. Hockman recognized Heiney's leadership in managing personnel costs. Heiney noted that the BSD Fund Balance projects are not included in the regular operating budget.

**9. INFORMATION**

**a. RETAIL ACTIVITY**

**b. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

**10. PUBLIC COMMENT**

There was none.

**11. ADJOURNMENT – 8:46 A.M.**

Respectfully submitted,

*L. Rondello* (back-up notes on file)