

City of Birmingham
Principal Shopping District Proceeding
Thursday, June 4, 2015 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, June 4, 2015, at 8:02 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Benkert, Daskas, Quintal, Roberts, Solomon, Valentine

ABSENT: Fehan, Hockman, Sobelton, Syzdek

ALSO PRESENT: Joe Bauman, John Clarey, Julie Fielder, Julie Grippo, Terry Hughes, Denise McQuillan

ADMINISTRATION: John Heiney, Lori Rondello

2. RECOGNITION OF VISITORS

Astrein welcomed everyone in the audience, recognizing representatives from Harris Marketing who would be making a presentation during the Marketing & Advertising Committee report.
(Benkert arrived 8:11 a.m.)

3. APPROVAL OF MINUTES

MOTION: Motion by Daskas seconded by Solomon to approve the minutes dated May 14, 2015.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

A.Woods informed the Board that she will be opening a store in Detroit's Midtown soon. A.Woods stated she has been thinking about this for over 5 years. This will be in addition to her Birmingham location.

5. REPORTS

a. FINANCE REPORT

Astrein stated that this report is presented every other month, this being the off month. Heiney continued that we are at the end of the fiscal year with the current vouchers submitted for approval being the last of this year.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

See notes below in Executive Board Report.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the Farmers Market going strong since opening day and even endured the terrible weather this past weekend. Rondello added that the annual Strawberry Sunday, June 28, will include a Birmingham Chef Clash competition with chefs

from three restaurants. WOMC will be on-site for the event as well as sponsor, DMC Children's Hospital with family friendly entertainment.

Astrein stated that the first Movie Night, June 19, will be The Lego Movie in Booth Park.

Astrein stated that all merchant Day On The Town information has been distributed and the PSD is receiving registrations.

Heiney added that new this year will be a Health & Fitness section of the event where applicable merchants will be invited to set-up their display in a designated area set aside for them.

Astrein indicated that the committee is working on a fall shopping event to be held late September. Details will be forthcoming.

MARKETING & ADVERTISING-DASKAS

Daskas stated that the committee did not meet in the month of May. Daskas stated that the EnjoyBirminghamNOW facebook page has passed 6,500 likes. Daskas also indicated that there would be a Father's Day gift segment on WXYZ Channel 20 during the week of June 15.

Heiney introduced representatives from Harris Marketing, Denise McQuillan, John Clarey and Terry Hughes to present their Assessment phase of the branding process.

McQuillan concluded with explaining that the next step in the process would be creating the architecture of the brand. They would like to present the creative to the PSD in the next couple of weeks before getting too far down the path, making sure they are heading in the desired direction.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that the spring plantings happened on schedule and that despite the recent cold snap, everything has survived. Quintal stated that there have been positive comments about the trees lit in Shain Park and as a result, they will remain installed.

Quintal indicated that the committee is waiting for holiday display possibilities from a company in Chicago which was introduced at the May Board meeting.

Quintal stated that the annual power washing would take place this month with locations to be determined. Heiney added that businesses would be made aware once the schedule is set.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that there was no meeting in May.

Fielder spoke about attending ICSC in Las Vegas for past 27 years, the last six on behalf of the PSD. Fielder stated that there is a lot more interest in downtowns and she had nine meetings. Fielder indicated she toured four shopping centers in Las Vegas and came away with three prospects and that we are striving to improve our retail mix – combination of what we want with we can get. Fielder stated she is always thinking to the future and of how to get better stores.

Fielder summarized the national scene by stating that occupancy is up everywhere, rent is up and it's on the landlord side now. Valentine asked if the PSD's 2% availability is a challenge. Fielder responded that it is not, as usually an interested company can wait for the right property.

Fielder addressed questions about Detroit by stating that we are still fighting for some of those new brands going in to Detroit. Detroit is selling to prospects by telling them that they reach all the suburbs. Valentine asked if Detroit is an incubator, do stores stay as they grow or do they move out once the incentives go away. Fielder responded that the story in Detroit today will be different than the story in Detroit in 5 years.

EXECUTIVE BOARD REPORT-HEINEY

Heiney stated that he has been charged by the Executive Board to keep up on the City issues and send out information to the Board and PSD members.

He has called a meeting with the Art Center, Library, The Community House scheduled for next week. A survey has been sent to all PSD merchants for feedback regarding the effect this event has on their respective businesses. Heiney stated that 16 have responded as of today.

Heiney stated the revised yet constantly changing meeting scheduled. Heiney stated that the next Marketing Committee meeting will be scheduled once Harris Marketing is ready to present the next phase of the branding initiative. Heiney continued that the Special Events Committee is in the process of finding a date that works well with the majority in June, yet to be determined.

Thirdly, Heiney stated that he's been asked to watch the parking statistics by the Executive Board during the trial period of Maple being narrowed to three lanes between Chesterfield and Southfield Roads. Heiney indicated that merchants are concerned about diminished foot traffic and short term parking in town.

BIRMINGHAM BLOOMFIELD CHAMBER REPORT

Bauman stated that the weather played a significant role in the Fair last weekend, resulting in revenue down 55% from 2014. Bauman stated The Community House interacted with the Fair for the first time, opening its restrooms to the public and offering food and drink on its terrace. Bauman stated that the Fair closed the full day on Sunday for safety reasons. Bauman continued that they have had to offer refunds for presold bracelets which have already exceeded \$5,000. Fair goers are also being offered the option of holding the bracelets and using next year or using at another fair by Mid America elsewhere. Bauman reminded the Board of the After Hours Networking event scheduled at 220 on June 17. Bauman stated that their new area maps are currently being distributed. Bauman stated the national rep from the map company has been with him in town during the distribution process and how impressed she was with the physical look of town.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Daskas seconded by Solomon to approve the vouchers, as submitted, dated June 4, 2015.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. PROPOSED TRANSFER OF FUNDS

Heiney explained that accounts need to be balanced for year-end budget reporting which allows for unspent funds to be moved from one account to another.

MOTION: Motion by Benkert seconded by Daskas to approve a transfer of funds for the Principal Shopping District Fund's 2014-2015 budget, transferring funds to several accounts.

DISCUSSION: Valentine stated that monies used toward increasing distribution of Birmingham Magazine seems to be money well spent. Valentine asked if there was a way to quantify the effectiveness of the additional distribution. Heiney responded that by offering recipients to subscribe to the on-line magazine, we can garner feedback. Heiney stated that we have a 5% rate of feedback to which Daskas reinforced that a normal rate is 1-2% and we are significantly above the average.

VOTE: Yeas, 8 Nays, 0 Absent, 4

b. AGREEMENT WITH CHEVROLET FOR BIRMINGHAM CRUISE EVENT SPONSORSHIP

Heiney reviewed the agreement with Chevrolet for the 2015 Birmingham Cruise Event sponsorship. This draft agreement is pending staff review and final revisions if required.

MOTION: Motion by Daskas seconded by A.Woods to approve the sponsorship agreement with Chevrolet for the Birmingham Cruise Event, pending staff review and compliance with insurance requirements.

QUESTION: Valentine asked about broad language in contract particularly pertaining to George and Landon Streets. Heiney responded that PSD Staff does a walk through with sponsor and have a face-to-face understanding about the actual space they are allowed.

VOTE: Yeas, 8 Nays, 0 Absent, 4

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

11. ADJOURNMENT – 9:16 A.M.

Respectfully submitted,

L. Rendelle (back-up notes on file)