

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

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, March 7, 2019, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Fehan, Hockman, Kay Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: Eid

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

Joe Bauman, David Hohendorf

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Fehan to approve the minutes dated February 7, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber stated that the January reports show a pretty typical collection rate of the special assessment. They were due on March 5th and \$921,000 has been collected which is 88%. They will continue collecting into May and then, anything still owed will be transferred into the tax roll.

There is still a remaining balance of \$2,000 of last year's assessment left to collect. This gets sent to the county. The county will reimburse the city and work on collecting.

The revenue and expense report through January is approximately 58% of the year. Total expenditures are currently at 63% which is a little over but compares to past years and is not unexpected due to timing of many of the special events.

The cash flow year to date report shows a new item – gift certificates in – this is the money collected from purchases of Birmingham gift certificates. Program disbursement shows a line item for “gift certificates out” for those redeemed and stores being reimbursed (this has not happened yet).

We anticipated that the cash balance was going to be \$464,000 at this point and we are at \$409,000. This is not surprising since the special assessments went out late this year.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe made sure that the board knew that Ellen Yerks had her last day on March 1st and her position has now been posted.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that Restaurant Week had 22 participating restaurants and received good media coverage with cooking segments done on morning news shows on Channels 2, 4, and 7.

He reminded everyone that we are getting close to opening day at the Farmers Market which will be on May 5th. He also shared that rain dates for Movie Nights were approved by the Commission. They will be the Saturday immediately following the regularly scheduled Movie Night.

MARKETING & ADVERTISING - POHLOD

Pohlod updated everyone that the spring/summer magazine photo shoot took place at Hazel, Ravines & Downtown. The committee liked working with a new stylist and thought that it was an easier photo shoot than most. They should be receiving the first draft of the magazine next week.

After reviewing the bids for the social media RFP the committee interviewed the top candidates and has a recommendation for the board that will be discussed under New Business.

Pohlod also shared that she has started formalizing a project plan for the next 18 months. It will show what is coming up and what the committee has planned for each month.

This is the last magazine in this contract. An RFP for the magazine will be posted soon.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The appreciation luncheon for DPS employees went well and was appreciated on a very icy day. The committee is putting out an RFP for watering and will be getting a quote for Merrill Street lights.

Baskets and planters will be the same as last year as they remain under contract.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that it was a busy month with interviews for the third party retail recruiting consultant. He said that there are still some good candidates for retailers in the pipeline. The committee wants to be wise about spending and resources and feels that the Buxton reports have been helpful but the data doesn't change quickly so they don't need to be redone each year.

There will be a recommendation for a retail consultant in new business.

EXECUTIVE BOARD REPORT

No report given

d. **PARKING REPORT - VALENTINE**

There was nothing unusual to report regarding parking. Valentine wants to be sure that the new dashboard report is included in meeting packets going forward.

e. **CHAMBER REPORT - BAUMAN**

Bauman thanked the BSD for their partnership in the customer service training. He said that he had received good feedback from attendees. He shared that their Healthcare Forecast will be held on March 22nd and thanked the BSD for their sponsorship.

The Chamber will be hosting a legislative reception on April 16th at The Townsend. They are working to secure newly elected officials as attendees.

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 March 7, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Social Media Services Agreement

Tighe shared that 19 proposals were received in response to the RFP. The committee did interviews with the top candidates and then selected Paige Larson. Once approved she will have three weeks to create a plan before beginning. This would allow for a change from our current provider to take place on April 1, 2019.

Kay added that he was pleased that she would be charging a set amount to accomplish the goals set, not an hourly rate. Pohlod shared that the initial quote from Larson was too high, but in speaking with her she was able to bring her price down without pulling back the services offered since she had a strong desire to work with the BSD.

Hockman asked how performance would be measured and monitored. Tighe responded that there are goals for growing followers and a set of deliverables expected each month.

Hockman asked for a report to the board quarterly.

MOTION: Motion by Astrein, seconded by Valentine to approve the agreement with PaigeLarson Consulting for social media services to assist the BSD in building the audience for the Birmingham Shopping District's initiatives, events, programs and downtown businesses.

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. Third Party Retail Recruiting Agreement

Tighe shared that the business development committee wants to continue to use data from Buxton. Four proposals were received in response to the RFP. Interviews were held last week and the committee selected CC Consulting.

Surnow said that this is a one year contract with the option to renew which is a good way to test it. Hockman explained that the contract contains an incentive clause. The committee has identified targets and goals. If those goals are accomplished, then there is a financial incentive.

It was shared that the person they would like to hire also works for Oakland County. There is a memo in the board packet stating that there is no conflict of interest. This must be signed before the contract can go into effect.

Hockman added that a non-disclosure agreement will also be required.

MOTION: Motion by Astrein, seconded by Fehan to approve the agreement with CC Consulting for third party retail recruiting of national and regional retailers and work with them to locate and establish a retail operation within the commercial space in the downtown Birmingham Shopping District. Approval of the contract is with the understanding that the BSD also receive an executed memorandum of understanding between Oakland County and the BSD and also proof of proper insurance.

VOTE: Yeas, 10 Nays, 0 Absent, 1

9. INFORMATION

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

10. PUBLIC COMMENTS

Hohendorf shared that Gigi Nichols, formerly from The Community House, is now working for Downtown Publications.

11. ADJOURNMENT – 8:43 A.M.

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