

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, May 2, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 2, 2019, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Solomon

ALSO PRESENT: David Hohendorf, Cindy Ciura

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Astrein to approve the minutes dated April 4, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber explained that the first report shows a balance of approximately \$860,000 with about \$70,000 receivables in current assessment year. There were none collected in April and in mid to late May those still outstanding will be reported to the county.

The revenue/expense report through March should be at 75%. It is looking pretty good now at 76%. He mentioned that Tighe is entering projections for this year to see if budget adjustments are necessary.

The year to date cash flow is higher than anticipated. There are some variances due to construction costs from last year and the fact that assessments are normally billed in December and did not get billed until January this year which pushes things back.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe updated the board that on May 11th the department heads will be presenting their budgets to city commission.

She also shared that she is excited to welcome Corinne Oviedo to the BSD team.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that two tent companies submitted proposals for the Winter Markt RFP which will be discussed more later.

He also shared that the committee would like to activate Thursdays in the downtown area. So, they are looking to start on June 20th with some fun evening events and hope that merchants will start staying open later.

Day on the Town is set for July 27th and will be bringing back Kids Zone and the Farmers Market opens on May 5th.

MARKETING & ADVERTISING - POHLOD

Pohlod updated everyone that the Birmingham Magazine has been distributed and was the last edition in the current contract. She explained that they shared the one magazine per year idea at the last merchant meeting and there were no comments. An RFP for future magazines will be posted very soon.

A conversation was had with HOUR about the past magazines and what expectations would be if they were to continue publishing for us.

Paige has started her social media posts and Pohlod said that she is already noticing movement. Astrein asked how merchants will interact with Paige. Pohlod responded that Paige had distributed her cards at the merchant meeting and will also be stopping at stores to introduce herself.

Tighe shared that the staff team is meeting with Paige every two weeks for updates. Paige will also give an update at the next board meeting.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

There was no meeting last month. Quintal shared that we are on schedule for planters to be in for Memorial Day. Evergreens will be pulled before that.

The committee has looked at the budget and is exploring the possibility of doing something at the north or south end of town for holiday lights.

Tighe gave an update that construction has started on Lot 6. She shared that parking will be available but will be impacted. We are working with the APC to provide valet service throughout construction.

Valentine added that the project will add approximately 37 parking spaces and will also improve pedestrian access to the river and increase lighting. The project is expected to last 7-9 weeks. The lot will continue to be available for the Farmers Market each Sunday.

BUSINESS DEVELOPMENT - SURNOW

There was no meeting in April. Surnow reported that fab'rik, a national retailer, will be going into the old Art Loft space. The strategic and methodical approach they have been taking for recruitment is working. And, the new recruiter is now on board to help with future efforts.

There will be a broker/owner roundtable next week. Updates will be given on new developments.

The ICSC conference will be held in May. Tighe and Ciura are working to set-up meetings.

Tighe formally introduced Cindy Ciura to the board. She said that Ciura has already been productive creating retail lists and looking at different areas of town strategically.

Ciura explained that she is very picky about marketing materials. So, she has been working to make our pieces appear more upscale as the first impression is very important. She said that she is excited that 9 prospects have said that they are interested in meeting and want to know more about specific sites. She is very encouraged by that and is excited to be here.

Tighe shared that we will be promoting BSD gift certificates as good gift options for Mother's Day, graduation and Father's Day.

Valentine extended kudos to Tighe and Surnow and the committee for securing the new retailer. Fehan agreed that this success validates the process.

EXECUTIVE BOARD REPORT

No report given

d. PARKING REPORT - VALENTINE

Valentine gave an update that SP+ has been selected to continue to operate the parking structures, however, the scope of work has changed.

There will be a new app that will show available parking in the structures as well as on the streets. There will be a meeting on Monday to get bond authorization.

Astrein asked if the sensors on the parking meters are working. Valentine explained that although they are functioning, they are not being used for enforcement.

e. CHAMBER REPORT

No report given.

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 May 2, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Agreement with Wahl Tents for Winter Markt Tents

Pohlod shared that the committee chose this company for several reasons including that they will be buying new tents for us. It will be a longer contract but that will be better because the new, hole free, tents will help with vendor retention. Kay added that this will also lock the price in for us for five years.

MOTION: Motion by Astrein, seconded by Fehan to approve the agreement with Wahl Tents for Winter Markt Tents for the 2019 Winter Markt, conditional upon receipt of signatures and insurance from contractor.

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. Agreements for Santa Claus Performances 2019

Pohlod explained that we will be using the same Santa (for all but 3 shifts) that was so well received last year.

MOTION: Motion by Astrein, seconded by Fehan to approve the Santa Claus agreements with Randy Lee and Daniel Suttkus for Santa Claus performances during the 2019 holiday season, conditional upon receipt of signatures and insurance from respective performers.

VOTE: Yeas, 10 Nays, 0 Absent, 1

c. Top Hats and Tails Carriage Rides Agreement

MOTION: Motion by Astrein, seconded by Pohlod to approve the agreement with Top Hats and Tails Carriage Company for horse carriage service for the 2019 holiday season, conditional upon receipt of signatures and insurance from contractor.

VOTE: Yeas, 10 Nays, 0 Absent, 1

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Pohlod shared that the next marketing committee meeting date has not been confirmed yet. It will be after the RFP closes.

Valentine reminded everyone that the Master Planning process is ongoing. Charrettes will be held beginning May 14 and concluding on May 21.

Tighe said that she will be participating in Museum talks about Downtown – Then & Now on May 9th at the library at 7 p.m.

11. ADJOURNMENT – 8:50 A.M.

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