

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, May 4, 2017 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 4, 2017, at 8:05 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Daskas, Hockman, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT: Eid, Fehan

ALSO PRESENT: Joe Bauman, Julie Fielder, Mark Gerber, David Hohendorf

ADMINISTRATION: Gamboa, Tighe

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein seconded by Valentine to approve the minutes dated April 6, 2017.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Valentine provided an update regarding the Old Woodward Reconstruction project, which has been postponed until next year. He explained that bids were very high. The sewers along Old Woodward need to be consolidated, which requires a significant amount of work. The project will be re-bid in the fall. The new map showing the project phases and updated timeline can be found at www.bhamgov.org/downtowninfrastructure.

5. REPORTS

a. **FINANCE REPORT**

Gerber went over the finance reports and stated revenue is on track. Marketing and Advertising expenses are up slightly due to valet parking and expenses related to the anticipated Old Woodward Reconstruction project. Gerber discussed the Revenue and Expenditures report and stated the BSD has spent 78% of its budget through 75% of the fiscal year. The BSD is doing very well with the collection of special assessments and has received 94% of assessments to date. Pohlod asked what happens if a business does not pay their special assessment. Gerber explained that delinquent special assessments will be put on the July 1st tax roll with a 15% penalty and will be collected with the regular property taxes. If the special assessments are not collected by February 28th, Oakland County will pay the City for those delinquent special assessments and collect the funds from the businesses.

b. **EXECUTIVE DIRECTOR REPORT**

Tighe stated she has enjoyed meeting with the BSD Board members and staff members. The Operations and Events Manager position is posted and will close May 10. She invited everyone to attend an Executive Director Meet & Greet at the Community House scheduled for Wednesday, May 17 at 9 a.m. Valentine said Tighe has really stepped in quickly and is doing a great job.

c. **COMMITTEE REPORTS:**

SPECIAL EVENTS-ASTREIN

Astrein said a Special Events meeting was not held last month. He encouraged everyone to attend the ribbon cutting ceremony at the Birmingham Farmers Market on Sunday, May 7 at 10 a.m.

MARKETING & ADVERTISING-DASKAS

Daskas said the Spring/Summer Edition of the Birmingham Magazine is out and has received positive feedback. The Committee will discuss the possibility of direct mail to multi-dwelling units in Birmingham at their June meeting.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated they are reviewing bids for snow removal and meeting with the low bidders. They are holding off on the hanging basket and planters bid until they're set out so that bidders can see them. The planters had been moved out of the construction area and have now been moved back. He stated the committee will need to decide if they want to move forward with the new planters they had previously selected or go in a different direction. They are still considering the possibility of bidding out heated sidewalks to be added during the downtown reconstruction project, however research shows the system isn't reliable and it's very expensive.

BUSINESS DEVELOPMENT

Fielder stated a Health & Beauty tenant is now under contract for a lease in a 1,000 square foot spot. They were recruited in 2009-2010 and came back for a tour last year. She is working with two other tenants who are interested in Birmingham; she's hoping to take them on tours within the next 30 days. She just returned from the Main Street Conference in Pittsburgh and said there were more than 1600 participants. She plans to attend the International Council of Shopping Centers (ICSC) RECon event later this month. The annual convention takes place in Las Vegas and she looks forward to spreading the word about Birmingham. Fielder said Allen Edmonds representatives have stated their sales are up and expenses are down by a third after moving to Birmingham from Somerset Mall. Representatives at Scandia Home say they are happy in Birmingham and have found a stronger client base and more affluent clientele in Birmingham compared to Somerset Mall. Fielder stated she is seeing resurgence for downtowns. Malls offer just a shopping experience, whereas downtowns offer a community experience.

EXECUTIVE BOARD REPORT-HOCKMAN

There was no report from Hockman.

d. **CHAMBER REPORT**

Bauman thanked the BSD for supporting the Legislative Reception at the Townsend Hotel on April 11. He said it was a great event with elected officials and members enjoyed the opportunity to speak with them one-on-one. He stated Gary Peters is a great resource for the promotion of downtowns and a strong supporter of brick and mortar versus online shopping. Bauman encouraged the BSD Board members to share concerns with him so he can represent challenges on a national level.

e. **COMMUNITY HOUSE REPORT**

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Valentine to approve the vouchers, as submitted, dated May 4, 2017.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. **WOMC AGREEMENT FOR CRUISE EVENT**

MOTION: Motion by Astrein, seconded by Solomon to renew the WOMC agreement for the Birmingham Cruise Event for a three year term.

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

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

10. PUBLIC COMMENTS

No comments.

11. ADJOURNMENT – 8:45 A.M.

Respectfully submitted,

Marianne Gamba (back-up notes on file)