

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, May 5, 2016 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 5, 2016, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Fehan, Solomon, Syzdek

ALSO PRESENT: Joe Bauman, Mark Gerber, 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 Valentine to approve the minutes dated April 7, 2016.

VOTE: Yeas, 8 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Hockman led the Board in reflection of Benkert's life, acknowledging him as a lifelong business leader in Birmingham, remembering the good work and friendly smile that Benkert continually exuded.

Hockman directed the Board in a moment of silence in honor of Benkert, who passed away on April 23, 2016.

5. REPORTS

a. FINANCE REPORT

Gerber stated that the special assessment collected to date is not as much as anticipated. Heiney asked for the percentage collected to date. Gerber responded that 93% has been collected and that at the same time in 2015, 95% had been collected. Gerber continued that whatever is not collected is rolled in to the summer taxes for collection.

Gerber said that under the categories of Maintenance and Marketing & Advertising, more has been spent than anticipated and that the BSD cash is behind what was projected. Gerber referred to the report which shows that expenditures should be at 75% currently but that they are actually in the 82-85% range, presenting higher than normal at this time of year.

Heiney explained that \$12,000 was spent on an accessible ramp for Santa House and that marketing materials had to be developed that reflect BSD's new brand. Heiney continued that there is an additional cost associated with re-branding and that BSD has cycled through everything, changing the brand on all collateral materials, events, etc.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney shared with the Board about the BSD's Winter Markt being recognized at Main Street Oakland County's annual gala. The Winter Markt received an award for Event of the Year in the Associate Member category. Rondello added that it was great for the BSD team to be recognized by an outside organization for all of the hard work that went in to the event. Heiney stated that Birmingham has Main Street's attention and that there are several other award categories BSD will qualify next year.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated that the Birmingham Farmers Market opened on May 1. Despite the wet weather, there were 38 vendors and patron attendance was just over 1,300.

Astrein said that sponsorships for Movie Nights were on track with Presenting Sponsors Children's Hospital of Michigan and Fred Lavery Co.

In order to support businesses affected by the construction on Hamilton Avenue, Astrein explained how the BSD has collaborated with the Chamber for a fun tour of businesses on Hamilton on May 12. The BSD is also planning a fun Family Day event on June 4. Children's Hospital of Michigan will be sponsoring the Family Day with activities and their charity tie-in with a cereal box drive.

Astrein said the committee is working on ideas to engage the 16,000 estimated employees that work in Birmingham. An Employee Appreciation Day is being planned and the committee hopes to implement by late summer or early fall. In addition, Astrein told about a fall shopping event the committee is focusing on for October 15, with a breast cancer awareness charity tie-in.

MARKETING & ADVERTISING-DASKAS

Daskas said that the BSD had a Mother's Day gift ideas shopping segment on WXYZ this past Monday morning where several stores in Birmingham were showcased.

The committee, Daskas explained, has decided to move away from co-op advertising but rather concentrate more on advertising efforts in the Birmingham Magazine.

Astrein asked about decorative banners that could be hung on street lights. Heiney responded that the committee had discussed this idea and that there is existing hardware that could be used on the lights, for example, on N. Old Woodward. Heiney continued that this idea was brought up to the Executive Committee and that the City would like to develop a process for approving banners in the future streetscape.

Daskas spoke about WDIV's Paula Tutman interviews with Heiney, Astrein and Sherman. Heiney explained that the BSD had sent out a press release with the new businesses coming to town and the high occupancy rate. Astrein added that the segment was very well done. Heiney said BSD has good relationship with the reporter and will invite her back in future.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that the committee will hold off on adding more holiday light displays to the Maple and Old Woodward light poles until a street scape plan is confirmed. He said that since the current concrete planters are no longer available for replacements, the committee continues to look for a new design. Heiney added that the committee is looking at containers made from other materials than concrete such as metal, making them lighter for moving.

Quintal indicated that new recycling containers have been added to the park and other locations around town, including outside Starbucks. DPS will monitor use.

Hockman asked what the timeframe would be for completing work on Old Woodward. Valentine replied that it would be approximately six months from beginning to end.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that Fielder is working hard to place someone in the Cosi space. She continued that Sara Campbell would be opening today and another retailer next door would also be opening soon, but Fielder is waiting for that retailer to make the announcement.

Astrein stated that it should be noted how well things are going in Birmingham currently. Heiney added that an example is by looking down East Maple, where there are 5-6 soft goods retailers now on the north side which has been vacant for some time.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated that there are two vacancies on the Board and need to begin recruiting. Heiney added that both positions are for business owners. Heiney continued that at the June Board meeting, would like to recognize Benkert and invite his family and would like to also recognize Syzdek for his service.

Hockman said that the ad hoc parking committee is making progress. Valentine stated that ideas for expansion of North Old Woodward structure are being reviewed and the next step is to form a subcommittee. Valentine continued that a parking assessment ad-hoc committee will be formed, and that the scope of the assessment would be advanced in the next few weeks.

Surnow asked if there was a way to utilize valet service for office users and how the landlords might get involved. Valentine answered that the City is looking at valet assistance and will develop more on this strategy. Hockman commended Valentine as whenever the parking situation is discussed, the City always has creative ideas that are being considered.

d. CHAMBER REPORT

Bauman indicated that the Chamber is combining efforts with the BSD to create an event to promote Hamilton Avenue businesses during the construction period. The event is called Hamilton Hums and will be on May 12, starting at 3 p.m. with check-in at Lucido Fine Jewelry at the corner of Hamilton and Old Woodward. Immediately following, there will be an after hours mixer at Ironwood Grill underwritten by the Emagine Theatre. Bauman added that Grossman at Eccentric was going to do a front page article in May 8 issue.

Bauman confirmed that the Village Fair is scheduled to open on June 2 with United Shore’s pre-event for employees on June 1. Bauman thanked the City for allowing the pre-event in the event application. Bauman requested feedback from merchants and businesses with any issues that may surface from the event. Valentine added that when bringing this many people into town, parking needs to be assessed and perhaps a shuttle will be required in future.

Hockman stated that on behalf of the Board, much appreciation for support of businesses on Hamilton and all communication going out in regards to construction projects. He continued that communication and collaboration goes a long way to build trust and should be recognized.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein seconded by Quintal to approve the vouchers, as submitted, dated May 5, 2016.

VOTE: Yeas, 8 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. FOURTH QUARTER BUDGET AMENDMENT

MOTION: Motion by Roberts seconded by Astrein to approve a transfer of funds for the Birmingham Shopping District Fund’s 2015-16 budget, transferring funds to accounts as noted in HandOut.

DISCUSSION: Hockman stated that this budget reallocation is consistent with what has been done in prior years. Valentine added that the areas that adjustments are being made show added value to downtown.

VOTE: Yeas, 8 Nays, 0 Absent, 3

9. INFORMATION

a. RETAIL ACTIVITY

b. ANNOUNCEMENTS

c. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENTS

Astrein said he attended the Boomer Summit on Saturday, April 30. It was well attended and was a great first annual event with Huel Perkins as emcee.

Heiney

11. ADJOURNMENT – 8:58 A.M.

Respectfully submitted,

L. Rondelle (back-up notes on file)