

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, November 3, 2016 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 3, 2016, at 8:04 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: A.-Woods

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 October 6, 2016.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

There were no comments.

5. REPORTS

a. **FINANCE REPORT**

Gerber stated that finances are tracking well. The fiscal year is 25% complete, and overall expenditures are on target. It was noted that \$17,000 in special assessments is still being collected. Any uncollected assessments will soon be transferred to the County. City will bill out new special assessments next month. Heiney added that the Balmoral building will be added to the new assessment roll.

b. **EXECUTIVE DIRECTOR REPORT - HEINEY**

Heiney referred to a memo in the report that outlines road construction assistance that the shopping district will implement. Noting that merchant communication is very important, Heiney announced an Open House for anyone to attend which the City is hosting on November 7, from 4:00 to 7:00 p.m. in the Library. There is also a meeting specifically for merchants and affected commercial property owners on November 15 at 8:30 a.m. at City Hall. Heiney continued that the BSD is working with Harris Marketing to develop a new logo and tagline for upcoming construction projects. Advertisements, signs, banners and other promotional materials will be similar to the Hamilton Avenue project. Three locations are being considered for complimentary valet services during the project. Heiney stated that the BSD will look to collaborate with the Chamber for a Cash Mob event similar to Pierce/Merrill and Hamilton Avenue events in the past.

Heiney reported that BSD is currently working to update the strategic plan, goals and objectives with aim to report to City Commission in January. Marilyn Opdyke, strategy consultant, is working with BSD to complete the project. Hockman added that timely feedback from Board members is important as this project is on an aggressive timeline.

c. **COMMITTEE REPORTS:**

SPECIAL EVENTS-ASTREIN

Astrein stated that the Shop Pink event on October received mixed feedback from stores. Heiney continued that BSD can work to better coordinate marketing and PR efforts with The Pink Fund in future. However, merchant surveys indicate that most would want to participate in event again in 2017. Pohlod added that this was an easy event for merchants to participate. Astrein stated that the farmers market season concluded on October 23. Rondello added that while average patron attendance had slightly decreased over the previous year, sponsorships were at an all-time high of over \$21,000. Vendor surveys indicate that most vendors are very pleased with the market. Heiney added that patron surveys have helped reveal where people are learning about the market which will direct advertising dollars for next season.

MARKETING & ADVERTISING-DASKAS

Daskas stated that the next issue of the Birmingham Magazine is in final proof review and should be going to print soon. Heiney said that the holiday advertising grid is almost complete. Website Google analytics were provided at the Board's request from the October meeting. Heiney highlighted the top four webpages which included the homepage, restaurant directory, shopping directory and events.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that the summer flowers currently are being replaced by winter plantings. He said that lighting of trees in Shain Park will be configured differently in that less trees will be lit, but that the same amount of lights will be used more efficiently.

A tall, sturdy planter prototype was fabricated in metal which is weather resistant and doesn't break. Quintal said that the prototype is available to see near the Peabody parking structure entrance. Hockman asked about the timeline for production. Quintal responded that the committee is waiting to see the patina develop on the prototype. These new planters will replace those in the downtown district and concrete planters would move to triangle district.

Quintal stated that a last minute idea to enhance lighting in Shain Park was tabled and will be reworked to hopefully be implemented in 2017.

Astrein expressed concern over snow on crosswalks being properly cleared, especially on corners, in order to make passable for pedestrians. Heiney answered that BSD will work to communicate concern with contractor and DPS.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that Fielder is working on five projects.

Heiney announced that a round table meeting is scheduled for November 15 at 3:30 p.m. for brokers and property owners. This is the first meeting in seven years. The goal of the meeting is to re-establish face to face dialogue with brokers, and offer assistance in any leasing efforts they may have in the Shopping District.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated that the board was updated on parking maintenance and valet parking which is still available currently for a fee, and will be provided free to customers during the holiday season and then during the upcoming construction project. The Shopping District will implement free valet at two locations downtown starting November 25 through December 24.

d. **CHAMBER REPORT**

Bauman thanked the BSD for its sponsorship support of the annual Halloween parade event on October 30. Bauman invited all to the Chamber's annual meeting on December 6 at the Birmingham Country Club. The Chamber's annual holiday mixer is scheduled for December 14 in the Townsend Hotel's new Clancy Room. Bauman added that they are looking forward to working with the BSD in 2017.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Astrein to approve the vouchers, as submitted, dated November 3, 2016.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. SUNBELT RENTALS AGREEMENT FOR WINTER MARKT ELECTRICAL

MOTION: Motion by Astrein seconded by Fehan to enter into an agreement with Sunbelt Rentals for electrical power generation for Birmingham Winter Markt 2016, 2017 and 2018 events, pending staff review and full compliance with insurance and other requirements.

DISCUSSION: Valentine asked about the location of the generators in the event. Heiney responded that an event map can be provided with locations.

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 asked about City policy on full parking deck when a pass holder is unable to park. Valentine responded that because pass holder pays for the structure, not for the system, that they would have to pay in another structure. Hohendorf said that there should be accommodations made when decks are full for pass holders. Hohendorf questioned whether there would be conduit for free wi-fi and other services installed in new construction projects. Valentine responded that this will be part of the projects. Hohendorf asked when the cement barricades will be removed from Maple and Old Woodward southwest corner. Surnow responded that they have run into many unanticipated challenges with the building and reassured that they are working hard to finish project. Valentine added that construction information is continually updated on the City's website and can be found at www.bhamgov.org/downtowninfrastructure.

12. ADJOURNMENT – 9:14 A.M.

Respectfully submitted,
L. Rondelle (back-up notes on file)