

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, November 2, 2017 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 2, 2017, at 8:05 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Daskas, Eid, Fehan, Hockman, Quintal, Roberts, Surnow, Valentine

ABSENT: A.-Woods, Pohlod, Solomon

ALSO PRESENT: Joe Bauman

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Valentine to approve the minutes dated October 4, 2017.

VOTE: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Valentine thanked board members for their congratulations on the birth of his new daughter.

5. REPORTS

a. FINANCE REPORT – Tighe

Tighe pointed out that on the balance sheet the accounts receivable showed \$68,466 last month and now, \$51,000 of that has been collected. So, we are down to \$17,364 this month.

Revenue and expense report shows that we are one quarter of the way thru the year and show less than 20% on expenditures.

The cash flow report for September shows DPS maintenance with at \$12,000 variance. This is due to timing of invoicing.

b. EXECUTIVE DIRECTOR REPORT

There was no Executive Director report.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Farmers Market completed another very successful year with great attendance averaging over 2500 shoppers per week – some weeks having 4,000-5,000. Approximately 80 vendors participated in the market this season.

Small Business Saturday is on November 25th. We are working with Oakland County to encourage shopping at local businesses.

The Birmingham Winter Markt will be held December 1 – 3 and will include the holiday tree lighting ceremony on December 1st. Over 50 vendors are planning to attend.

We will once again have a window decorating contest. The theme this year is “Artsy Arctic”.

MARKETING & ADVERTISING - DASKAS

Daskas reported that the jewelry shoot for the holiday magazine went well – tons of jewelry and tons of help. It is now in the final editing stages.

The committee has decided to wait until after construction to work on a redesign of the visitor guide.

The background music for the television ad has been changed.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal explained that no major changes will be made to the holiday lights this year. The committee will visit other cities to get ideas and invite vendors to tour Birmingham and share their ideas. The plan is to purchase lights after the holidays for better prices.

Astrein commented that snow removal in the cross walks has been a problem. Quintal shared that there has been discussion with our contractor to make sure that they take extra care and go across the cross walks.

BUSINESS DEVELOPMENT - DASKAS

Daskas mentioned that Fratelli Leather is leaving but Supernatural is getting ready to open.

Tighe gave an update from Fielder’s last report that of the three pending deals, one lease is out, one is on hold and the final deal was lost.

Interviews were held for a new retail consultant. Six firms were interviewed. The recommendation from the ad-hoc committee is to move forward with a contract for Buxton.

EXECUTIVE BOARD REPORT - Hockman

Valentine gave a brief construction update that the RFP is going out in November, bids will be back in December. An award will be made in January and work is scheduled to start early spring 2018.

Hockman asked that another update be given to the board at the December meeting.

d. PARKING REPORT – Valentine

Valentine indicated that the reports show that parking is in balance with capacity and demand.

e. CHAMBER REPORT - Bauman

Bauman told everyone that the Pumpkin Patch event and Halloween parade were held last Sunday. He thanked the city and the BSD for sponsoring the event. He said that it was packed and that many people came to the event after visiting the Farmers Market.

Planning for 2018 is well under way. The Chamber would like to work with the BSD to help during construction.

The Community Leadership Breakfast is coming up. It benefits local non-profits and features three great speakers.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan, seconded by Astrein to approve the vouchers, as submitted, dated November 2, 2017.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS – HOCKMAN

MOTION: Motion by Astrein, seconded by Valentine to approve the agreement for Carriage Rides in December.

VOTE: Yeas, 9 Nays, 0 Absent, 3

MOTION: Motion by Astrein, seconded by Daskas to approve Retail Consultant agreement.

Tighe explained that an ad-hoc committee was assembled to interview the six firms who responded to the RFP. Three of the firms were more analytical, the other 3 more broker type. The recommendation for the board is to select Buxton Company. They found them to have the right experience and be very responsive. Buxton will work with up to 25 existing retailers with retention and growth which is also important.

Daskas added that Buxton understands that we are not looking for food service or “big box” retailers and that they will give leads for 20 companies and also open doors and help make appointments.

Valentine found the process helpful. He said that Buxton has a solid background and a very professional approach. He feels the relationships they have are exciting.

VOTE: Yeas, 9 Nays, 0 Absent, 3

Hoffman asked Tighe for a time line of how this will roll out and to take the lead on working with Buxton and communicating the new relationship with merchants.

9. INFORMATION

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

10. PUBLIC COMMENTS

No comments.

11. ADJOURNMENT – 8:41 A.M.

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