

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, October 6, 2016 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, October 6, 2016, at 8:01 a.m. in The Community House.

**1. CALL TO ORDER AND ROLL CALL OF BOARD**

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

**ABSENT:** Pohlod, Quintal, Solomon

**ALSO PRESENT:** Julie Fielder

**ADMINISTRATION:** Marianne Gamboa, John Heiney, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan seconded by Astrein to approve the minutes dated September 1, 2016.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

**4. BOARD MEMBER COMMENTS**

There were no comments.

**5. REPORTS**

**a. FINANCE REPORT**

Heiney stated that all is tracking well, noting that both expenditures and projections are lower than anticipated.

**b. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated that the Birmingham Farmers Market is in its final weeks of the season. Heiney added that the End of the Season Celebration is scheduled for October 23 and that Board members are invited to attend the potluck luncheon after the market closes that day.

Astrein informed that Shop Pink IN Birmingham is a new event being launched this year on October 15. A.-Woods added that proceeds from the event will help The Pink Fund charity and monies will be used to support a local woman in treatment for cancer. TCH's yoga instructor will begin the day with yoga in Shain Park. The BSD will distribute shopping incentives and provide information for participating merchants.

**MARKETING & ADVERTISING-DASKAS**

Daskas stated that the committee is reviewing Birmingham Magazine delivery – door-to-door vs. direct mail. In addition, BSD is surveying all businesses and advertisers to understand value provided and benefits derived from magazine and its content. Gamboa reviewed Google analytics, noting that BSD website is getting more hits than same period in 2015.

Valentine asked which pages on the website are getting most hits and what can be understood about what drives people to those pages. Hockman requested that a report be prepared for the November meeting with these specifics highlighted.

#### **MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Heiney stated the committee discussed both holiday lighting and summer plantings at their monthly meeting. Heiney explained that DPS would be enhancing the lighting in Shain Park by using same number of lights, but using more efficiently in trees and they will be installing a ceiling of lights display across the center of the park. Heiney said that the Merrill Street lights will double in size for the holidays, extending up to 220. The committee also decided to enhance lighting around Santa House, including lighting the roof as in years past. The committee continues to work on a new, tall planter fabricated in metal which is weather resistant and doesn't break. Heiney indicated that the committee will review final plans, then commission one prototype. These new planters will replace those in the downtown district and concrete planters would move to triangle district.

#### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated that the committee did not meet in September. Fielder said visited shopping districts in Chicago area and received many new leads with new stores coming into the Midwest She also said that retailer interest in Birmingham remains strong, and there are several possible deals in the works.

#### **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated that the board discussed the Birmingham Magazine and ways it is distributed along with learning about its effectiveness. Additionally, they discussed Shopping District's goals which Hockman said would be outlined in the New Business portion of the meeting. Hockman indicated that the board had been updated on Advisory Parking North Old Woodward deck, including the valet assist currently offered at the top level. Park Street deck will be the next with valet assist added. On-street valet service is continuing with the BSD providing it for free during the holiday season. Hockman asked about the parking meter test results. Valentine said that the information is being submitted to the Parking Advisory Committee for their recommendations. Valentine added that the handicap installation will begin this fall with a soft launch, allowing for courtesy warnings through the holidays. Street enforcement expected to begin in early 2017. Hockman added that these are new federal standards that the City is following.

#### **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan seconded by Astrein to approve the vouchers, as submitted, dated October 6, 2016.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

#### **7. OLD BUSINESS**

There was none.

#### **8. NEW BUSINESS**

##### **a. SNOW REMOVAL AGREEMENT EXTENSION**

**MOTION:** Motion by Astrein seconded by Valentine to approve the agreement extension with Nick's Maintenance for the 2016-17 winter season. This option to extend is provided for in the agreement dated August, 2013.

**DISCUSSION:** There was none.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

**b. SUGGESTED 2017 CALENDAR BOARD MEETINGS**

**MOTION:** Motion by Astrein seconded by Valentine to adopt the recommended calendar of dates for the Birmingham Shopping District Board Meetings for 2017.

**DISCUSSION:** There was none.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

**c. REVIEW AND UPDATE OF SHOPPING DISTRICT GOALS**

**MOTION:** Motion by Astrein seconded by Fehan to approve the proposed course of action, including timeline and budget. Finally, direct staff to implement the suggested next steps and timeline, providing updates to the Executive Committee during the process.

**DISCUSSION:** There was none.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

**9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

**c. Letters, Board Attendance & Monthly Meeting Schedule**

Hockman reminded Board members that their attendance is required at least fifty percent and is reviewed by the City Commission.

**10. PUBLIC COMMENTS**

Astrein asked about plans to communicate construction scheduled for North Old Woodward. Valentine answered that the City will engage merchants with final plans over next couple of months. Valentine said that the specific plan design is the only thing that has not been completed.

Hockman requested that at the November meeting, a sequence of things that the BSD is doing could be reported back to the Board. Hockman explained that we want to make sure we are doing everything to support the merchants.

Valentine added that construction information is continually updated on the City’s website and can be found at [www.bhamgov.org/downtowninfrastructure](http://www.bhamgov.org/downtowninfrastructure).

**12. ADJOURNMENT – 8:54 A.M.**

Respectfully submitted,

*L. Rondello* (back-up notes on file)