

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, October 3, 2019 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, October 3, 2019, at 8:02 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Fehan, Hockman, Kay, Pohlod, Quintal, Roberts, Surnow, Valentine

ABSENT: Solomon

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Astrein to approve the minutes dated September 5, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber shared that the August balance sheet shows a cash balance of \$514,000. There is still approximately \$21,000 due to the PSD for 2018-2019 assessments. This is good progress since it started in the \$70,000 range. We will keep chipping away at that.

The fund balance is \$468,000. For August we should be about 17% of the way through the budget. Total expenditures for the year are just under 17%. Revenue wise there isn't much money there since we are only collecting interest. More will be coming in when special assessments start being collected in December. There should be enough cash flow to get through December.

Cash flow for two months ended in August is a little below projections. This is mostly related to special event revenue with GM being late with their \$55,000 payment of their Cruise Event sponsorship. Disbursement wise we are doing okay.

Tighe mentioned that the Advisory Parking Committee has formally approved \$25,000 to help with holiday parking.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Harvest Fest at the Farmers Market was a successful event with over 3300 attendees. The End of Season Celebration will be held on Sunday, October 27th.

Santa Walk will be held on Small Business Saturday which is November 30th. The holiday season is a week shorter this year than last so there will be extended hours for Santa and carriage rides.

The window decorating contest will have a "Let it Snow" theme this year. Retailers are encouraged to participate.

Applications are currently being accepted from potential Winter Markt vendors.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the committee is working on ideas to help promote the district during Maple Road construction in 2020. They have also placed holiday advertisements. There is more of a focus on digital marketing – less television this year. However, there will still be a Live in the D segment.

The Birmingham Magazine has gone through its first round of reviews. The committee is pleased with Renaissance Media and how they are listening to feedback. Renaissance Media is also putting together a promotional video that should be able to be used for business development purposes.

The decision was made to bring social media internal for now.

Fehan asked where digital ads can be seen. Pohlod said that they are using geofencing to target specific areas and that they are getting metrix to see how many hits they are getting.

Hockman asked Pohlod to bring a summary of the statistics gathered from the digital advertising to the next board meeting.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that there will be different holiday arrangements in the planters this season. They will be using birch and greenery instead of evergreens. He also shared that we are set for planters and hanging baskets for next year.

Valentine let the board know that the advisory parking committee will be evaluating all of the city parking structures and looking at where to invest money to add parking. He said that there has been a shift in demand in regards to which lots are filling most often.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared we are still in limbo with the Lyft contract. He has been told that it is ready and waiting to be signed by the appropriate people at Lyft.

The committee is exploring using the Yiftee platform for Birmingham Bonus Bucks during Maple Road reconstruction. There would be a fee, but it would require much less staff time and merchants would get their money right away. Eid said that he has another company to compare.

There are no significant updates on the retail list. Quintal shared that he is impressed by what Cindy is doing. Hockman agreed and said that it is good to hear that she is building better relationships with property owners.

EXECUTIVE BOARD REPORT - HOCKMAN

No report given.

d. PARKING REPORT - VALENTINE

Valentine reported that the Advisory Parking Committee has vacancies and that the executive committee would like to have representation from the BSD on that committee. They will work to establish a regular spot for a BSD member.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated October 3, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Extension of Agreement with Worry Free, Inc. for Hanging Baskets

Motion: Motion by Fehan, seconded by Pohlod to approve extension of the agreement with Worry Free, Inc. for hanging flower baskets for the 2020 summer season

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. Extension of Agreement with Mosher Associates, Inc. for Summer Flower Planters

Motion: Motion by Fehan, seconded by Astrein to approve a one-year extension of the agreement with Mosher Associates, Inc. for summer flower planters for the 2020 season

VOTE: Yeas, 10 Nays, 0 Absent, 1

9. INFORMATION

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

10. PUBLIC COMMENTS

Valentine reminded the board that a draft of the master plan will be available later this month and encouraged board members to take a look. There will be a meeting or it can be found at TheBirminghamPlan.com He expects that it will be 5-6 months before it is finalized.

11. ADJOURNMENT – 8:38 A.M.

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