

City of Birmingham
Birmingham Shopping District Proceeding
Wednesday, October 4, 2017 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Wednesday, October 4, 2017, at 8:04 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Fehan, Roberts, Solomon

ALSO PRESENT: Julie Fielder

ADMINISTRATION: Tighe, Gerber, Brook

2. RECOGNITION OF VISITORS

David Hohendorf

3. APPROVAL OF MINUTES

Fielder asked to have more detailed metrics added to her report. Hockman told her that this item was for board member comment only. Fielder again requested that her detailed notes be added to the minutes as an amendment. Hockman reiterated that only board members could make such a motion. Fielder then asked Daskas to make the motion on her behalf.

Daskas read Fielder's notes and made a motion that they be added as an amendment to the minutes. Valentine explained that typically this kind of addition to minutes is only made after reviewing an audio tape of a meeting.

MOTION: Motion by Quintal, seconded by Valentine to approve minutes as submitted.

MOTION: Motion by Daskas, seconded by Astrein to amend motion to include the following in the Business Development report:

11 months: Oct 2016-Aug 2017

61 tenants; 43 properties; 394 Interactions; 2 Leases signed with local Tenants.

Most interactions with soft goods; 89 Interactions with Women's Apparel; 56 with Landlords; 46 Unisex

August: 11 Tenants; T19 Proposal stage 23 Interactions since March.

Overall: 11 Nationals; 7 Point of Difference including 5 Tenants first in the State of MI; 11 locals 1 Point of Difference Tenant.

Andres Duany quote excerpted from the Planning Board Special meeting July 21, 2014 where he discussed the implementation of the Downtown Birmingham 2016 Plan and said ...that the people who are recruiting your shops and the shops that you are getting are amazing... and that the idea that you go after small national merchants has made a wonderful place that is really well done.

VOTE ON MOTION TO AMEND: Yeas, 7 Nays, 2 (Hockman, Valentine) Absent, 3

VOTE ON ORIGINAL MOTION AS AMENDED: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Daskas thanked board members for their support during difficult time with the loss of her mother.

Hockman announced that Fielder has given her 30-day notice that she is resigning her position with the BSD as of October 31, 2017. He recognized her for her service, acknowledged that she has made a difference and thanked her for her work.

5. REPORTS

a. FINANCE REPORT – Gerber

Gerber pointed out that on the balance sheet and revenue vs. expenditure report one item had not been received when it was printed. Delinquent special assessments show as \$68,000. \$51,000 of that has now been collected. He said that this is a good start as last year at this time only \$10,000-\$15,000 had been collected. They will continue to try to collect.

Revenue and expense has a -\$51,000 recorded for last fiscal year which will be off set when the \$51,000 received is updated on the report due to some unique accounting rules for governments.

Expenditures for the first two months of the fiscal year should be approximately 17% and are showing 17% which is right on target.

On the second page of the cash flow report it shows that the year to date is following projections. It is \$15,000 above the projected amount which is considered on target. This report is more up to date. So, it does include the taxes collected.

Gerber pointed out that there is now an additional report that compares current numbers to this same time last year, as requested by the board.

b. EXECUTIVE DIRECTOR REPORT

There was no Executive Director report.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein reported that 3600 people attended the Harvest Festival at the Farmers Market on September 17th. Over 100 children participated in the Power of Produce (POP) Club activities and were given \$5 vouchers to purchase produce in the market.

The committee is working on ideas to enhance Small Business Saturday activities to drive shoppers to Birmingham merchants.

The Birmingham Winter Markt will be held December 1 – 3 and will include the holiday tree lighting ceremony on December 1st.

The committee held a brainstorming meeting for new event ideas. Suggestions included fitness month, a bridal show and a wine stroll.

MARKETING & ADVERTISING-DASKAS

Daskas reported that the new Birmingham Magazine has been distributed and the holiday TV spot is being updated with new background music. She also said that the committee is working on new layouts for the Visitor Guide to allow for more information to be included.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal explained that the RFPs had been reviewed for the planters and the hanging baskets and the committee decided, based on price and service, to continue to use the current vendors.

New ideas for holiday lighting are being explored. A test tree was set-up in Shain Park and meetings have been held with Zoro's and English Gardens.

BUSINESS DEVELOPMENT

Daskas reported that an RFP is out to find a new retail consultant. It was posted on September 25th and responses are due by October 13th.

Fielder thanked the board for recognition and let them know that she will continue to work on three deals in the letter of intent stage.

Fielder said that she decided to only present the September Activity by Date report this month. It shows five tenants talked to but did not pick up three new tenants. She summarized interactions with the 5 tenants in the report. Fielder noted that this is a good report and suggested that the board continue to use it. Hockman asked if she would share information on which potential tenants she has been contacting. Fielder said that she would not release that information.

Fielder believes that the City needs to be working with commercial property owners to understand the value of certain tenants. She feels that the issues with chronically vacant space are that there are either unrealistic rent expectations or configuration problems that need creative solutions.

EXECUTIVE BOARD REPORT

d. PARKING REPORT – Valentine

Valentine indicated that the reports provided are an update from parking over the last month.

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 Daskas, seconded by Astrein to approve the vouchers, as submitted, dated October 4, 2017.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS – HOCKMAN

MOTION: Motion by Valentine, seconded by Astrein to approve the Floral Hanging Baskets agreement.

VOTE: Yeas, 9 Nays, 0 Absent, 3

MOTION: Motion by Astrein, seconded by Valentine to approve the Spring/Summer Floral Planters agreement.

VOTE: Yeas, 9 Nays, 0 Absent, 3

MOTION: Motion by Astrein, seconded by Quintal to approve – in concept – the agreement for Carriage Rides in December

VOTE: Yeas, 9 Nays, 0 Absent, 3

9. INFORMATION

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

10. PUBLIC COMMENTS

No comments.

11. ADJOURNMENT – 8:39 A.M.

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