

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, September 1, 2016 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, September 1, 2016, at 8:00 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Daskas, Fehan, Hockman, Pohlod, Quintal, Roberts, Solomon, Valentine

ABSENT: Surnow

ALSO PRESENT: Joe Bauman, Julie Fielder, David Hohendorf

ADMINISTRATION: John Heiney, Lori Rondello, Ellen Yerks

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. WELCOME NEW STAFF MEMBER, ELLEN YERKS

Heiney introduced new staff member, Ellen Yerks. Ellen is the Events and Office Assistant. She is a graduate of Michigan State and has her Masters Degree in Environmental Design. Ellen brings excellent customer service skills learned while working at Disney Parks and creativity with social media and beyond.

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein seconded by Quintal to approve the minutes dated August 4, 2016.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT

Heiney stated that all is on track, noting that monies have already been expensed for special events which have been pre-approved.

b. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated that Movie Nights ended well with sponsor support and patron attendance.

Heiney summarized the Cruise Event as a success. It was noted that WXYZ moved their broadcast to earlier in day to avoid deteriorating weather conditions. Because the earlier time showcased the event so well, Heiney said that WXYZ may do this every year going forward. Overall, Birmingham was mentioned often in the broadcast, along being featured in the community segment and BSD ads.

Heiney mentioned that foot traffic seemed smaller than previous years which may be attributed to people being out of town and also the demographic of the event. Looking at changing the event to appeal to younger people may need investigating. Heiney spoke with stores that were open during the event and received good feedback.

Astrein said the committee is planning a fall shopping on October 15, with a breast cancer awareness charity tie-in. More details will be forthcoming.

MARKETING & ADVERTISING-DASKAS

Daskas stated that the committee did not meet in August. She said that focus has been on the fall Birmingham Magazine. Planning for the holiday issue has also begun. Heiney stated that the magazine distribution methodology is being reviewed.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated that the committee did not meet in August. The committee has been working with a designer, finalizing a new planter and will have a prototype built soon.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that the committee did not meet in August.

Fielder said that there are many new businesses moving into town and highlighted those from the August schedule to open report.

EXECUTIVE BOARD REPORT-HOCKMAN

Heiney reported that the City is working to meet the parking demand. Short term, valet assist has worked well in the North Old Woodward parking deck and will soon be added to the Park Street deck. While the parking demand has decreased over the summer months, expectations are that it will increase again during fall months and into holidays. BSD has continued supporting the effort with valet parking available on North Old Woodward, Monday through Saturday. It was noted that the Advisory Parking Committee is reviewing requested increases to parking fees.

c. CHAMBER REPORT

Bauman announced the annual Vine & Dine event at Cranbrook on Wednesday, September 21. He thanked the BSD for their sponsorship and reported that averaged 425 guests for the past three years. He stated that Chamber is accepting donations for the Best of Birmingham basket to be raffled.

Bauman continued that their annual non-profit network event is scheduled at the Village Club on Wednesday, October 26 and explained the event has helped to build relationships between the non-profit and for profit businesses in the community.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Astrein to approve the vouchers, as submitted, dated September 1, 2016.

VOTE: Yeas, 10 Nays, 0 Absent, 1

8. OLD BUSINESS

There was none.

9. NEW BUSINESS

a. AGREEMENT WITH BSA FOR SANTA 2016

MOTION: Motion by Astrein seconded by Fehan to approve the agreement with BSA for Santa appearances in 2016, pending staff review, and finalization of insurance and other requirements.

DISCUSSION: There was none.

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. AGREEMENT WITH TOP HATS AND TAILS CARRIAGES FOR 2016

MOTION: Motion by Astrein seconded by Quintal to approve the agreement with Top Hats and Tails Carriage Company for horse carriage service for the 2016 holidays season in the amount of \$7,550 pending staff review, insurance and other requirements.

DISCUSSION: There was none.

VOTE: Yeas, 10 Nays, 0 Absent, 1

11. PUBLIC COMMENTS

Hockman spoke of the Claymore Shop's 50th anniversary celebration on August 27, and how much appreciation was expressed toward the BSD for support over the years.

12. ADJOURNMENT – 8:36 A.M.

Respectfully submitted,

L Rondelle (back-up notes on file)