

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, May 5, 2022 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 5, 2022, at 8:33 a.m. at The Community House

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

**PRESENT:** Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow; Director Emeritus Fehan

**ABSENT:** none

**ALSO PRESENT:** Ecker, Fairbairn, Stuart Jeffares, Cindy Ciura, Natalie Price

**ADMINISTRATION:** Brook, Bassett

**2. RECOGNITION OF VISITORS**

**3. PRESENTATIONS**

Ciura gave a presentation on behalf of CC Consulting. She shared her personal background and what she has done to help the BSD bring new retailers to town in the last 3 years. She listed some of her signed deals including CB2, Johnny Was, Brilliant Earth, and State and Liberty. She also shared a few deals that have gotten close, but not completed.

When asked, Ciura stated that she does not think that Birmingham needs any more home goods stores. She would like to see a bookstore come to town as well as more stores for kids.

**4. APPROVAL OF MINUTES**

**MOTION:** Motion by Kay, seconded by Surnow to approve the minutes dated April 7, 2022.

**VOTE:** Yeas: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: none

**4. BOARD MEMBER COMMENTS**

none

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

Gerber reported that the March data shows a fund balance of \$1.2 Million. There is still over \$100,000 in special assessments left to collect. This is about a 90% collection rate. The City Commission has approved moving delinquent bills to the July tax roll.

March is 75% of the way through the fiscal year. Revenue is currently about 89% of the budgeted amount and expenses are all under 75%. Gerber stated that, overall, the BSD is in good shape.

Astrein asked about the cap for the special assessment per property. Gerber answered that it is about \$15,000 and is adjusted based on inflation. He added that the assessment needs to be renewed this year. Markus asked Gerber to attend the next board meeting to discuss the plan for the assessment renewal.

**b. EXECUTIVE DIRECTOR REPORT - HOCKMAN**

Hockman reported that the TextMyGov program is moving forward and that the City budget hearing is scheduled for May 7.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS – ASTREIN**

Astrein reported that the Spring Stroll was very successful. Over 200 people attended and 29 merchants participated. We have received very positive feedback. Farmers Market opened for its 20<sup>th</sup> season on May 1.

He also shared that Wells Fargo Advisors has confirmed a \$10,000 Movie Night sponsorship for the series of four movies. The committee is also discussing events to take place during S. Old Woodward construction.

**MARKETING & ADVERTISING - POHLOD**

Pohlod shared that the materials for the Spring Campaign are complete. You will start seeing the video soon.

The committee discussed signage for the S. Old Woodward reconstruction project. They also discussed a Birmingham Bucks promotion. They would like to spread the dollars out over a more extended timeline.

The TextMyGov program is being rolled out. Staff is being trained and sign-ups and communications should be able to start very soon. The board shared that communication during construction is a top priority.

The committee will look at incorporating the new City logo into the BSD logo after construction.

**MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI**

Lipari reported extra concrete planters were placed in the triangle district. Others have gone to the golf course, the library and the museum.

Although an RFP was posted, no bids were received for construction valet services. There was discussion about the need for valet in that area.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that changes have been made to the retail recruiter's contract to address some of the concerns that Markus shared at the last board meeting. The contract will be discussed more under new business.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

No report given.

### **d. PARKING REPORT - ASTREIN**

Astrein reported that there would be a Planning Board meeting on Wednesday, May 11, 2022 to discuss outdoor dining. He said that the Planning Board wants to protect the parking system and street parking is a vital part of that system. He shared that the waiting list for permits to park in the structures has been significantly reduced. He also reported that they expect to spend about \$6 million on maintenance and repairs for the five parking structures over the next few years.

### **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 Kay to approve the vouchers, dated May 5, 2022.

**VOTE:** Yeas: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: none

## **7. UNFINISHED BUSINESS**

None.

## **8. NEW BUSINESS**

### **a. Retail Recruiter Contract**

Hockman explained that the contract that the retail recruiter had been working under expired. The business development committee is recommending that the board approve a new one-year contract that more clearly defines roles, payments, and reporting expectations.

Markus added that he feels that this version of the contract does a better job of addressing many of his concerns.

**MOTION: Motion by Surnow, seconded by Pohlod to approve a new agreement with CC Consulting with a maximum compensation of \$77,000, a term of one (1) year, subject to any revisions by the City Attorney, and authorizes the Executive Director to execute the contract.**

**VOTE: Yeas: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
Nays: none  
Absent: none**

#### **b. Birmingham Bucks Promotion for Construction**

Pohlod explained that the Marketing Committee would like to see a Birmingham Bucks program during the S. Old Woodward construction project. They would like to allocate \$30,000 – Program 1 is \$20,000 that would be earned by shoppers- \$10 for each \$100 spent in the construction zone. Program 2 is an additional \$10,000 that would be saved for possible distribution as e-gifts for residents who are in the area and significantly affected. There will be limits to how much individuals can earn each month and overall during construction.

Kay pointed out that the grid in the board packet is not accurate. Pohlod agreed and asked board members to disregard it.

**MOTION: Motion by Astrein, seconded by Pohlod to approve the recommended program for Birmingham Bucks during the South Old Woodward Construction area, to authorize the expenditure of \$30,000 to Yiftee for Program 1 with shoppers earning \$10 per \$100 spent, and an additional \$10,000 for Program 2 for residents affected by construction and to authorize the Executive Director to administer to the program.**

**VOTE: Yeas: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
Nays: none  
Absent: none**

#### **c. Executive Director Resignation**

Hockman shared that Kammer, the BSD Executive Director has resigned, Tuesday night, effective immediately.

**MOTION: Motion by Markus, seconded by Hockman, to accept Kammer's resignation and to name Assistant City Manager, Jana Ecker, as Acting Interim Executive Director, and to move forward with the process of filling the vacancy.**

Markus publicly thanked Kammer for his time and effort as the Executive Director of the BSD. He explained that there had been some issues, but that he felt that they had been addressed and that Kammer would be able to move forward.

Markus acknowledged some of Kammer's frustrations related to communication with the board and the contract with the retail consultant. He said that he was surprised by the resignation as he felt that the committee meeting earlier that day had been very productive and had resolved the issues. He asked the board to set the tone that the Executive Director should be the one in charge. He reminded everyone that committees make recommendations and the BSD Board of directors makes the decisions.

**VOTE: Yeas: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow**  
**Nays: none**  
**Absent: none**

**9. INFORMATION**

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

**10. PUBLIC COMMENTS**

Jeffares shared that he is working with NEXT to plan a big band fundraising event in October. He would like to have the BSD as a sponsor. He plans to share more information with the Special Events Committee at their next meeting.

**11. ADJOURNMENT – 10:26 A.M.**

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

APPROVED