

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, April 1, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, April 1, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein (Huntington Woods, MI), Hockman (Bloomfield Hills, MI), Kay (Birmingham, MI), Lundberg (Bloomfield Hills, MI), Markus (Birmingham, MI), McKenzie (Birmingham, MI), Pohlod (Prudenville, MI), Quintal (Birmingham, MI), Roberts (Bloomfield Hills, MI), Surnow (Birmingham, MI)

ABSENT: Eid

ALSO PRESENT: Director Emeritus Fehan

ADMINISTRATION: Brook (Royal Oak, MI), Bassett (Birmingham, MI), Comerford (White Lake, MI)

2. RECOGNITION OF VISITORS

David Hoehendorf, Stuart Jeffares

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Roberts to approve the minutes dated March 4, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – HOCKMAN

Hockman reported that the balance sheet shows approximately \$500,000 is still outstanding from the annual special assessment. Bills were mailed in January and payments are still being received. Currently, we have received slightly over \$400,000. Therefore, the process is working, as it should.

We are two-thirds the way through the year. The income statement shows that, overall, the BSD is in very good shape. The cash flow was projected to be higher at this point, but that is because assessments were mailed later than originally planned.

The cash flow report also shows that special events have not spent the forecasted amount and there is a positive variance in the maintenance budget. The current cash balance is \$796,000. We had \$822,000 when the year started. This number will probably trend up.

Hockman said that we are in solid shape and we are working to build up the cash balance for upcoming construction projects.

b. EXECUTIVE DIRECTOR REPORT

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that we distributed just over \$41,000 in Birmingham Bucks during the Restaurant Week promotion. The Birmingham Bucks went to over 600 individuals. Brook added that the process went very smoothly for most recipients as well as on the back end for the office staff. Roberts asked how many restaurants have not registered to accept the Bucks and suggested that we work to encourage them to participate. Markus mentioned that he went to a restaurant that did not accept the Birmingham Bucks and thinks that we may need to explain to the restaurants that are not already registered how easy it is to do so, that we have streamlined the process.

Astrein shared that over 50 vendors have applied for the Farmers Market. Brook has been working with Chief Wells on planning for a walkable market. She is also working on a Plan B for Movie Nights. This will probably be a drive-in set-up for the June movie. We are also looking to do something with small coffee shops so that we can help the next tier.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the new website is live. It was a soft launch. We will send a note to merchants next week. So far, things have gone smoothly and we have gotten compliments.

Production of the spring fashion video is underway. Pohlod complimented Kay on his selection of the different looks for the models and said that The Daxton is beautiful. Completion of the video is expected in mid-April.

Hockman shared that he had tried out the new website and thinks that the group did an outstanding job. Pohlod thanked Comerford, Brook, and Bassett for their part in the website development.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that they are still looking into lighting options for Merrill Street. The committee met with the company that will be doing the planters to discuss preferences. Unfortunately, Rae was not in attendance.

The DPS appreciation luncheon is today.

Astrein asked about power washing and if they would be able to erase the markings that were made to show where utilities are. Quintal replied that power washings are typically only done twice a year. Markus added that some of the markings are more resilient than others, and that there is not a lot that can be done, but he will send a letter to the utility companies.

BUSINESS DEVELOPMENT - SURNOW

Surnow stated that they had a productive committee meeting and reviewed the pipeline report. They are working to try to support all of the pending deals. He feels that the design of the report is much better now and it shows that Birmingham is a sought after destination with the attraction of some major tenants looking to come to town.

There are currently twenty-six active deals including a signed lease for a women's apparel shop on Old Woodward.

As far as retention goes, the fire department and the BSD have distributed funds and equipment valued at over \$100,000 in the last few weeks. The Birmingham Bucks program continues to be very successful at putting dollars back into the community.

The committee began looking into producing new marketing materials and discussed the contract for the third party consultant. The contract is an item in new business.

Surnow also thanked the marketing committee for their work on the website and for incorporating feedback from the business development committee.

Astrein asked if the prospect of Restoration Hardware coming to town would have any impact on other tenants. Surnow responded that he thinks that it will only help. He added that he feels it would be beneficial to find ways to support this large project.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that the committee held a second round of interviews for the executive director position. They will be doing background checks and possibly one more set of interviews. He was pleased with the pool of candidates and hopes to be able to make an announcement in mid-April.

He added that Restoration Hardware is going through the approval process and that there will be discussion at a planning board meeting on April 28. He encouraged board members to attend and speak on behalf of this project.

d. PARKING REPORT - ASTREIN

Astrein reported that there was no meeting held in March. The next meeting will be on April 7.

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 Surnow to approve the vouchers, as submitted, dated April 1, 2021.

Jeffares thanked Hockman for mentioning the planning board meeting and expressed the importance of hearing two sides to issues. He added that, in addition to Restaurant Week, he held five events called Bistro Blasts. The events brought over \$40,000 to four different restaurants and had 240 people attend through the five sessions. Roberts thanked him for his support of the restaurant community.

Pohlod asked about the Restaurant Relief program. Hockman explained that the county is working with the fire department to get supplies and funds to restaurants and the BSD is helping to handle restaurant reimbursement. These will be pass through expenses. Pohlod is pleased that we have been able to work with the county. Roberts added that it has been great for the restaurants.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Third Party Retail Recruiting Agreement

MOTION: Motion by Astrein, seconded by Quintal to approve the addendum to agreement with CC Consulting for third party retail recruiting of national and regional retailers to the downtown Birmingham Shopping District.

Surnow shared that the business development committee had evaluated CC Consulting and that they all agreed to recommend the renewal of the contract. He added that he thinks Ciura has done a great job.

Hockman asked for an overview of changes to the contract. Surnow said that the annual base compensation has gone up a couple thousand dollars and there is an increase in the compensation based on every deal that is signed in which Ciura is involved. The first lease will be a \$4,000 bonus. The bonus will increase with each lease signed, but there is a maximum.

Kay asked what qualifies as recruitment – does keeping an existing store count, or only new stores. Surnow explained that this is for new tenants, but there is an overall bonus opportunity to recognize retention. Hockman shared that he feels that this is a balanced approach and it does not change the maximum payment.

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. Committee Membership Approval

MOTION: Motion by Kay, seconded by Roberts to approve the BSD Committee application, and final revisions if required, for Ron Rea to be a member of the Maintenance and Capital Improvements Committee.

VOTE: Yeas, 10 Nays, 0 Absent, 1

c. Committee Membership Approval

MOTION: Motion by Astrein, seconded by Kay to approve the BSD Committee application, and final revisions if required, for Sarvy Lipari to be a member of the Special Events Committee.

VOTE: Yeas, 10 Nays, 0 Absent, 1

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 9:14 A.M.

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