

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, August 5, 2021 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 5, 2021, at 8:30 a.m. at The Community House

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hockman, Kay, Lipari, McKenzie, Pohlod, Quintal

ABSENT: Lundberg, Markus, Roberts, Surnow, Director Emeritus Fehan

ALSO PRESENT: VIA ZOOM - David Hoehendorf, Lundberg, Markus, Surnow, Roberts

ADMINISTRATION: Brook, Kammer, Comerford, Galli, Gerber

2. RECOGNITION OF VISITORS

3. PRESENTATIONS

Representatives of MKSK did a presentation on the proposed S. Old Woodward reconstruction project that is tentatively scheduled for 2022. This is Phase 3 of the project. The goal is to increase walkability and safety while adding green space and reducing vehicle speeds. It will be very similar to Phase 1 but 750 feet longer.

There will be a net loss of fifty-four parking places, primarily in the southern portion. They hope to have the project start in June. They will be seeking input on detours and other aspects of the project.

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Kay to approve the minutes dated June 3, 2021.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

Kay would like retailers to get a reminder about the ordinance that prohibits racks and displays from being on the sidewalks in front of their stores.

Eid shared his concern over motorized scooters and skateboards on sidewalks. He suggested placing signage to let people know that that is not permitted.

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber shared the year-end report. He explained that they are currently preliminary numbers as they are still prepping for the audit. \$68,000 in delinquent assessments was rolled into taxes with the county. All of the assessments from the previous year have been collected.

The year-end fund balance is \$975,000. Gerber reported that expenses were down and only about 68% of the budget was used. This means that there will be a contribution to the fund balance instead

of using \$200,000. Revenue and expenses were both lower in special events. With the office not being fully staffed much of the year, payroll expenses were also lower.

Astrein asked about funds being set aside for next year's Old Woodward reconstruction project. Hockman responded that there is money in the budget and that the marketing committee will be taking the lead. Gerber added that, depending on the final construction timeline, it might also fall into the next fiscal year.

b. EXECUTIVE DIRECTOR REPORT - KAMMER

Kammer shared that he is continuing to move forward with his 90-day plan. There are currently two active RFPs, one for snow removal and one for marketing projects. He is also in regular contact with the recruiter.

Kammer explained that special events have been challenging due to the ongoing COVID-19 situation. He thanked staff and reported that Day on the Town was very successful.

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that Movie Night is going well. "Cars" will be the next movie on August 13. Day on the Town had a record number of merchants. City commission approved a much smaller footprint than usual for the Birmingham Cruise Event. Staff submitted Winter Markt and Santa House applications to commission for approval.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the committee has been working on the video RFP, which includes magazine inserts. The last fashion video had a good click through rate. The committee is also exploring opportunities with Travel Michigan.

There is a marketing impact report in the board packet. It shows how many people have been reached through different channels. This is a first try. The committee will continue to refine the report.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that the committee is happy with the planters and hanging baskets. The committee is currently accepting bids for the snow removal RFP. It includes bump outs like last year. The selected bidder will also work with DPS to handle snow removal violations.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that the dashboard shows that there are four deals in the final stage – two apparel, one health and beauty, and one houseware.

The committee would like to promote new businesses coming to town and to recognize long-standing businesses at commission meetings. They are also working on new recruiting materials.

Hockman shared that there are things in the pipeline that could result in a very strong year for announcements.

Eid encouraged others to voice their support for the RH project.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman proposed the idea of a new ad-hoc committee to look at the entry points into Birmingham. He would like to include the Birmingham Shopping District, the engineering department, the public arts board, and city commissioners. He asked Lipari to be the representative from the BSD on this committee. Fehan will also participate on the committee and Kammer will work on recruiting other members.

d. PARKING REPORT - ASTREIN

Astrein reported that for the last three years, there was no maintenance on the structures. They are now looking at approximately \$2 million in repairs.

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 Pohlod, seconded by Astrein to approve the vouchers, as submitted, dated August 5, 2021.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Downtown Birmingham Promotional Videos Agreement

Pohlod shared that the committee received multiple submissions for their RFP for video production. Seen Media came in within budget and is a vendor that the committee has worked well with, in the past. They will produce three seasonal videos and one overall video. There will also be magazine inserts. The total for these will be similar to what the budget was for magazines in the past.

MOTION: Motion by Pohlod, seconded by Astrein to approve the contract with Seen Media for video production services, digital photography, and the development of print inserts, and to authorize the Executive Director to execute the contract and authorize payment for services in accordance with attachment B in the agreement.

VOTE: Yeas, 8 Nays, 0 Absent, 4

b. WXYZ Sponsorship Agreement for Birmingham Cruise Event

MOTION: Motion by Astrein, seconded by Quintal to approve the sponsorship agreement with WXYZ for the Birmingham Cruise event, and to authorize the Executive Director and staff to execute the agreement accordingly.

VOTE: Yeas, 8 Nays, 0 Absent, 4

c. WOMC/Audacy Sponsorship Agreement for Birmingham Cruise Event

MOTION: Motion by Astrein, seconded by Pohlod to approve the sponsorship agreement with WOMC/Audacy for the Birmingham Cruise event, and to authorize the Executive Director and staff to execute the agreement accordingly.

VOTE: Yeas, 8 Nays, 0 Absent, 4

d. General Motors Sponsorship Agreement for Birmingham Cruise Event

MOTION: Motion by Astrein, seconded by Quintal to approve the sponsorship agreement with General Motors for the Birmingham Cruise event, and to authorize the Executive Director and staff to execute the agreement accordingly.

VOTE: Yeas, 8 Nays, 0 Absent, 4

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 9:45 A.M.

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