

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, December 1, 2022 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 1, 2022, at 8:35 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow, Director Emeritus Fehan

ABSENT: Markus

ADMINISTRATION: Brook, Ecker, Sheppard-Decius

ALSO PRESENT:

2. RECOGNITION OF VISITORS

Pohlod recognized Hussey as the newest BSD board member. Hussey introduced herself as the owner of Hazel's and the founder of The Great Decorate.

3. PRESENTATIONS

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Quintal, to approve the minutes dated November 3, 2022.

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

5. BOARD MEMBER COMMENTS

6. REPORTS

a. FINANCE REPORT – ECKER

Ecker reported that the BSD fund balance is healthy. Collection of new assessments will begin in January.

b. EXECUTIVE DIRECTOR REPORT - ECKER

Ecker reported that City Commission officially approved the new special assessment. The Confirmation of the Roll took place at the November 14, 2022 meeting and the bills will be mailed in January.

She said that Small Business Saturday and Santa Walk went well. Fehan added that the number of attendees at Santa Walk impressed him. He thanked the fire department and police department for their

assistance with the event. Hussey shared that Hazel's served almost 400 cups of hot chocolate on the corner of Maple and Old Woodward during Small Business Saturday.

Ecker reminded the board that the Tree Lighting Ceremony would be taking place this weekend and encouraged board members to attend.

Sheppard-Decius shared that she is scheduling a strategic planning meeting. The tentative date is February 6, 2023. She expects it will be a half-day meeting. There will be a survey before the meeting. She will be starting full-time in the office on December 6 and will be working to meet with board members individually.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the committee is still discussing Restaurant Week and whether or not it will take place in early 2023. There will be 65 vendors at Winter Markt this weekend.

MARKETING & ADVERTISING - KAY

Kay shared that a social media and web report is included in the board packet and that it has a new format. The metrics are a bit down due to the end of the BSD's summer events and no big promotions currently.

The new logo is now on the website and they are working on a new design for light pole banners. The committee discussed a promotion for January or February and had many ideas for a new event. Ecker submitted a special event application for a Winter Wonderland event to be held in early February.

Sheppard-Decius explained that it would be very difficult to start a brand new event now on such a tight timeline. She suggested starting smaller, with a promotion instead of an event, this year and brainstorming ideas for 2024.

Ecker shared that ideas for the Winter Wonderland event included bringing out the fire pits, hot chocolate, roasted chestnuts, ice sculpture carving in front of stores, and more. Kay added that the idea is to give people a reason to come to the downtown area during a typically slow time of year.

Sheppard-Decius posed the questions of whether or not there is a budget to add an event and if service providers would be available with such short notice.

Fehan reminded board members that the BSD used to do a large ice sculpture event and that weather can make things very difficult.

Ecker advised the board to withdraw the special event permit application before the City Commission considers it for approval. There was a consensus of board members to withdraw the application.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari reported that the committee discussed the request from DPS for the BSD to pay a larger portion of the bill for holiday lights. The committee requested additional information from DPS and expects to be able to bring it to the next board meeting.

Sheppard-Decius added that the cost this year is less than last year because the new trees on S. Old Woodward are not wrapped with lights. She encouraged board members to walk around the downtown area and see where they think we might be able to cut back on the lighting or hang more chandeliers instead of wrapping all of the trees. The costs for holiday lights continues to increase and we may need to give DPS a maximum amount we can spend.

Pohlod recognized that wrapping all of the trees takes almost 3-months of DPS staff time.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that they did not have a November committee meeting. Surnow shared that Serena & Lily just opened and looks amazing, as does the newly opened Faherty.

Pohlod shared that RH is redesigning their building, which will cause a significant delay in their construction.

Surnow let the board know that they are looking for new members for the Business Development Committee.

EXECUTIVE COMMITTEE REPORT - POHLOD

Pohlod reported that the executive committee would be working on creating by-laws and guidelines over the next few months. They will present them to the full board for approval.

d. PARKING REPORT - ASTREIN

Astrein shared that there was no November meeting. The new equipment for the Chester structure will be installed in December.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Kay to approve the vouchers, dated December 1, 2022.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Markus

7. UNFINISHED BUSINESS

None

8. NEW BUSINESS

a. Addendums to Santa Contracts

Ecker explained that, after discussion at the last board meeting, we added hours to Santa House whenever possible. The addendums to the contracts cover these additional hours.

Motion by Kay, seconded by Surnow to approve the following Addendums for Santa performers for the 2022 operating hours of the Santa House in Shain Park during November and December 2022, at a maximum total cost of \$7,992.50, and authorizes the Chairperson and Executive Director to execute the agreements:

- i) Addendum to Agreement with Randyl Lee Wagner, to add four (4) additional hours on the dates noted; and**
- ii) Addendum to the Agreement with Joseph Eadie, to add one (1) additional hour on the date noted.**

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

b. Holiday Pots

Sheppard-Decius explained that the quote for holiday pots is for \$3,200. However, there are actually two fewer pots than quoted. Therefore, the cost should be \$400 less. Staff tried to obtain other quotes, but was not successful. Pohlod added that this expense is already in the budget.

Motion by Astrein, seconded by Kay to approve payment to Worry Free Outdoors for the installation and removal of holiday decorative displays in the concrete planters, in an amount not to exceed \$3200.

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

c. Winter Markt Audio

Sheppard-Decius shared that, although staff tried to obtain three quotes for audio services for the upcoming Winter Markt event, they did not hear back from two of the providers. Therefore, she would like the board to approve the expense for the sound system and stage manager for Winter Markt.

Motion by Astrein, seconded by Quintal, to approve payment to Pegasus Entertainment, Inc. for the provision of audio services December 2 – 4, 2022 at the Birmingham Winter Markt, in an amount not to exceed \$5050.00.

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

d. BSD 2023 Calendar – Meeting Schedules

Pohlod pointed out that the April board meeting has been moved from its typical date due to Passover.

Motion by Astrein, seconded by Quintal to approve the BSD 2023 meeting schedule as submitted.

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

9. INFORMATION

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

10. PUBLIC COMMENTS

11. ADJOURNMENT – 9:40 A.M.

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

APPROVED



Amy Pohlod, BSD Board Chair

11/5/2022

Date