

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, December 2, 2021 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 2, 2021, at 8:35 a.m. at The Community House

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

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

**ABSENT:** McKenzie, Surnow

**ALSO PRESENT:** Hohendorf

**ADMINISTRATION:** Brook, Kammer, Gerber

**2. RECOGNITION OF VISITORS**

**3. PRESENTATIONS**

Hockman recognized representatives from Crimson Rose Antiques. He congratulated them on being in business for 25 years. He also recognized Ethan Allen for their 25 years in business in Birmingham.

**4. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by Pohlod to approve the minutes dated November 4, 2021.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

Fehan shared that he had attended Santa Walk. He felt that there was an incredible amount of community support. He thanked Brook for the planning that she did and thanked the police and fire departments for their assistance. He also thanked the stores who participated.

Pohlod told the group that she had reached out to Hockman regarding what had happened in Oxford. They had black ribbon decals printed for distribution to downtown businesses. They are open to ideas from other board members.

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

Gerber reported the balance sheet for October shows that, under \$1,500 of special assessments are currently outstanding. The fund balance is approximately \$700,000, which is a health position.

Through October, we are at about 30% of our budget year. The significant contribution from a private source that appears this month is the \$60,000 sponsorship from Chevy for the Birmingham Cruise

Event. Overall, expenditures are about 28% of what was budgeted. Year-to-date we are ahead of where we thought we would be.

**b. EXECUTIVE DIRECTOR REPORT - KAMMER**

Kammer shared that the Gateway Signage Committee held a meeting on November 8. The group established a purpose and a timeline. They reviewed the plans for the Haynes Square area and looked at the 2004 study. They will also look at what other communities have done.

Kammer also reported that he had worked with the Chamber and attended their annual meeting. He will also be working with Brook to hold a Restaurant Week planning meeting after Winter Markt.

Hockman thanked Fehan for taking on the role of chair for the Gateway Signage committee. Markus praised the board for making Fehan a member emeritus as he still has so much to offer with his experience and history.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS – ASTREIN**

Astrein reported that Santa Walk went very well. He said that his store had 200 giveaways and used them all. Appointments for Santa visits are fully booked. Brook mentioned the dinosaur would be giving away \$25 Birmingham Bucks gift cards on weekends through the holidays. Brook invited board members to the tree lighting at Winter Markt.

**MARKETING & ADVERTISING - POHLOD**

Pohlod shared that holiday video is completed and production of the Restaurant Week video has already begun. The holiday ad campaign summary that is included in the board packet shows how where the advertisements are placed.

The new dining, retail, and spa guides are completed and were distributed to businesses. The committee is working on a marketing plan for S. Old Woodward. This will include shoppers being able to earn Birmingham Bucks by making purchases in the construction area. They would then be able to spend the Birmingham Bucks wherever accepted. They are also looking into software that would help with cross branding as well as options for texting.

During construction, there is the possibility of valet, a touch-a-truck event, and painting the barricades. Markus suggested including people who are directly involved with the construction project in these early planning stages.

The marketing committee continues to work on affecting workforce attraction. They are considering holding a job fair in March.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

Quintal reported that, although they did not hold a meeting last month, Kammer worked with Worry Free to bring their price down. He added that he has been getting positive feedback on the lights in the downtown area.

They will work to update the snow removal map. There will not be complimentary holiday valet this year.

## **BUSINESS DEVELOPMENT - HOCKMAN**

Hockman shared that Ciura is hard at work. There is good activity, but available space is becoming more limited. The committee discussed putting a focus on retention. They will also be examining the tenant mix. That will allow them to direct Ciura to put an emphasis on certain areas.

Quintal suggested that office space might need assistance. Hockman explained that Ciura's current contract is specific to retail. They may look at expanding or modifying her area of focus in the future.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman announced that Quintal would be stepping down from the chair position for the maintenance and capital committee. He thanked Quintal for his leadership. Markus commented that he could really see a difference from when he left Birmingham 10 years ago to when he recently returned and thanked Quintal for his role in that. He suggested the BSD remind city commissioners about all that they do and how the businesses help with the tax base.

Kammer added that he recently had the opportunity to explain the BSD structure to two of the new commissioners in their training session.

Hockman appointed Lipari to be the new chair of the maintenance and capital committee and Pohlod to be the vice chair.

**MOTION:** Motion by Markus, seconded by Astrein to approve the appointment of Lipari as chair and Pohlod as vice chair of the maintenance and capital improvements committee.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

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

Astrein reported having Weingartz coordinating the parking system is very helpful. Repairs are ongoing in the structures. The plan is to allocate an additional 425 parking places to monthly permits. The current waiting list is over 1,000 people. A current challenge is that many businesses who hold a large number of permits have not fully returned to having staff in the office.

The committee is exploring options to update the technology infrastructure to make it easier to enter and exit the structures.

The committee is also examining the fine system for expired meters as there are many repeat offenders and the \$10 fine does not seem to be enough to discourage them. Commander Albrecht is assisting with this.

Astrein said that, overall, he feels that things are going well. Hockman recognized Astrein's service to the parking advisory committee. He shared that Astrein is now the vice chair of the committee.

### **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 Quintal to approve the vouchers, dated December 2, 2021.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

## **7. UNFINISHED BUSINESS**

## **8. NEW BUSINESS**

### **a. Approval – Sunbelt Rentals Contracts**

**MOTION:** Motion by Astrein, seconded by Kay to approve the addendum to extend the contract with Sunbelt Rentals, Inc. to provide equipment, labor and supplies for electrical power and hookup services for Winter Markt.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

## **9. INFORMATION**

### **a. Retail Activity**

### **b. Announcements**

### **c. Letters, Board Attendance & Monthly Meeting Schedule**

## **10. PUBLIC COMMENTS**

Hohendorf shared that he had been waiting to make a public announcement about CB2 but last Friday, Boji told him, that negotiations had ended.

Kammer thanked the board for their work and wished them happy holidays. On behalf of the board, Hockman recognized and thanked the BSD staff for their exemplary work.

## **11. ADJOURNMENT – 9:40 A.M.**

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