

City of Birmingham
Principal Shopping District Proceeding
Thursday, January 3, 2013 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, January 3, 2013, at 8:02 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Benkert, Buchar, Bruner, Daskas, Fehan, Hockman, Quintal, Roberts, Solomon

ABSENT: Sobelton

ALSO PRESENT: Joe Bauman, Mayor George Dilgard, Danny Fellin, Heidi Hedquist, Camille Jayne, Stefan Kogler, Greg Kowalski, Commissioner Tom McDaniel, Ed Nakfoor, Commissioner Mark Nickita, Joan Primo, Commissioner Gordon Rinschler, Ken Svendsen

2. RECOGNITION OF VISITORS

Hockman welcomed the City of Birmingham Mayor, commissioners and everyone in the audience.

3. APPROVAL OF MINUTES OF THE DECEMBER 6, 2012 REGULAR MEETING

MOTION: Motion by Astrein seconded by Fehan to approve the minutes dated December 6, 2012.

VOTE: Yeas, 10 Nays, 0 Absent, 2

(Benkert arrived 8:04 a.m.)

4. BOARD MEMBER COMMENTS

Daskas stated that Ed Nakfoor, who has been working with the PSD with regards to public relations, was featured in the January 2013 issue of Styleline magazine.

Benkert stated no Advisory Parking Committee was held in December.

5. REPORTS

a. FINANCE REPORT

Written report only.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney introduced Joan Primo from The Strategic Edge and stated she would be giving a brief overview of the consumer market analysis. Heiney stated this is the third analysis that The Strategic Edge has done for the PSD since 2002. The current analysis was conducted during the months of August and September with on-street surveys. Primo presented a power point presentation to the Board and answered questions following the presentation. After the presentation, Heiney stated that copies of the Executive Summary would be available on www.enjoybirmingham.com. Full copies are available by request.

Heiney stated Oakland County Main Street is hosting a kickoff event Tuesday, January 22 at 10 a.m. at the Uptown Palladium on the third floor. The event will be part press conference and part reception. Heiney stated he will update the Board with the information when it becomes available to him.

Heiney recognized Ed Nakfoor's efforts for the positive message his public relations placement stories about Birmingham have generated. Heiney stated Nakfoor has excellent contacts with the news media. Heiney stated the buzz around town has been upbeat and positive.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein reported Winter Markt was a huge success and the committee will discuss extending it for 2013; and in two weeks Restaurant Week will begin.

Upcoming special event schedule: Restaurant Week 2013 January 28 – February 1 and February 4-8.

MARKETING & ADVERTISING-DASKAS

Daskas stated the holiday issue of the Birmingham Magazine is out and the committee has set aside two days to interview for advertising creative and digital media services. The dates for the interviews are January 16 and the 23rd.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee is looking to add more holiday décor for 2013, the Maple and Old Woodward intersection may be an area of interest. Fehan stated the committee also discussed the electrical situation in Shain Park. Bruner complimented and thanked the maintenance committee and the Department of Public Services (DPS) for the decorations around Birmingham. Fehan stated the maintenance committee is very lucky to have the DPS to work with. Fehan stated that DPS workers are truly amazing at implementing the committee ideas.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated no meeting was held in December. Heiney stated that Julie Fielder is currently out of town. Heiney stated that The Dailey Method and Francesca's Collections are both scheduled to open in the first quarter of 2013. A.-Woods stated that Zumba closed. Heiney stated that Zazios is also scheduled to close January 31, but there are plans for a new development in that space.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the executive committee discussed the marketing research study; new parking initiatives and the initial PSD budget.

CHAMBER REPORT

Joe Bauman stated that 2012 was a good year for the Chamber. Bauman stated the Chamber had a net gain of approximately 30 new members; and almost 40 ribbon cuttings for 2012.

Bauman stated that on January 17 the Chamber will hold its Economic & Real Estate Forecast Breakfast at The Townsend Hotel from 8-9:30 a.m. For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein seconded by Fehan to approve the vouchers, as submitted, dated January 3, 2013.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. INITIAL PSD BUDGET FOR REVIEW

Heiney reviewed the proposed initial PSD budget for review with the Board.

MOTION: Motion by Astrein seconded by Benkert to adopt the recommended initial budget and direct staff to present this budget to the Birmingham City Commission for review and approval.

VOTE: Yeas, 11 Nays, 0 Absent, 1

b. OVERVIEW OF 2012 CONSUMER MARKET RESEARCH

Hockman reviewed the consumer market research overview with the PSD Board.

MOTION: Motion by Bruner seconded by Astrein to accept the findings of the Market Analysis, conducted by The Strategic Edge, Inc., and to direct staff and appropriate committees to utilize the information in their strategic planning and implementation.

VOTE: Yeas, 11 Nays, 0 Absent, 1

9. INFORMATION

- a. RETAIL ACTIVITY**
- b. WEBSITE REPORT**
- c. LETTERS**
- d. ANNOUNCEMENTS**
- e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

10. PUBLIC COMMENT

11. ADJOURNMENT – 9:16 A.M.

Respectfully submitted,
S. Dickinson (back-up notes on file)