

City of Birmingham
Principal Shopping District Proceeding
Thursday, November 7, 2013 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, November 7, 2013, at 8:03 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Benkert, Bouchar, Sobelton

ALSO PRESENT: Karen Daskas, Julie Fielder, Julie Grippo, Camille Jayne

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES OF THE OCTOBER 3, 2013 REGULAR MEETING

MOTION: Motion by Astrein seconded by Fehan to approve the minutes dated October 3, 2013.

VOTE: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Daskas stated Tender opened November 20, 1993, and is celebrating its 20th anniversary this month. Daskas invited PSD Board members to attend their celebration on November 20, 2013, 6 p.m., at Tender.

5. REPORTS

a. FINANCE REPORT

Hockman stated the written report is in the Board packet. Heiney commented expenses are typically heavier in the first part of the fiscal year due to special events. Heiney stated the PSD is tracking well.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated that Market Master Richard "Cousin Don" Hobson's bypass surgery has been postponed until next week.

Heiney reported that he met with Jeff Surnow (Birmingham Bike Festival) and Rachel A.-Woods (ArtLoft) regarding the bike festival event. A.-Woods stated Surnow was very willing to work with the merchants on upcoming bike festival events. Heiney stated that Surnow plans to schedule a meeting with the merchants to address their concerns. Heiney stated the 2014 Bike Festival goes before the City Commission on Monday, November 11, 2013. Heiney stated any merchants with concerns about the event, should attend the City Commission meeting on Monday.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated farmers market ended October 20th with its End of the Season Celebration. Astrein said the City Tree Lighting will take place November 27, with the event taking place at City Hall with the Oakland County show mobile, where Santa, the Mayor and other City dignitaries will light the tree for the holidays.

Heiney stated Small Business Saturday will take place November 30. Heiney noted that there will be free parking for the event, sponsored by Birmingham Patch.

Astrein reviewed upcoming special events including: Santa House, November 27 – December 24 (weekends); Birmingham Winter Markt, December 6-8, and Restaurant Week, January 27-31 & February 3-7, 2014.

MARKETING & ADVERTISING-DASKAS

Daskas stated the committee did not meet in October. Daskas stated the holiday TV commercials and vignettes are being developed. Heiney stated the vignettes give the effect of a news feature. Heiney stated the vignettes will have five different categories covering jewelry, fashion, dining, home furnishings and salon/spas. Heiney stated the TV spots will primarily run on Channel 7, but will also be featured on cable television. Fehan asked if the committee was holding a window decorating contest for 2013. Heiney stated the committee is not having a contest, but is promoting storefront decorating with the merchants.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated Santa house will be in Shain Park under the pavilion with additional decorations and lighting. Quintal stated Martin Zoro; professional designer at Zoro's Christmas Lights will give suggestions on decorating. Quintal stated the star for the top of the tree is in. Quintal stated the spruce trees for the concrete planters have been planted and will be decorated for the holidays.

Quintal stated some requests have come in for the hanging baskets to be more uniform in color for next season. The committee will discuss the hanging baskets at an upcoming committee meeting.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated no meeting took place in October. Daskas stated Julie Fielder will update the Board with regards to retail consultant updates. Julie Fielder had a retail consulting update handout for the Board dated November, 6, 2013.

Fielder stated she had three tours in October for the same merchant. Fielder stated the first was with the national agent; the second with the real estate director, and the third with the executive committee. Fielder stated the location and the City of Birmingham were approved.

Fielder reported another large space she is working on is in a holding pattern on behalf of the landlord. Fielder stating she is also working on two South Old Woodward locations.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated there is nothing to report for the executive committee.

CHAMBER REPORT

No Chamber representative present. Heiney stated the Chamber is currently accepting nominations for Business Person of the Year.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Astrein to approve the vouchers, as submitted, dated November 7, 2013.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH TOP HATS AND TAILS FOR HOLIDAY CARRIAGE RIDES

Heiney reviewed the proposed agreement with Top Hats and Tails for Holiday Carriage Rides with the PSD Board.

MOTION: Motion by Astrein seconded by Fehan to approve the agreement with Top Hats and Tails Carriage Company for horse carriage service for the 2013 holiday season, pending staff review of insurance and other requirements.

VOTE: Yeas, 9 Nays, 0 Absent, 3

b. RESOLUTION REGARDING TENDER CELEBRATING 20 YEARS

Hockman reviewed the proposed resolution for Tender’s years of business in Birmingham with the Board.

MOTION: Motion by Fehan seconded by Astrein to approve the resolution.

RESOLUTION REGARDING
TENDER CELEBRATING 20 YEARS

WHEREAS, TENDER is a premiere fashion boutique in Birmingham, MI, and;

WHEREAS, TENDER first opened in 1993 at 271 West Maple Road, and;

WHEREAS, TENDER’S honorable proprietors, Cheryl Daskas and Karen Daskas, have given of their time and talents to the Principal Shopping District since they opened, and;

WHEREAS, the PSD Board values and appreciates TENDER’S 20 years of service while doing business in the Principal Shopping District, and;

WHEREAS, the PSD Board desires to show appreciation and offer congratulations for TENDER’S 20th Anniversary, and;

NOW THEREFORE, BE IT RESOLVED that the PSD Board formally recognizes and congratulates Cheryl Daskas and Karen Daskas on the 20th anniversary of their store, Tender, at 271 West Maple.

VOTE: Yeas, 9 Nays, 0 Absent, 3

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Quintal asked about the 15-minute parking meter on East Maple in front of The UPS Store. Quintal asked if it could be switched back to be the same as the other meters now that UPS has moved. Heiney stated he would make the City aware.

Karen Daskas stated that the large trucks on Maple Road are barreling through town. She stated she has had complaints from Birmingham residents on this issue as well.

11. ADJOURNMENT – 8:42 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)