

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, December 5, 2013 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, December 5, 2013, at 8:04 a.m. in the Community House.

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

**PRESENT:** Astrein, Benkert, Daskas, Hockman, Quintal, Roberts, Solomon

**ABSENT:** A.-Woods, Bouchar, Bruner, Fehan, Sobelton

**ALSO PRESENT:** Chris Fay, Julie Fielder, Mark Gerber, Julie Grippo, Jay Grossman, David Hohendorf, Paul O'Meara

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES OF THE NOVEMBER 7, 2013 REGULAR MEETING**

**MOTION:** Motion by Astrein seconded by Benkert to approve the minutes dated November 7, 2013.

**VOTE:** Yeas, 7 Nays, 0 Absent, 5

**4. BOARD MEMBER COMMENTS**

Benkert stated he attended the Advisory Parking Committee (APC) meeting on November 20. Benkert stated the committee discussed the fact that all the parking decks currently have a waiting list for monthly parking passes. Benkert stated the Pierce Deck is the only deck with the option for an additional two floors. This option would create approximately 280 parking spaces. Benkert stated that City Engineer Paul O'Meara will update the Board on parking.

Benkert stated Board members Richard Astrein, William Roberts and himself were appointed to new four-year terms for the Principal Shopping District.

Daskas thanked PSD Board members for the Tender Resolution and for attending Tender's 20<sup>th</sup> anniversary celebration.

**5. REPORTS**

**a. FINANCE REPORT**

Gerber reviewed the cash flow report and balance sheet with the Board. Gerber commented the Principal Shopping District is right on target with tracking. Heiney stated PSD assessments will be going out this week and next.

## **b. EXECUTIVE DIRECTOR'S REPORT-HEINEY**

Written report included in Board packet.

City Engineer Paul O'Meara told PSD Board members that currently all five parking decks have a waiting list for monthly permit parking. O'Meara stated one option for more parking would be to add an additional two levels to the Pierce Street deck. This would create approximately 280 additional parking spaces. O'Meara stated the Pierce deck is the only deck that was built with the option to add additional levels to it. O'Meara stated that the APC wanted feedback from the PSD Board regarding additional parking options.

Hockman suggested the formula for the new parking assessment be reviewed, before any decisions are made. O'Meara stated the APC is going to discuss this issue again at its next meeting, and will put together a survey regarding parking which would go out in early January 2014. Hockman directed Heiney to collect relative information for the PSD Board to review. Hockman thanked O'Meara for speaking with the PSD Board, and stated the Board would like to stay involved in the parking process.

## **c. COMMITTEE REPORTS:**

### **SPECIAL EVENTS-ASTREIN**

Astrein said the City Tree Lighting took place November 27, at City Hall, despite the cold weather. Astrein stated Channel 7 weatherman Keenan Smith did an outstanding job as emcee of the event. Astrein stated Santa House is open through December 24<sup>th</sup>.

Heiney stated there is a Winter Markt sponsor reception event taking place at Griffin Claw this evening, with the event opening Friday, December 6.

Other upcoming special events: Santa House, November 27 – December 24 (weekends); Birmingham Winter Markt, December 6-8; Carriage Rides, November 27-December 21 (weekends); Restaurant Week, January 27-31 & February 3-7, 2014, and Blueprint Warehouse Sale, February 1.

### **MARKETING & ADVERTISING-DASKAS**

Heiney stated the Winter 2013 Birmingham Magazine is out. Heiney stated this is the last issue of the magazine under the current agreement. Heiney stated a request for proposal (RFP) is currently out and bids are due December 10, 2013 at noon. Heiney stated the City of Birmingham and the PSD website design is progressing. Heiney stated the committee will review examples of the website design progress and report back to the PSD Board. Heiney gave a presentation of the 2013 Holiday ads.

### **MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated no meeting took place in November. Quintal stated the Tree Lighting went well, and the committee is pleased with the new park layout and lighting for Santa house.

Heiney stated Birmingham resident Vicki Walsh has asked to meet with the maintenance/capital improvement committee to discuss recycling in key areas in downtown Birmingham.

### **BUSINESS DEVELOPMENT-DASKAS**

Daskas stated no meeting took place in November. Julie Fielder stated that the December retail consultant update will be incorporated in with January 2014 updates. Fielder stated she is continuing work on a few deals. Fielder stated she has a tour scheduled for December 16. Fielder stated she will be attending the New York ICSC Conference on Monday, December 9.

**EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated there is no report for the executive committee.

**CHAMBER REPORT**

No Chamber representative present. Heiney stated the Chamber Holiday Mixer will take place December 12, 2013, at 5:30 p.m. at Oakland Hills Country Club. For Chamber events visit [www.bbcc.com](http://www.bbcc.com).

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Benkert to approve the vouchers, as submitted, dated December 5, 2013.

**VOTE:** Yeas, 7 Nays, 0 Absent, 5

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

**a. RESOLUTION TO EXTEND AGREEMENT WITH JULIE FIELDER FOR RETAIL LEASING CONSULTANT**

Hockman reviewed the proposed extension of the agreement with Julie Fielder with the PSD Board.

**MOTION:** Motion by Astrein seconded by Daskas to approve an extension of the Retail Leasing Consultant agreement with Julie M. Fielder for a period of one year, to end December 31, 2014. This extension will maintain all of the provisions and amendments of the existing agreement.

**VOTE:** Yeas, 7 Nays, 0 Absent, 5

**b. RESOLUTION TO ADOPT PRINCIPAL SHOPPING DISTRICT MEETING DATES FOR 2014**

Hockman reviewed the proposed 2014 PSD Board meeting dates with the Board. The meetings take place at 8 a.m., at The Community House, 380 South Bates Street, Birmingham. The PSD Board discussed and amended the January 2014 meeting date. Thursday, January 9, 2014, will be the new date.

- ~~January 2, 2014~~ changed to January 9, 2014
- February 6, 2014
- March 6, 2014
- April 3, 2014
- May 1, 2014
- June 12, 2014
- July 3, 2014
- August 7, 2014
- September 4, 2014
- October 2, 2014
- November 6, 2014
- December 4, 2014

**MOTION:** Motion by Astrein seconded by Quintal to approve the amended 2014 PSD Board meeting dates.

**VOTE:** Yeas, 7 Nays, 0 Absent, 5

**9. INFORMATION**

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

**10. PUBLIC COMMENT**

Heiney introduced Chris Fay, president of McCann Erickson Advertising and stated he wanted to tell PSD Board members about a hunger program McCann is promoting. Fay thanked the PSD Board for its support of the Lobby to End Hunger program. Fay stated many businesses in Birmingham have the poster displayed in their windows. Fay stated that McCann will have a 12-foot tall nutcracker made out of non-perishable food items on display in their lobby. The program will run December 2 through December 20, with the food then being donated to Capuchin Soup Kitchen.

Heiney introduced Julie Grippo, owner of bec & sam's, a children's store at 146 West Maple. Grippo spoke about Ladies Night Out an event taking place this evening Thursday, December 5, from 5 to 8 p.m.

**11. ADJOURNMENT – 9:07 A.M.**

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