

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, January 9, 2014 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, January 9, 2014, at 8:03 a.m. in the Community House.

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

**PRESENT:** Astrein, Benkert, Bouchar, Bruner, Fehan, Hockman, Roberts, Solomon

**ABSENT:** A.-Woods, Daskas, Quintal, Sobelton

**ALSO PRESENT:** David Bloom, Julie Grippo, Jay Grossman, David Hohendorf, Steve Kalczynski, Camille Jayne, David Underdown, Jim Suhay

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

**3. APPROVAL OF MINUTES OF THE DECEMBER 5, 2013 REGULAR MEETING**

**MOTION:** Motion by Astrein seconded by Fehan to approve the minutes dated December 5, 2013.

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

(Roberts arrived 8:05 a.m.)

**4. BOARD MEMBER COMMENTS**

Benkert stated the Advisory Parking Committee (APC) parking survey has been sent out and is due January 17, 2014. Hockman encouraged PSD Board members to review the survey.

Fehan thanked Heiney for keeping in touch with the merchants during the recent weather emergency with regards to reminding the merchants what their responsibilities include.

**5. REPORTS**

**a. FINANCE REPORT**

Hockman stated the PSD is tracking with no major variances from the projected figures. Heiney stated that the PSD is currently preparing to go before the City Commission with the 2014-15 budget request.

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

Heiney stated the PSD office sent the parking survey out on behalf of the engineering department. Heiney stated there are copies of the survey letter that City Engineer Paul O'Meara sent out for the Board, along with a few responses; one from a merchant and another from a property owner. Heiney stated he will continue to keep the Board up to date with regards to the parking information.

Heiney stated that Julie Grippo has organized a new group of merchant block captains, who are planning to meet on a regular basis. Heiney stated the first meeting was yesterday. Heiney asked Grippo to give the PSD Board an overview of yesterday's meeting. Heiney stated he will add the merchant block captain group to the agenda. Grippo stated six were in attendance for the first meeting. Grippo stated the group discussed fourth quarter sales for 2013. Grippo reported that all

in attendance reported they were down in sales. The group discussed promoting a program for Birmingham residents to shop in Birmingham. She said she would take the Ladies' Night Out event to the special events committee in order to gain PSD support and coordination.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein said Santa House did very well through the holiday season. Astrein commented that Winter Markt was successful despite the cold weather. Astrein stated the Blueprint Warehouse Sale slated for February 1, has been cancelled. Heiney said he would meet with the group to determine next steps.

Fehan asked Heiney to request a report from the Lion's Club with regards to Santa House.

Other upcoming special events: Restaurant Week, January 27-31 & February 3-7, 2014.

**MARKETING & ADVERTISING-DASKAS**

Heiney stated the new PSD website redesign is in the final stages. Heiney noted that one new feature is, no matter the type of device the user has (IPad, phone, laptop etc.) the page will automatically adjust to the correct size. Heiney stated the site will have more photography incorporated. The company developing the site is Revize out of Troy, Michigan.

Heiney told Board members that two online contests took place during the holidays. The first contest took place for Small Business Saturday and the other The 12 Days of Giveaways, ran from December 9 through 20. Heiney noted that the two contests increased Facebook fans by a significant amount.

Heiney stated the new agreement with HOUR will be covered under new business, and then the first production meeting will take place for the Spring Magazine.

**MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Heiney stated Birmingham resident Vicki Walsh met with the maintenance/capital improvement committee to discuss recycling in key areas in downtown Birmingham. Heiney stated that the Department of Public Safety is going to research and place recycling containers in key high use areas for a trial basis.

Holiday lights will stay up through Restaurant Week, possibly until March. Heiney stated the main tree in Shain Park had issues regarding staying lit at all times. Heiney stated that a professional is going to be brought in to fix the issue for future events in Shain Park.

Heiney stated the PSD contractor Nick's Maintenance will broom the downtown area today and salt areas as needed.

**BUSINESS DEVELOPMENT-DASKAS**

Heiney stated Julie Fielder attended the New York ICSC Conference in December. Heiney stated that there is currently a lease out on the former Kresge Building. Heiney stated Blue Mercury is scheduled to open in the January to February timeframe, and a women's boutique is scheduled to open at 142 South Old Woodward, the former Churchill's location. Heiney stated there is a retail consultant update hand out for the Board. Heiney stated Fielder is continuing in discussions with the owners of the Uptown Palladium Building.

**EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated the executive committee discussed items that were covered under individual committees.

**CHAMBER REPORT**

No Chamber representative present. For Chamber events visit [www.bbcc.com](http://www.bbcc.com).

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan seconded by Astrein to approve the vouchers, as submitted, dated January 9, 2014.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. INITIAL PSD BUDGET FOR REVIEW**

Hockman reviewed the preliminary budget for the Principal Shopping District with the PSD Board.

**MOTION:** Motion by Astrein seconded by Fehan to approve the draft budget for the Birmingham Principal Shopping District for 2014-15, and to direct staff to present this budget to the Birmingham City Commission for review and approval.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

### **b. AGREEMENT WITH HOUR CUSTOM PUBLISHING FOR BIRMINGHAM MAGAZINE**

Heiney reviewed the HOUR Custom Publishing agreement for the Birmingham Magazine with the Board. All costs, and proposed advertising rates have remained the same in this new agreement.

**MOTION:** Motion by Astrein seconded by Fehan to approve the agreement with HOUR Custom Publishing for Birmingham Magazine. The term of the agreement will be six issues, or two years, with an option for a third year, with PSD Board approval. Approval is contingent upon procurement of proper insurance and staff review.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

## **9. INFORMATION**

### **a. RETAIL ACTIVITY**

### **b. WEBSITE REPORT**

### **c. LETTERS**

### **d. ANNOUNCEMENTS**

### **e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

## **10. PUBLIC COMMENT**

David Bloom, Birmingham resident introduced himself and spoke to the PSD Board regarding his concerns about the Baldwin Public Library proposed renovations. Fehan commented on the amount of effort that Bloom has put into research. Jim Suhay, Library Board member stated that an immense amount of time has been put into researching the needs and wants for the library over the last two years. Suhay stated that the research information is being used to put language on the ballot for voter approval, and that the final architectural plans will be decided after voter approval. Hockman thanked the speakers for sharing the library renovation information with the PSD Board.

## **11. ADJOURNMENT – 8:55 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)