

City of Birmingham
Principal Shopping District Proceeding
Thursday, September 4, 2014 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, September 4, 2014, at 8 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Bouchar, Daskas, Fehan, Hockman, Quintal, Roberts, Sobelton, Solomon, Valentine

ABSENT: Benkert

ALSO PRESENT: Joe Bauman, Julie Fielder, Mark Gerber, Julie Grippo, David Hohendorf, Camille Jayne, PSD Board Member Emeritus Larry Sherman

ADMINISTRATION: John Heiney, Susan Dickinson, Lori Rondello

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein seconded by Sobelton to approve the minutes dated August 7, 2014.

VOTE: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

There were none.

(Bouchar arrived 8:01 a.m.; Roberts arrived 8:02 a.m.)

5. REPORTS

a. FINANCE REPORT

Gerber stated the PSD is tracking ahead of the projected figures. Gerber reviewed the balance sheet and told Board members that August was a big collection month and these figures will be reflected in the August financial reports. Gerber stated the revenue and expenditures report does not reflect many variances, because it is the first month of the 2014-15 fiscal year.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated the executive director's report items will be covered under individual committee reports.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated that no meeting took place in August. Astrein stated farmers market is doing very well, and produce is at its peak. Astrein stated Day On the Town (DOTT) was spectacular and feedback has been positive. Valentine stated attendance for DOTT seems to have been stronger than past years. Rondello reviewed the DOTT merchant survey with the PSD Board. Rondello told Board members that the Birmingham Cruise Event went very well with 23 car clubs in attendance.

Other upcoming special events: Farmers Market – Sundays, through October 19; Tree Lighting, November 26; Small Business Saturday, November 29; and Winter Markt, December 5-7. For current calendar events visit www.enjoybirmingham.com/events.

MARKETING & ADVERTISING-DASKAS

Daskas stated the Fall Birmingham Magazine is out for print and should be ready in the next week or two. The committee is now beginning to work on the Holiday Issue, which will feature jewelry.

Daskas stated there is a co-op advertising proposal from Downtown Publications for merchants. Daskas stated the pricing is very affordable for merchants to place ads. David Hohendorf commented the merchant response has been good. Daskas stated the committee will need direction from professionals with regards to new branding ideas for Birmingham.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated no meeting took place in August. Quintal stated the next power washing will be taking place in a week or two. Quintal stated the committee will begin to focus on holiday lights with regards to the Maple and Old Woodward area. Quintal stated the committee will also begin to work on the parking in downtown. Heiney stated that as a follow up to the strategic planning meetings, he will create a work plan for each committee to focus on.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated there is a retail consultant update handout for the Board. Daskas stated that West Elm's opening will be delayed by approximately a week, to the beginning of October. Fielder stated that Alex and Ani will be opening before the holidays, sometime the beginning of November. Fielder stated Roche Bobois is moving into the space next to Frank's Shoe Service on South Old Woodward. Fielder stated she is currently working on a couple of large spaces.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated the executive committee discussed strategic planning. Hockman stated Heiney will be working with the committees to implement the next steps.

MERCHANT BLOCK CAPTAIN REPORT

Grippio stated the next Block Captain meeting is scheduled for Monday, September 8. Grippio stated the Block Captains will work to promote the Downtown Publications co-operative advertising with the merchants.

CHAMBER REPORT

Joe Bauman told PSD Board members about two upcoming Chamber events. The 11th Annual Vine & Dine will take place September 17 and Community Leadership Breakfast on October 8, 2014.

For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Fehan to approve the vouchers, as submitted, dated September 4, 2014.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

There was none.

9. INFORMATION

a. RETAIL ACTIVITY

b. WEBSITE REPORT

c. LETTERS

d. ANNOUNCEMENTS

e. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Hockman welcomed back past PSD Board member Larry Sherman.

11. ADJOURNMENT – 8:28 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)