

City of Birmingham
Principal Shopping District Proceeding
Thursday, October 2, 2014 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, October 2, 2014, at 8:03 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Benkert, Daskas, Hockman, Roberts, Sobelton, Valentine

ABSENT: Bouchar, Fehan, Quintal, Solomon

ALSO PRESENT: Julie Fielder, Julie Grippo, Camille Jayne

ADMINISTRATION: John Heiney, Susan Dickinson, Lori Rondello

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience.

3. APPROVAL OF MINUTES

MOTION: Motion by Sobelton seconded by Benkert to approve the minutes dated September 4, 2014.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

Benkert stated he did not attend the last Advisory Parking Committee (APC) meeting, but he did have a discussion with Brendan Cousino, City of Birmingham Assistant Engineer. Benkert stated Cousino informed him the committee discussed having fully automated parking decks. Astrein stated that the ad hoc parking study committee is going to have a car count in October. Astrein stated after that the next steps would be to put a report together and then go before the City Commission, with the findings and recommendations. Valentine updated Board members with regards to additional parking spaces. Valentine stated there are 40 permit spaces on South Old Woodward, south of the 555 Building; 8 spaces on Oakland; 5 spaces on Chester and 250 spaces in the Park Street deck with approximately 100 of the 250 devoted to permit parking.

Hockman told Board members that there is an article in today's Free Press about Bill Roberts's new restaurant. Hockman congratulated Roberts on the opening.

5. REPORTS

a. FINANCE REPORT

Heiney stated the PSD is tracking with a minor variance from the projected figures. Heiney stated the PSD is getting ready to head into the holiday expenditures.

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 there is only three weeks left for the farmers market, and attendance continues to be strong. Astrein continued stating after farmers market the holiday events will begin with the Tree Lighting and opening of Santa House on November 26. Astrein stated that Winter Markt will be December 5-7 and is a very family friendly event.

Rondello told Board members that Ladies Night Out will take place December 11, with the hours scheduled from 6 to 8 p.m. Rondello stated the event will include shopping bags for shoppers, a carriage shuttle and free valet parking for the event. Heiney stated the valet parking will be offered throughout the holidays starting on Small Business Saturday and running through December 20 on Thursdays, Fridays and Saturdays. Heiney stated valet will be free on Small Business Saturday and Ladies Night Out and four dollars at all other times.

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 Winter Birmingham Magazine shoot was last Tuesday at Scavolini by Cucina Moda. Heiney stated the request for proposal (RFP) will start later this month for contractors to bid on the rebranding for the PSD.

Heiney stated the committee is going to use the television ads from last year because they are still current. Heiney stated the PSD will run ads on WXYZ Channel 7 and on cable. Heiney stated the committee will again go before the APC to request financial support for the ads to help promote the first two hours of free parking in Birmingham. Heiney stated the campaign would run mid-November through the December holidays.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Heiney stated that the installation of a holiday lighting display in the center of town will not take place this year because engineers and installers have stated it will not meet City code requirements. Heiney stated that the current poles in place would need to be reworked to support the weight load. Heiney stated that the committee is working to have the light display on Merrill back for the holiday season.

Heiney stated the planters will be enhanced for the holidays. Heiney stated the tree in Shain Park is being worked on to keep the lights on. The tree will be rewired with fewer connections. Benkert stated that the planters in front of his store have been spectacular. Heiney stated the second power washing has taken place and the committee will work with the contractor going forward to keep the overspray to a minimum.

Valentine and Astrein updated the committee regarding parking, traffic and infrastructure issues.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated no meeting took place in September. Daskas stated there is a retail consultant update handout for the Board. Daskas stated that West Elm is opening today.

Fielder stated she is continuing to work on a couple of larger spaces. Fielder stated there are always new tenants to reach out to. Fielder stated there is buzz about Detroit, and she and Heiney will work together on how to generate better exposure coverage for Birmingham, through the articles regarding the current upswing in Detroit.

Fielder stated Paper Source and West Elm have both opened in Birmingham and are the first stores in Michigan. Fielder stated Alex and Ani is scheduled to open before November 15.

Astrein asked if the City received any bistro license requests. Valentine stated that three bistro license applications were received by the City's October 1 deadline. The applications will go before the planning board.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated all executive committee items have been covered under committee reports.

MERCHANT BLOCK CAPTAIN REPORT

Grippio stated the Block Captains are dissolving. Grippio stated the captains did not realize how much time was involved with reaching out to merchants on an ongoing basis. Grippio stated she plans to still attend committee meetings and be involved with the Principal Shopping District. Heiney stated the PSD would appreciate to continue in communications with Grippio, and with all merchants.

CHAMBER REPORT

No Chamber representative present. For Chamber events visit www.bbcc.com.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Sobelton seconded by Astrein to approve the vouchers, as submitted, dated October 2, 2014.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT WITH BSA EVENTS & ENTERTAINMENT FOR SANTA 2014

Hockman reviewed the agreement with BSA to have Santa appearances for the 2014 holiday season with the PSD Board.

MOTION: Motion by Astrein seconded by Sobelton to approve the agreement with BSA Events & Entertainment for Santa appearances in 2014, pending staff review of insurance and other requirements.

VOTE: Yeas, 8 Nays, 0 Absent, 4

b. PROPOSED PSD STAFF INCREASE

Valentine reviewed the proposed staff increase with the PSD Board. Valentine stated the proposed increase is replicating what the City Commission approved already for City employees.

MOTION: Motion by Sobelton seconded by Daskas to approve a 2% wage increase, plus an additional merit increase in the amount of 0-5% depending performance, for Birmingham Principal Shopping District administrative staff, effective retroactively to July 1, 2014.

VOTE: Yeas, 8 Nays, 0 Absent, 4

c. RESOLUTION TO ADOPT PRINCIPAL SHOPPING DISTRICT MEETING DATES FOR 2015

Hockman reviewed the 2015 PSD Board meeting dates with the Board. Hockman stated they are scheduled for the first Thursday of each month, with the exception of January 8, 2015. Hockman noted this change is due to the New Year's Day holiday.

MOTION: Motion by Sobelton seconded by Benkert to approve the 2015 meeting schedule for the Birmingham Principal Shopping District Board, and to direct staff to notify the Board and the public in case of other date changes, due to lack of quorum or other unforeseen circumstances.

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

Grippe stated that the garbage receptacles around town are dirty and are attracting bees. Heiney stated he will make sure that DPS is aware of the matter.

11. ADJOURNMENT – 9:01 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)