

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

Minutes of the meeting of the Principal Shopping District Board held Thursday, December 4, 2014, at 8:03 a.m. in the Community House.

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

**PRESENT:** Astrein, Daskas, Hockman, Quintal, Roberts, Solomon, Syzdek, Valentine

**ABSENT:** A.-Woods, Benkert, Fehan, Sobelton

**ALSO PRESENT:** Barsoum Bouchar, David Hohendorf, JoAnna Yaksich

**ADMINISTRATION:** John Heiney, Alexa Carron, Melinda Comerford, Susan Dickinson, Lori Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience. Hockman and Heiney presented outgoing Board member Barsoum Bouchar with a plaque and thanked him for serving as a PSD Board member. Bouchar thanked the Board for letting him serve in a city he loves.

Hockman welcomed and introduced new PSD Board member Steven Syzdek to the Board. Hockman gave a brief description of Syzdek's background in business. Hockman stated Syzdek has also served on ad-hoc PSD committees in Birmingham. Syzdek thanked the PSD Board for the opportunity to serve on the Board.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Quintal to approve the minutes dated November 6, 2014.

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

**4. BOARD MEMBER COMMENTS**

Astrein stated the committee has come up with projected numbers for future parking needs. Astrein stated the ad-hoc parking study committee plans to go before the City Commission in January.

Heiney stated Board member Bob Benkert is out of the hospital and at home recuperating.

**5. REPORTS**

**a. FINANCE REPORT**

Hockman stated this is the month for the written report. Hockman stated the PSD is tracking close to projected figures. Heiney told Board members that he would have a proposed budget for the Board to review in January, and then it will go before the City Commission for approval.

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

Heiney introduced PSD staff members to the Board and thanked staff for their efforts in 2014.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated the Tree Lighting and opening of Santa House took place November 26 and was well attended. Astrein stated valet parking is being offered Thursdays, Fridays and Saturdays through December 20, for \$4 at two locations. Astrein stated the Small Business Saturday passports were well received. Astrein stated the passport winner received two round-trip airline tickets, courtesy of Departure Travel.

All Wrapped Up In Birmingham - Ladies Night Out will take place December 11, with the hours scheduled from 6 to 8 p.m. Heiney stated the valet parking will be free during the All Wrapped Up In Birmingham - Ladies Night Out event. The 5<sup>th</sup> annual Winter Markt will take place December 5-7, in Shain Park.

Upcoming special events: Winter Markt, December 5-7; All Wrapped Up In Birmingham–Ladies Night Out, December 11, and Birmingham Restaurant Week, January 26-30 & February 2-6, 2015. For current calendar events visit [www.enjoybirmingham.com/events](http://www.enjoybirmingham.com/events).

**MARKETING & ADVERTISING-DASKAS**

Daskas stated the TV holiday advertising on WXYZ and Comcast Cable will run through December 24. Daskas stated the Winter Birmingham Magazine is out and has a shelf life through April 2015. Daskas stated the marketing committee has discussed the possibility of going back to four magazine issues. Heiney stated this would be based on support from the advertisers. Heiney noted from an editorial stand point four issues does make sense.

**MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated the lights are up and the planters have been decorated with the trees and ornaments. Quintal stated the snow removal agreement is in place for winter. Quintal stated the committee continues to work on the downtown recycling program. Hockman thanked Quintal and the maintenance/capital improvement committee on behalf of the Board for all their efforts to make the Birmingham lighting and holiday décor looking so nice.

**BUSINESS DEVELOPMENT-DASKAS**

Daskas stated no meeting took place in November. Daskas stated there is a retail consultant update handout for the Board. Daskas stated Julie Fielder will be attending the International Council of Shopping Centers (ICSC) event in New York in December.

**EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman stated executive committee items have been covered under committee reports. Hockman stated he will e-mail Board members John Heiney’s annual review. Hockman asked that Board members fill out the review and e-mail it back to him.

**CHAMBER REPORT**

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

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Valentine to approve the vouchers, as submitted, dated December 4, 2014.

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

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

### **a. EXTENSION OF AGREEMENT WITH JULIE M. FIELDER FOR RETAIL LEASING CONSULTANT**

Hockman reviewed the agreement with Julie M. Fielder with the Board.

**MOTION:** Motion by Astrein seconded by Solomon to approve an extension of the Retail Leasing Consultant agreement with Julie M. Fielder for a period of one year, to end December 31, 2015. This extension will maintain all of the provisions and amendments of the existing agreement.

**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**

Heiney thanked the Board for their support for another great year and is looking forward to 2015.

Hockman told Board members the next PSD Board meeting will take place Thursday, January 8, 2015. Hockman stated this is the second Thursday, due to the New Year's Day holiday.

Heiney told Board members of two upcoming events that they are invited to. Tonight (Thursday, December 4) at Griffin Claw is the Winter Markt sponsor reception at 5:30 p.m.; and Friday, December 5, at 5 p.m. in Shain Park is the Winter Markt opening ceremony.

## **11. ADJOURNMENT – 8:39 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)