

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 3, 2015 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, December 3, 2015, at 8:02 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Benkert, Daskas, Fehan, Hockman, Quintal, Roberts, Surnow

ABSENT: A.-Woods, Solomon, Syzdek

ALSO PRESENT: Joe Bauman, Mark Gerber, Julie Fielder, David Hohendorf

ADMINISTRATION: John Heiney, Melinda Comerford, Marianne Gamboa, Lori Rondello

2. RECOGNITION OF VISITORS

Hockman welcomed everyone in the audience. (Roberts arrived at 8:05 a.m. Valentine arrived at 8:10 a.m.)

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan seconded by Astrein to approve the minutes dated November 5, 2015.

VOTE: Yeas, 10 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Hockman acknowledged Benkert receiving Birmingham Bloomfield Chamber's 2015 Business Person of the Year Award at their 68th Annual meeting. Hockman stated that the award was well deserved and that Benkert has been in business for 49 years in Birmingham.

Benkert stated that there had been no parking meeting since the last Board meeting. Heiney stated that the next meeting would be soon.

5. REPORTS

a. FINANCE REPORT

Gerber stated that the Shopping District is on track for the fiscal year according to projections. Gerber explained that the cash balance is \$47,000 less than expected and that the Chevy check from the Cruise did not hit the current report for special events. Gerber stated that there is \$11,000 in delinquent special assessments which the City is still trying to collect. Gerber explained that any remaining delinquencies will be turned over to the County in February. Gerber stated that they anticipate the special assessment billing going out in a week and that there will be two more months before these will be seen on the financial reports.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney introduced the Shopping District staff in attendance, acknowledging that the staff has diminished by two since last year. Heiney introduced new Board member, Surnow, and that he had been installed along with returning Board members, A.-Woods and Quintal on November 23.

Surnow stated that he is excited to be a part of the Board and that his goal is to contribute in any way he can.

Heiney offered congratulations to Benkert for his 2015 Business Person of the Year Award.

Heiney offered congratulations to the Board for an outstanding year. Heiney thanked BSD staff and referred to all the good work accomplished with the new branding, marketing and special events.

Heiney stated the budget would be reviewed next month. Heiney explained that the Executive Committee has been monitoring fund balance and developing a plan to use the funds for the benefit of the businesses and property owners. Hockman added they will be looking for information and ideas with the main concern being the street reconstruction projects.

Roberts asked for a three year overview of construction from Valentine.

Valentine answered that the schedule is fluid because of the effect of federal funding. Valentine stated that more information will be coming.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated the tree lighting ceremony had a nice turn-out. Astrein stated feedback from several merchants regarding Black Friday found more activity than Small Business Saturday. Astrein speculated the two footballs games on Saturday might have impacted shopping negatively.

Astrein stated that the annual window decorating contest is currently taking place. Astrein explained winners to be announced in the next week.

Astrein confirmed over fifty vendors would be at the sixth annual Winter Markt, including a few of the shopping district merchants. Fehan explained the Winter Markt origin and how the idea came from outside the Board.

Astrein announced Restaurant Week will continue during the last week of January and first week of February, 2016.

Heiney stated the annual chef photo was taken this week to be used in promotions.

Heiney stated valet parking is tracking well and the valets reported busier on Small Business Saturday than last year. Heiney explained the valet has extended days and hours through the holidays.

Valentine asked if details about valet parking have been communicated to the stores. Valentine suggested providing bag stuffers to stores for patrons with valet parking details.

Heiney added excellent newspaper coverage enjoyed regarding perks in Birmingham for Small Business Saturday.

MARKETING & ADVERTISING-DASKAS

Daskas stated that the styling and everything looks better in the current issue of the Birmingham Magazine. Daskas explained that everyone stepped up in order to create an excellent publication.

Daskas stated the current holiday advertising is ongoing. Heiney added Comcast advertising has added in AT&T/Uverse homes which has spread out market reach.

Fehan questioned if Birmingham Magazine is mailed and recommended requesting a cross-check in order to de-duplicate mailing list.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee did not meet in November. Quintal stated tree is holding up well this year. Quintal added Shain Park looks even better than last year. Quintal stated Fleur Detroit did good job decorating the exterior of Santa House.

Heiney added Woodward lights had just arrived from Germany and will be installed soon.

Hockman praised committee and Quintal for a job well done.

Fehan added DPS personnel take personal pride in the look of the holidays around town.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated that the committee did not meet formally in November.

Fielder stated currently three letters of intent and one least out. Fielder explained it has taken all year to get to this place. Fielder stated the new brochure is complete with new branding.

Hockman questioned letters of intent asking for anticipated occupancy.

Fielder answered that two are scheduled for 2016 and one for 2017.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated hard work of staff has made for a good year. Hockman stated review of Executive Director from Board members was 'off the chart' and that Heiney does a phenomenal job. Surnow added Heiney has given guidance and made sure he felt comfortable being added to Board.

BIRMINGHAM BLOOMFIELD CHAMBER REPORT

Bauman stated the Chamber's 68th annual meeting was held the day before. Bauman continued Ruth Johnson, Michigan Secretary of State was keynote speaker and Benkert was honored as Business Person of the Year.

Bauman stated upcoming annual holiday mixer will be on December 16 at Forest Lake Country Club.

Bauman explained they held 40 ribbon cuttings in 2015 with the majority being in Birmingham. Bauman added they have accepted 165 new members in 2015.

Bauman stated the 2016 forecast series will be announced soon.

Bauman stated that the Chamber has enjoyed a great year in 2015 and sees the Birmingham Shopping District, City and Library as partners.

Astrein asked about progress with Chamber Bucks program.

Bauman answered that Chamber signed up four new companies for big purchases. Bauman explained they try to market as employee incentive program perk. Bauman stated they would like to see more BSD merchants signed up on the program.

Astrein stated that the new Chamber website is very nice.

Hockman congratulated the Chamber on their successes and thanked Bauman for his leadership and partnership.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein seconded by Fehan to approve the vouchers, as submitted, dated December 3, 2015.

VOTE: Yeas, 10 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. AGREEMENT RENEWAL FOR RETAIL CONSULTANT

MOTION: Motion by Astrein seconded by Valentine to approve an extension of the Retail Leasing Consultant agreement with Julie M. Fielder for a period of one year, to end December 31, 2016.

DISCUSSION: Heiney stated that the agreement was kept on an annual renewal to allow for feedback. Heiney stated the Executive Committee feels important to renew contract.

Fehan stated that in the history of the shopping district, the best decision was to add Fielder. Fehan added that Fielder's work is greatly appreciated.

VOTE: Yeas, 10 Nays, 0 Absent, 3

9. INFORMATION

a. RETAIL ACTIVITY

b. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE

10. PUBLIC COMMENT

Astrein asked about bistro license review.

Valentine replied review happens in February and is public process.

Astrein asked if intent to spread out into less dense areas.

Roberts added that with new commissioners it is a good time to review process.

Hohendorf suggested Planning look at benchmarks in other communities.

11. ADJOURNMENT – 8:55 A.M.

Respectfully submitted,

L. Rondelle (back-up notes on file)