

City of Birmingham  
Principal Shopping District Proceeding  
**Thursday, January 8, 2015 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, January 8, 2015, at 8:04 a.m. in the Community House.

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

**PRESENT:** Astrein, A.-Woods, Benkert, Hockman, Quintal, Roberts, Sobelton, Syzdek, Valentine

**ABSENT:** Daskas, Fehan, Solomon

**ALSO PRESENT:** Joe Bauman, Julie Fielder, Mark Gerber, Camille Jayne, William Seklar, Laura Shafer

**ADMINISTRATION:** John Heiney, Susan Dickinson

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

(Valentine arrived 8:06 a.m.)

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein seconded by Sobelton to approve the minutes dated December 4, 2014.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

**4. BOARD MEMBER COMMENTS**

Hockman told Board members that the Multi Modal Transportation Board (MMTB) has begun meeting on a regular basis. Hockman stated there will be upcoming hearings and discussions on what is the best plan for West Maple.

Hockman stated the 2016 Plan report from Andres Duany's 2014 visit has parking options and ideas for the City of Birmingham. Hockman stated that Heiney will e-mail Board members on these and other current topics to keep them up to date with the information.

A.-Woods felt that police patrolling was down during the holidays. She felt going forward there should be more of a police presence in Birmingham.

**5. REPORTS**

**a. FINANCE REPORT**

Gerber reviewed the written reports with the Board. Gerber stated the PSD is tracking slightly behind projected figures. Gerber told the PSD Board the special assessments were mailed out in December. Heiney stated the downtown maintenance costs have been lower over the last couple years, because some of the lights have remained in the trees. Heiney stated the lights have hit their three-year life span and will now be on a replacement cycle. Heiney stated every year one third of the lights will need to be replaced. Heiney stated this will increase the maintenance costs, and is the reason for the difference between actual and projected figures.

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

Heiney stated executive director items will be covered under committee reports.

### **c. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS-ASTREIN**

Astrein stated the Winter Markt went well and the weather was better than last year. Astrein stated All Wrapped Up in Birmingham – Ladies Night Out took place December 11 and reported feedback was mixed from stores on the event. Astrein stated that 75 shoppers did check in at Rojo for the event.

Astrein reported that valet parking averaged seven to 10 cars per location during the promotion. Astrein stated there needs to be consistency for the valet. Heiney stated valet took place two times during 2014, one in the spring and then the holiday valet. Heiney stated while financing is not available to offer valet all year long, he is recommending the PSD offer the valet service again in spring 2015. Heiney stated the service offers an added level of convenience for shoppers.

Astrein stated the storefront decorating contest had 20 participants. Astrein stated Elie's Mediterranean Grill won 1<sup>st</sup> place, with 2<sup>nd</sup> place awarded to fleurdetroit and 3<sup>rd</sup> to Complex.

Astrein stated Restaurant Week currently has 20 restaurants registered to participate on the website. The event will take place the last week of January and the first week of February. Heiney stated that as it gets closer to the event, the website traffic will increase with diners looking at participating restaurant menus.

Upcoming special events: 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**

Heiney stated the committee has been talking about enhancements to the Birmingham Magazine. Heiney stated the committee will meet with the HOUR Media team to discuss this topic. Heiney stated the holiday events received excellent support from the media. Heiney stated two TV segments were on air and the valet parking and ladies night out both added additional coverage. Heiney stated the PSD also did social media boosts. Heiney stated this is a cost effective way to increase the reach of the message and add new facebook followers.

#### **MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL**

Quintal stated the comments about the lighting in Shain Park have been very positive. Valentine stated he has had compliments come in to the manager's office with positive feedback regarding the holiday lights. Quintal stated the committee is working to have a wheel-chair accessible ramp in place for the 2015 Santa House.

Quintal stated the committee discussed future improvement projects. Valentine gave a brief description of future road improvements slated for Birmingham. Valentine stated this process will take place over a span of several years. The committee will work with City staff on the timing of road projects, so as to tie in maintenance beautification.

#### **BUSINESS DEVELOPMENT-DASKAS**

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

Fielder stated the ICSC event was moved to the Convention Center in New York and had approximately 9,500 in attendance. Fielder noted that the venue was great and made it easier to meet with people. Fielder stated she held nine specialty meetings while in New York.

## **EXECUTIVE BOARD REPORT-HOCKMAN**

Hockman thanked the Board for returning John Heiney's annual review sheet. Hockman stated the comments regarding Heiney were very positive. Hockman commented to Heiney on behalf of the PSD Board, stating that they value his services and appreciate what he does for the PSD.

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

## **CHAMBER REPORT**

Bauman had a Chamber upcoming events for January and February hand out for the Board. The first Economic Forecast Breakfast will take place Thursday, February 12, at The Townsend Hotel from 8 – 9:30 a.m. Bauman thanked the PSD Board for its partnership in support of the Birmingham Bloomfield Chamber Bucks program. Bauman stated the Chamber will work to promote the program as a sustainable year-long program, not just a holiday promotion.

For more Chamber events and information visit [www.bbcc.com](http://www.bbcc.com).

## **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Quintal to approve the vouchers, as submitted, dated January 8, 2015.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

## **7. OLD BUSINESS**

There was none.

## **8. NEW BUSINESS**

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

Heiney reviewed the initial PSD budget hand out with the PSD Board.

**MOTION:** Motion by Sobelton seconded by Astrein to approve the draft budget for the Birmingham Principal Shopping District for 2015-16, and to direct staff to present this budget to the Birmingham City Commission for review and approval.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

**9. INFORMATION**

**a. RETAIL ACTIVITY**

**b. WEBSITE REPORT**

**c. LETTERS**

**d. ANNOUNCEMENTS**

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

**10. PUBLIC COMMENT**

Jayne introduced William Seklar as new president of The Community House. Jayne gave a brief description of Seklar's background in business. Jayne stated she is now Chairman of the Board for The Community House.

Valentine told Board members of upcoming City meetings. Valentine stated a multi-modal transportation meeting will be held tonight (Thursday, January 8), at 6 p.m. in the Commission Room, an ad-hoc parking committee meeting will take place Tuesday, January 27 at 2 p.m., in City Hall; and the City Long Range Planning meeting will take place Saturday, January 31 at 9 a.m. in City Hall.

Astrein asked for the status of the crumbling sidewalk brick situation. Valentine stated this is currently an on-going maintenance program. To resolve brick problems call the PSD and City staff will be updated of problem areas.

**11. ADJOURNMENT – 8:51 A.M.**

Respectfully submitted,

S. Dickinson (back-up notes on file)