

City of Birmingham
Principal Shopping District Proceeding
Thursday, February 5, 2015 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Principal Shopping District Board held Thursday, February 5, 2015, at 8:04 a.m. in the Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, A.-Woods, Daskas, Fehan, Hockman, Quintal, Solomon, Syzdek, Valentine

ABSENT: Benkert, Roberts, Sobelton

ALSO PRESENT: Joe Bauman, Julie Fielder, Julie Grippo, William Seklar

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 Fehan to approve the minutes dated January 8, 2015.

VOTE: Yeas, 9 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

Daskas asked how Restaurant Week is going. Heiney stated the first week was good and feedback has been positive. Heiney stated Restaurant Week covers a two-week period to allow for Michigan weather.

5. REPORTS

a. FINANCE REPORT

Heiney stated the PSD is in the second half of the current fiscal year and is tracking well.

b. EXECUTIVE DIRECTOR'S REPORT-HEINEY

Heiney stated in the letter section of the Board Packet there is a Multi-Modal Transportation Board (MMTB) update for the Board. Heiney stated the next MMTB meeting is tonight in City Hall at 6 p.m. Valentine stated Board members can sign up to receive updates on MMTB by going to http://www.bhamgov.org/government/boards/mmtb_agendas.php.

c. COMMITTEE REPORTS:

SPECIAL EVENTS-ASTREIN

Astrein stated that Restaurant Week is in the second week, with 24 restaurants participating. Heiney stated media coverage of Restaurant Week has been strong. Heiney stated new to the event this year, is a frequent diner contest. Each time a diner frequents a participating restaurant; they can fill out a form to be entered into a contest for a gift certificate. Heiney stated in order to execute this plan, communication with restaurants and servers is very important. He said the PSD will follow up with restaurants after Restaurant Week in the form of a survey. The PSD will also meet with participating restaurants to get their

ideas on the event, and survey to see if the restaurants are interested in another Restaurant Week during a different month throughout the year.

Astrein stated Farmers Market will start May 3 and go through October 18, and Movie Nights 2015 has secured a Presenting Sponsor – Fred Lavery Company.

Upcoming special events: Birmingham Restaurant Week, February 2-6; and Farmers Market, Sundays May 3 through October 18. For current calendar events visit www.enjoybirmingham.com/events.

MARKETING & ADVERTISING-DASKAS

Daskas stated no meeting took place in January. Daskas stated the committee is starting to work on the Spring issue. The photo shoot is scheduled to take place February 26. Heiney stated the Spring issue will feature fashion, but will include a secondary feature on home furnishings. Heiney stated there is currently an incentive program for advertisers placing ads in the Birmingham Magazine. Heiney stated if a merchant commits to placing an ad in three consecutive magazines, they will also receive an advertorial for free.

Daskas stated the request for proposal (RFP) for the PSD branding has gone out. Heiney stated the RFP for branding is due February 24. Heiney stated the committee will have an initial review of the marketing and advertising RFPs at the next committee meeting.

Daskas stated the committee is pleased with the social media information that Rachel Winer is posting. Daskas told Board members a facebook contest is taking place for Restaurant Week. Contestants who enter the Restaurant Week contest are entered to win a gift certificate.

MAINTENANCE/CAPITAL IMPROVEMENTS-QUINTAL

Quintal stated the committee is working on new holiday lighting ideas for 2015. Quintal stated the committee is working on ideas for the Old Woodward and Maple intersection. Valentine stated the issue of lighting the big tree in Shain Park has been resolved. Valentine stated the plan going forward is to upgrade the electrical in the park.

Quintal stated the committee is looking into grouping or clustering planters for the flower season in certain areas of Birmingham. Quintal stated more hanging baskets and planters at the base of trees will also be added for 2015.

Quintal stated the committee continues to work on the downtown recycling project. Quintal stated the tops of the containers have been painted blue to help signify that they are recycling bins.

BUSINESS DEVELOPMENT-DASKAS

Daskas stated no meeting took place in January. Daskas stated there is a retail consultant update handout for the Board.

Fielder stated January is a big month to follow up with retailers, and to see the outcome of their holiday season. Fielder stated she followed up with 14 merchants in January and extended location offers to 10 others. Fielder commented that Macy's is buying the beauty and spa chain bluemercury.

EXECUTIVE BOARD REPORT-HOCKMAN

Hockman stated Board member Steve Syzdek has agreed to attend the marketing and advertising committee meetings. Hockman stated all other executive committee items have been covered under committee reports.

Astrein stated the parking updates were presented to the City Commission at the Long Range Planning Meeting. Valentine stated the City Commission discussed the options and alternatives regarding parking in Birmingham. Valentine stated there will still be a lot of discussion on this topic.

CHAMBER REPORT

Bauman told Board members the new Chamber website has launched. Bauman stated the new site is very user friendly. Bauman invited Board members to visit the new site at www.bbcc.com.

Bauman stated the first Economic Forecast Breakfast will take place Thursday, February 12, at The Townsend Hotel from 8 – 9:30 a.m.

Bauman stated the Chamber Bucks program started with a good initial startup, and the Chamber will continue to work to promote the program as a sustainable year-long program. Bauman stated there will be a presentation made at an upcoming PSD Merchant meeting to inform Birmingham merchants about the program.

For Chamber events and information visit www.bbcc.com.

THE COMMUNITY HOUSE REPORT

Seklar thanked the City and PSD Board for the snow removal during the last big snow fall.

Seklar stated he has had positive feedback on Restaurant Week. Seklar stated The Community House would like to participate in the 2015 Winter Markt event.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan seconded by Astrein to approve the vouchers, as submitted, dated February 5, 2015.

VOTE: Yeas, 9 Nays, 0 Absent, 3

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

a. EXTENSION OF AGREEMENT WITH MOSHER ASSOCIATES, INC. FOR PLANTERS

Heiney reviewed the extension of the agreement with Mosher Associates, Inc. for the 2015 season for the large concrete PSD planters.

MOTION: Motion by Astrein seconded by Daskas to approve a one-year extension of the agreement with Mosher Associates for summer flower planters for the 2015 season.

VOTE: Yeas, 9 Nays, 0 Absent, 3

b. EXTENSION OF AGREEMENT WITH WORRY FREE, INC. FOR HANGING BASKETS

Heiney reviewed the extension of the agreement with Worry Free, Inc. for the 2015 season, for the summer plantings with the PSD Board. Heiney stated that Worry Free is responsible for the growing and installing of the flowers. Heiney stated the maintenance is done by the City of Birmingham, Department of Public Service.

MOTION: Motion by Astrein seconded by Solomon to approve the extension of the agreement with Worry Free, Inc. for flower baskets for the 2015 summer season.

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

Astrein asked when the next merchant meeting is set to take place. Heiney stated a merchant meeting will take place in the month of March.

11. ADJOURNMENT – 8:47 A.M.

Respectfully submitted,

S. Dickinson (back-up notes on file)