

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

Minutes of the meeting of the Principal Shopping District Board held Thursday, March 5, 2015, 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, Solomon, Valentine

**ABSENT:** Fehan, Quintal, Syzdek

**ALSO PRESENT:** Joe Bauman, Julie Fielder, Mark Gerber, William Seklar

**ADMINISTRATION:** John Heiney, Marianne Gamboa, 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 February 5, 2015.

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

**4. BOARD MEMBER COMMENTS**

Benkert commented on attending the recent City parking committee meeting. There are two restaurants being added to the Palladium building which applied for 4 parking spaces in front of building for platforms. After much discussion, the committee voted not to recommend the plan. Benkert stated that the City Commission has the final decision. Valentine stated that this is not on the City Commission agenda at this time.

**5. REPORTS**

**a. FINANCE REPORT**

Gerber stated the PSD budget is tracking well and all accounts are on target as projected. Roberts asked about the increase in personnel costs to which Heiney explained that much more of marketing is being done in house by staff. It was noted that there is a savings in Marketing expenditures which offsets the personnel increase.

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

Heiney stated his report was covered in committee reports.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein stated that follow-up meeting with participating restaurants from Restaurant Week event revealed their desire to add an additional week event in fall. Heiney stated media coverage of Restaurant Week was strong.

Astrein stated Farmers Market will start May 3 and go through October 18, and Movie Nights are scheduled for summer in Booth Park.

Astrein stated that the Special Events Committee will combine with the Marketing & Advertising Committee for March meeting.

Upcoming special events: Farmers Market, Sundays May 3 through October 18; Movie Nights during summer months; and Day On The Town, July 25. For current calendar events visit [www.enjoybirmingham.com/events](http://www.enjoybirmingham.com/events).

### **MARKETING & ADVERTISING-DASKAS**

Heiney stated the Spring issue is on track. The photo shoot was last week in two home furnishing stores. Heiney stated that the committee will be taking a look at targeting distribution and exploring other markets for distribution.

Heiney stated the RFP for branding closed last week. Eleven qualified bids were received, all of which are Michigan companies. Heiney stated that staff will review and a selection committee will be formed. Heiney assured the board that the branding process will be very public with focus groups and board input. Goal to have recommendation to board by April meeting.

Heiney stated that facebook is a cost effective way to promote events. Example given of Restaurant Week and how facebook impressions increased visits to website. Heiney stated that the PSD had two live holiday segments, four live restaurant week segments and a live segment for Valentine's Day on local news. Staff is developing story ideas for remainder of year to capitalize on local news wanting more local content.

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

No meeting was held in February.

City met with English Gardens which lit two trees in Shain Park for examples of different techniques to light trees for holidays. Valentine added that the city is assessing what makes more sense as far as budget, time, equipment available, etc. Heiney stated the committee is looking into grouping or clustering planters for the flower season in certain areas of Birmingham. A demonstration will be set up on S. Old Woodward on bump-out in front of Universal Watch. More hanging baskets and planters at the base of trees will also be added for 2015.

Heiney stated that more than 30 properties were found to be non-compliant with snow removal guidelines. Letters will be mailed or hand delivered to repeat offenders with the hope that they will begin to comply. PSD is also updating notification system.

### **BUSINESS DEVELOPMENT-DASKAS**

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

Fielder stated that the brochure is five years old and needs update. Plans are to update with more photos, new branding when available and additional information as more stores of interest have opened.

### **EXECUTIVE BOARD REPORT-HOCKMAN**

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

Astrein stated the ad hoc parking committee recommendations were presented to the City Commission this month. Valentine stated the City Commission began discussion on options and alternatives regarding parking in Birmingham at the Long Range Planning Meeting. Valentine stated there will still be a lot of discussion on this topic before plans are finalized.

### **CHAMBER REPORT**

Bauman stated the annual Healthcare Forecast Breakfast will take place Wednesday, March 11, at Henry Ford Bloomfield from 8 – 9:30 a.m. Bi-Annual Legislative Reception will be held at the Townsend Hotel from 5:30 p.m. to 7:30 p.m. on April 8. Also, Real Estate Forecast scheduled for April 23 at the Townsend Hotel from 7:45 a.m. to 9:30 a.m.

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

## **THE COMMUNITY HOUSE REPORT**

Seklar spoke about sponsored groups vs. supported groups of The Community House. Seklar stated just added 14<sup>th</sup> supported non-profit group – the Birmingham Bloomfield Chamber. PSD is already supported groups. Seklar explained that sponsored groups are those that TCH founded; supported groups are those TCH helps by providing meeting space and help to conduct business. Heiney added that the next PSD Merchant meeting would be held at TCH on March 18. Seklar stated that they are looking for ways to bring a version of the often missed Jazz Fest to their terrace.

### **6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein seconded by Sobelton to approve the vouchers, as submitted, dated March 5, 2015.

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

### **7. OLD BUSINESS**

There was none.

### **8. NEW BUSINESS**

There was none.

### **9. INFORMATION**

#### **a. RETAIL ACTIVITY**

#### **b. MULTI-MODAL TRANSPORTATION BOARD REPORT**

#### **c. BOARD ATTENDANCE & MONTHLY MEETING SCHEDULE**

### **10. PUBLIC COMMENT**

Solomon asked for update on parking. Valentine replied that the ad hoc committee had their final meeting and would be submitting their report to city commission. Valentine stated this is the needs assessment portion of the study, no solutions yet. Fielder stated she had attended the last multi-modal meeting, pointing out identifying traffic patterns. Valentine added that this board is date driven and board meeting tonight. Valentine encouraged PSD Board members to follow progress and read updates on city website. Heiney added that PSD sends email notifications and updates as well. Woods expressed grief for Jeff Surnow's passing, noting his kindness and consideration toward PSD merchants.

### **11. ADJOURNMENT – 8:48 A.M.**

Respectfully submitted,

*L. Rondelle* (back-up notes on file)