

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, January 5, 2017 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 5, 2017, at 8:00 a.m. in The Community House.

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

**PRESENT:** Astrein, A.-Woods, Daskas, Eid, Hockman, Pohlod, Quintal, Valentine

**ABSENT:** Fehan, Roberts, Solomon, Surnow

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

**ADMINISTRATION:** Comerford, Gamboa, Heiney, Rondello

**2. RECOGNITION OF VISITORS**

Hockman welcomed everyone in the audience.

(Surnow arrived at 8:02 a.m.)

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Valentine seconded by Quintal to approve the minutes dated December 1, 2016.

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

**4. BOARD MEMBER COMMENTS**

Hockman presented Heiney with a commemorative plaque, recognizing him for his 17 successful years with the BSD. Heiney's integrity, enthusiasm and strong leadership have improved all aspects of the BSD. Hockman, on behalf of entire BSD Board, wished Heiney well in his new endeavor.

**5. REPORTS**

a. **FINANCE REPORT**

Gerber explained that the cash flow report shows approximately \$66,000 more than projected mostly because special event revenues were more than projected. As December special event expenses are paid, this number will be more aligned with projected amount. Gerber stated that the special assessments were sent out and are due by mid-February. The City will try to collect until April at which time they transfer to Oakland County for collection. Gerber stated that the expenditures for the current fiscal year are at 42%, which is on target at this time.

b. **EXECUTIVE DIRECTOR REPORT - HEINEY**

Heiney said that his report would be covered in committee reports.

c. **COMMITTEE REPORTS:**

**SPECIAL EVENTS-ASTREIN**

Astrein said that the Tree Lighting was rescheduled to the opening night of the Birmingham Winter Markt. The committee is

considering merging the Tree Lighting with the Winter Markt as a permanent change as it decreases expenses and increased attendance. Astrein reported that the Santa House was successful in spite of the challenges of new Santas being introduced this year. Restaurant Week is scheduled for January 30 – February 3 and February 6 through February 10.

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

Daskas said that Harris Marketing is currently working on a marketing campaign for the upcoming Old Woodward construction project. She also said that staff is in the process of placing ads for Restaurant Week. Heiney acknowledged that staff worked diligently to distribute promotional materials to restaurants before the holidays per their request. Daskas stated that an editorial meeting is scheduled for the spring issue of the Birmingham Magazine within the next week.

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

Quintal said the committee will decide on the new planters at their upcoming meeting. He encouraged everyone who has not seen the prototype to stop by as it is placed behind the Birmingham Theatre. Request for Proposals for planters and hanging baskets will be worked on for the next season and beyond. A Request for Proposal for snow removal will be discussed at the next committee meeting.

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

Daskas talked about Gazelle Sports opening in the Surnow building. Surnow stated that the barricades would be coming down soon. Valentine praised Surnow on the refurbishing of the building, stating that it is a great complement to downtown Birmingham.

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

Hockman stated that the Executive Director job description will be posted on the City's website today and applicants will be vetted through the City's Human Resource Department. Interviews will take place with the Executive Committee and then finalists will be brought to the full Board for review. Hockman said that the Executive Board hopes to have a decision by the April Board meeting for approval.

##### **a. CHAMBER REPORT**

Bauman reported that the Chamber experienced a net growth in members for fifth consecutive year. The Chamber also organized 40 ribbon cuttings over the past year for local businesses. Bauman invited everyone to attend the Economic Forecast on Thursday, January 12 at The Reserve on Eton Street. Bauman complimented Heiney on his leadership and said that the Chamber is committed to maintain its strong partnership with the BSD.

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

**MOTION:** Motion by Astrein, seconded by Quintal to approve the vouchers, as submitted, dated January 5, 2017.

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

#### **7. OLD BUSINESS**

There was none.

#### **8. NEW BUSINESS**

##### **a. BUDGET APPROVAL**

**MOTION:** Motion by Astrein, seconded by Valentine to approve the draft budget for the Birmingham Shopping District, and to direct staff to forward this for review and approval as part of the City of Birmingham budget process.

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

**b. EXTENSION OF AGREEMENT WITH HOUR CUSTOM PUBLISHING**

**MOTION:** Motion by Astrein, seconded by Daskas to approve a contract extension with Hour Custom Publishing for Birmingham Magazine for the Spring/Summer 2017 issue. Further, to direct staff to issue a Request for Proposal for publication of Birmingham Magazine for a contract to begin with the Fall 2017 issue.

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

**c. ADOPTION OF BSD STRATEGIC PLAN UPDATE**

**MOTION:** Motion by Astrein, seconded by Valentine to formally adopt the Strategic Plan Update, and to direct committee chairs, assigned committees and staff to begin to implement the goals and objectives outlined in the document.

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

**d. RETAIL CONSULTING AGREEMENT**

**MOTION:** Motion by Valentine, seconded by Astrein to approval an agreement with Julie Fielder for retail consulting services. Further, to direct staff to work with Ms. Fielder to fully execute the agreement to maintain a seamless stream of service in 2017.

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

**9. INFORMATION**

- a. Retail Activity**
- b. Announcements**
- c. Letters, Board Attendance & Monthly Meeting Schedule**

**10. PUBLIC COMMENTS**

Valentine stated that the Ad Hoc Parking Development Committee will meet tomorrow, January 6, regarding the North Old Woodward parking structure. In addition, Monday evening, January 9, City Commission will be reviewing the proposed parking rate adjustment.

**11. ADJOURNMENT – 8:50 A.M.**

Respectfully submitted,

*Lori Rondello* (back-up notes on file)