

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, August 2, 2018 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 2, 2018, at 8:04 a.m. in The Community House.

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

**PRESENT:** Astrein, Eid, Kay, Pohlod, Quintal, Roberts, Solomon

**ABSENT:** Fehan, Hockman, Surnow, Valentine

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook, Gerber

**2. RECOGNITION OF VISITORS**

Ara Darakjian, David Hoendorff, Andrew Littman

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Roberts, seconded by Pohlod to approve the minutes dated June 7, 2018.

**VOTE:** Yeas, 7 Nays, 0 Absent, 4

**4. BOARD MEMBER COMMENTS**

Astrein read a letter from Valentine letting the board know that there will be another week of work to wrap-up the Old Woodward reconstruction project by August 10<sup>th</sup>. The ribbon cutting is scheduled for 9 a.m. on Saturday, August 11<sup>th</sup>.

The parking consultant is wrapping up. A report will be given at the September meeting.

Tighe welcomed Kay to the board and recognized his continued involvement as a member of the special events and marketing committees.

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

The June Year End Balance shows \$671,670 fund balance which means the BSD broke even for the year. Special assessments of \$32,596 will be rolled into taxes that will be collected over the coming year as tax payments are made.

Revenue & expenditures are at 81% of overall budgeted expenses for the year. Some cash contributions from the parking system helped. There was also a cutback on some maintenance due to the expanded construction area.

Cash flow year to date shows an overall cash balance increase of \$237,000 over the projected amount. \$160,000 contribution from APS fund cash balance will be used up a bit. There will be a separate account for valet in the future.

DPS expenses were also lower. We are doing well cash wise and fund balance wise.

Tighe will be working on what the assessment should be for the future.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe once again welcomed Kay to the BSD board of directors. She reminded everyone that Day on the Town will be on Saturday, August 11<sup>th</sup>. She remarked that we are all looking forward to the end of construction.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein explained that the Birmingham Bonus Bucks (BBB) program has ended. It was very well received with about half of those distributed already being redeemed. The special events committee is considering doing a similar program for Small Business Saturday.

The winner for the Construction Art Contest has been selected and will be announced during the ribbon cutting ceremony at the start of Day on the Town which will be held on August 11<sup>th</sup>.

Some stores held their own sales on July 28<sup>th</sup>. Kay said that Found Objects had a very good day.

The Birmingham Cruise Event is moving along. Approximately 325 cars have registered to be a part of the event.

**MARKETING & ADVERTISING - POHLOD**

Pohlod said that at the last meeting the committee reviewed roles and responsibilities. They held a strategy session with HOUR to discuss the future and direction of the magazine. They would like to be focusing on a lifestyle magazine – why to come here, what you can get here – a more in depth look at the City. A direction was set for the next three magazines.

The next photo shoot will take place on August 9<sup>th</sup>. It will highlight the new streetscape.

The committee would like to work with other committees to coordinate what is in the magazine.

The next committee meeting will focus on the website. There will be a different focus each month.

Solomon commented that this sounds very positive – a great report.

Darakjian asked how many copies are printed. Tighe responded with over 50,000. Darakjian wanted to know why this is a good investment. He said that most city magazines don't succeed. He feels that the magazine should be more biopics and share more of the personalities in Birmingham.

Astrein explained that the committee has a new direction. Social media now plays a much bigger role.

Darakjian said that although it is attractive, he doesn't feel that the new BSD website does a good job of showcasing Birmingham. He thinks the opening image should be City Hall, not a model. Kay let him know that the plan is to update the images, but new pictures couldn't be taken until after road construction was completed.

Pohlod said she agreed with some of Darakjian's thoughts but explained that it can't all happen overnight. There are two years left in the magazine contract with HOUR and they will continue to analyze what is working and what is not and make appropriate changes.

Astrein suggested that further discussion would take place at the next committee meeting.

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

Quintal shared that they have walked through the newly renovated streets with Nick's Maintenance to get a quote for the larger sidewalks/bump outs. More information will be provided next month.

Astrein stated that he feels the crosswalks are a priority and that piled snow in the middle of the street will be a challenge.

Quintal explained that the contractor has a new blade that can push more snow.

Valet is still averaging around 800 cars.

Hanging baskets will remain the same. The committee is happy with the size of the new trees and that the new planters are watered automatically with sprinklers which will save money next year in labor costs.

Darakjian asked how snow will be removed. Quintal said that it will be a learning curve, but he expects that it will be piled in different parking spots each time until it can be removed.

## **BUSINESS DEVELOPMENT - SURNOW**

The committee is continuing to work on tenant recruitment. One national retailer is very interested and three had property tours this week. The committee is working to incorporate an available properties list on the website that is more interactive and has more details.

On the retention side, there have been meetings with several retailers to share information from the consultant.

The committee is looking into recognizing more long time businesses and welcoming new businesses to town.

## **EXECUTIVE BOARD REPORT**

No report

### **d. PARKING REPORT**

There was no parking report

### **e. CHAMBER REPORT**

There was no report from the Chamber.

**f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Pohlod, seconded by Quintal to approve the vouchers, as submitted, dated July 5, 2018 and August 2, 2018.

**VOTE:** Yeas, 7 Nays, 0 Absent, 4

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

a. Approval of BSD Committee application

**MOTION:** Motion by Quintal, seconded by Pohlod to approve Ara Darakjian as a member of the BSD Marketing Committee and Glenn Ceresnie as a member of the Maintenance and Capital Committee.

**VOTE:** Yeas, 7 Nays, 0 Absent, 4

**9. INFORMATION**

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

**10. PUBLIC COMMENTS**

**11. ADJOURNMENT – 8:40 A.M.**

Respectfully submitted,  
Jaimi Brook (back-up notes on file)