

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, May 3, 2018 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 3, 2018, at 8:03 a.m. in The Community House.

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

**PRESENT:** Astrein, A.-Woods, Daskas, Eid, Fehan, Hockman, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

**ABSENT:**

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook, Gerber

**2. RECOGNITION OF VISITORS**

Ara Darakjian

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Astrein to approve the minutes dated April 3, 2018.

**VOTE:** Yeas, 12 Nays, 0 Absent, 0

**4. BOARD MEMBER COMMENTS**

Hockman thanked A-Woods for her years of dedicated service to the BSD Board and presented her with a plaque.

Valentine let everyone know that the Old Woodward Reconstruction Project had a setback over the weekend at the Maple intersection. The plans from 1930 were not accurate and some reconfiguring needed to be done. This will require Maple Rd. to be closed a little longer than anticipated but has not impacted the timing of the overall project.

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

Cash flow shows that we are \$72,000 ahead of projections. Special assessments are not as brisk and DPS charges are lower. There was a difference in the timing of some of the snow removal. The Marketing and Maintenance budgets are also on the plus side due a lot to timing of expenses. Overall, we are in good shape and progressing as planned.

The Revenue & Expense sheet for March (which is 75% of the way through the year) shows revenue at 76% with Special Events revenue still to be collected. Investment income is above budget, but that might change with market value adjustments at the end of the fiscal year.

The Balance Sheet shows \$802,000 in cash with two special assessments as receivables. The first is for the current year \$78,000 has not been paid. Last year the amount was \$54,000. This is not bad as we are at 91% (last year was 94%).

There is a \$9,800 still unpaid from last year's assessment. The County will buy these and work to collect them with their taxes. We will get the money in May. Our fund balance is about \$800,000.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe shared that her presentation of the BSD budget to City Commission went well. There were no questions or issues with the budget.

Tighe also updated the board on an item that had been tabled at the April meeting regarding Bob Gibb being approved for the Maintenance and Capital Improvements committee. After the meeting Gibb withdrew his application to be a committee member. So, this item is no longer an issue for consideration.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein explained that the Birmingham Bonus Bucks (BBB) program has been very well received and that the original \$20,000 set aside to fund the program has been used. An additional \$10,000 has been added to the funding and Phase 2 of the program began on April 27<sup>th</sup>.

In Phase 2 the BBBs earned are in \$10 increments instead of \$20. Guidelines have also been made tighter for Phase 2 – dollars spent do not include tax or tip and are for purchases at a Birmingham shop, boutique or restaurant, not for services. The guidelines also now state that the forms must be completed by the individual – no third parties.

Over 100 panels have been assigned for painting in the Birmingham Construction Art Contest.

The committee also feels that dollars would be best spent continuing the BBB program instead of doing a mid-construction event.

Astrein reminded everyone that the Farmers Market Opening Day is Sunday, May 6<sup>th</sup> and the date for Day on the Town will be Saturday, July 28<sup>th</sup>.

Pohlod shared that there is a plan for hiring Santas for Santa Haus for the coming season that will save a considerable amount of money.

**MARKETING & ADVERTISING - DASKAS**

Daskas said that no meeting was held in April but the committee worked on the editorial for the Birmingham Magazine which will be out next week.

The BSD's new website also went live. It has a fresh look and is easier to navigate.

There was a nice article from the Planning Board in DBusiness. Daskas thinks that we need to do more press to promote retail and restaurants and let the media know that Birmingham retail is not dead.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

No April meeting was held. Quintal shared that valet is going well and has been very busy with 700-800 cars being parked per week. He mentioned that during construction, nothing has changed for the theater business.

## **BUSINESS DEVELOPMENT - SURNOW**

A committee meeting was held on April 18<sup>th</sup>. The committee is looking at a comprehensive process that will be more in depth and involved than just relying on Buxton. The two main areas are tenant recruitment and retention/growth. There will be a review of standard operating procedures and what the process is.

The committee is continuing to work on reports and making information easier to access. One of the committee's goals is to educate stake holders about how the BSD can help. There is a need to change the perception which will take time.

Tighe will be going to Las Vegas to attend the International Council of Shopping Centers Conference to meet with potential retailers and promote Birmingham.

Astrein thanked Surnow for his hard work and wanted to make sure that Buxton knows everything that is going on in Birmingham with the new hotel coming and the City's investments.

Fehan suggested that we have a spot on our website highlighting new business openings.

Daskas raised a concern over Pop-Up shops opening for short times. She does not feel that they should be allowed. Tighe explained that there are national retailers who open Pop-Ups to test the market before making a commitment to a long term lease.

Fehan commented that the best solution is to rent out all of the available space then there would not be a place for a Pop-Up to open.

Valentine pointed out that there is an evolution in retail and it is something that should be monitored as the environment is ever changing.

Darakjian said that he is glad that retail is being discussed but asked the board to try not to regulate too much as he feels that the more people that come to Birmingham, the better.

## **EXECUTIVE BOARD REPORT**

Hockman asked Tighe and Gerber to look at the budget for additional funds that could be allocated to the BBB program. He wants the program to continue.

### **d. PARKING REPORT**

Valentine said that numbers in April will change due to the Go Up initiative which will open up the first floor of the parking structures.

The parking consultant is planning an open forum for input later in the month. And, the ad hoc has sent two proposals on to the Commission for the redo of the North Old Woodward structure.

### **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 Astrein, seconded by Fehan to approve the vouchers, as submitted, dated March 1, 2018.

**VOTE:** Yeas, 12 Nays, 0 Absent, 0

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

Birmingham Bonus Bucks Phase Two Approval

**MOTION:** Motion by Astrein, seconded by Fehan approve the BSD Special Events Committee recommendation to allocate \$10,000 of its budget to the Birmingham Bonus Bucks Phase Two promotion, pending final staff review and final revisions if required.

**VOTE:** Yeas, 12 Nays, 0 Absent, 0

**9. INFORMATION**

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

**10. PUBLIC COMMENTS**

**11. ADJOURNMENT – 9:03 A.M.**

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