

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, June 6, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 6, 2019, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Hockman, Kay, Pohlod, Roberts, Solomon, Surnow, Valentine

ABSENT: Eid, Fehan, Quintal

ALSO PRESENT: David Hohendorf, Joe Bauman

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated May 2, 2019.

VOTE: Yeas, 8 Nays, 0 Absent, 3

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe shared that \$995,730 of assessments have been collected of the \$1,043,667 due. This is a good rate. In the next month, those still not paid will be turned over to Oakland County for collection.

The fund balance is currently \$640,121. She said that there were no other significant items to report.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Farmers Market is in full swing and off to a good start. He shared that the first Movie Night of the season will be held on Friday, June 14th. Since we will be showing Zootopia, which has a police theme, the police department will be on hand with vehicles for kids to explore.

Registration is now open for merchants who plan to participate in Day on the Town which will be held on Saturday, July 27th.

MARKETING & ADVERTISING - POHLOD

Pohlod updated everyone that they received 3 bids for the Birmingham Magazine. The committee met with two of the companies – the third was HOUR with whom they had already been working. The committee will be recommending Renaissance Media as the new publisher. Renaissance Media currently publishes Seen Magazine and the Jewish News.

The committee voted unanimously. They feel that Renaissance can do lifestyle, fashion and specialty pieces and they had a very open nature to taking feedback. The cost will also be half the price of HOUR. Other benefits include that they will direct mail the magazines instead of dropping them off at houses, there will be a digital version of the magazine available and rates for advertisers will be about half of the cost of advertising with HOUR.

Pohlod also gave a social media update. She said that Paige has now been with us about three months and we are seeing some growth in followers. It is not yet what the committee is hoping for, but they are putting things in place for future growth.

MAINTENANCE/CAPITAL IMPROVEMENTS - TIGHE

Flower baskets and planters have been installed. The committee is continuing to discuss holiday lighting with unique options for N. Old Woodward.

We are working with the City for complimentary valet in Lot 6 during construction. The lot will be closed two Saturdays for paving. The finished project will offer an increased number of parking spaces as well as more room at the Farmers Market.

Valentine added that there are also better environmental features for run-off water and improved river access.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that there was a merchant meeting held mid-April. It helped to give merchants a heads up about the Birmingham NOW project before the bond vote.

The committee is looking into having a third party provider handle the gift certificate program to help streamline the process.

Uber was very difficult to contact. Lyft was much more receptive to an incentive program. There is a \$30,000 budget for the program that will offer riders \$7 toward their ride to Birmingham during the day and \$3 in the evening. Work on the contract is being finalized.

Tighe explained that the parking system experiences the most pressure during the day and the committee is hopeful the \$7 incentive provided to daytime shoppers will increase business downtown and help merchants. Valentine mentioned that the use of the on street valet is increasing.

Tighe also shared that she had good meetings at ICSC with major brokers and that the May 8th building owner/broker roundtable was helpful.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman reminded the board that there will be a vote coming up in August for the Birmingham NOW project. And, should it pass the board should consider how we will be able to support merchants during that period.

d. PARKING REPORT - VALENTINE

Valentine gave an update that Lot 6 should be done in a couple of weeks. The NOW structure initiative is moving forward. It will add 400 parking spaces. This will include reconstruction of the structure – moving it off of the road frontage and including a new anchor store – RH.

August 6th there will be a funding request on the ballot. An information piece is available and the website will be set-up to share information and FAQ. If approved, construction will start in November. It will be an 18-24 month project. A parking mitigation plan would be implemented. It would include several facets – ride share, SMART, shuttles, valet, etc.

Astrein shared that merchants can get absentee ballot applications and pass them out to residents. Valentine reminded the group that this has gone through extensive planning over a twenty-year period. It is not a new idea being introduced and it will be done at no cost to tax payers.

e. CHAMBER REPORT - BAUMAN

Bauman thanked everyone for their support of the Village Fair that took place last weekend. The weather was not good on Saturday, but they had their busiest Friday and Sunday ever.

Vine and Dine is scheduled for September 17th at the Double Tree Kinglsey.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated June 6, 2019.

VOTE: Yeas, 8 Nays, 0 Absent, 3

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Renaissance Media Agreement for Birmingham Magazine

MOTION: Motion by Astrein, seconded by Valentine to approve the agreement with Renaissance Media for the production and distribution of the Birmingham Magazine in 2019 and 2020, conditional upon receipt of signatures.

VOTE: Yeas, 8 Nays, 0 Absent, 3

b. WXYZ Agreement for Cruise

MOTION: Motion by Astrein, seconded by Kay to approve the agreement with WXYZ Channel 7 for the Birmingham Cruise Event, conditional upon receipt of signatures and insurance.

VOTE: Yeas, 8 Nays, 0 Absent, 3

c. Detroit Event Company Agreement for Cruise Event

MOTION: Motion by Astrein, seconded by Surnow to approve the agreement with Detroit Event Company to provide live music for the Birmingham Dream Cruise Event, conditional upon receipt of signatures and insurance.

Tighe shared that this is the 25th Annual Cruise Event and adding two professional bands will help to enhance the event.

VOTE: Yeas, 8 Nays, 0 Absent, 3

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hockman announced that there will not be a July board meeting due to lack of quorum. The next meeting will be held in August.

Valentine shared that the initial effort of the Master Plan update for the City focused on residential neighborhoods. The charrette process led to preliminary proposals. He encouraged the board to take a look and see the eight key proposals. More findings will be presented in July. The final recommendations will come in late fall or early winter. The information can be found at www.thebirminghamplan.com

11. ADJOURNMENT – 8:53 A.M.

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