

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, September 5, 2019 - 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, September 5, 2019, at 8:03 a.m. in The Community House.

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

**PRESENT:** Astrein, Fehan, Hockman, Kay, Pohlod, Quintal, Roberts, Surnow, Valentine

**ABSENT:** Eid, Solomon

**ALSO PRESENT:** Joe Bauman

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Astrein to approve the minutes dated August 1, 2019.

**VOTE:** Yeas, 9 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe shared that the revenue and expense report shows charges to the auto parking system with an increased amount due to valet and marketing for the upcoming Maple Road reconstruction project. The \$150,000 will cover \$75,000 for valet, \$50,000 for marketing and \$25,000 annual holiday budget.

The cash flow report will show higher expenditures are indicated for marketing and advertising in March, April and May to plan for additional payments during construction.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

No report given

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that the Movie Night series went very well with high attendance and a significant increase in sponsorship.

The Birmingham Cruise event was successful with good weather a great crowd and a lot of classic cars. Tighe shared a Cruise summary highlighting all of the different city departments that were involved in this event.

Farmers Market is continuing to go well. Harvest Fest will be taking place on Sunday, September 15<sup>th</sup>.

The committee is focusing on holiday events – Small Business Saturday, Santa Walk and Winter Markt.

Hockman thanked Brook for her hard work during a busy summer season.

### **MARKETING & ADVERTISING - POHLOD**

Pohlod updated everyone they have met with Paige regarding items that need to be improved with social media. She said that they are seeing some improvements and will continue to meet on a regular basis.

The photo shoot for the next Birmingham Magazine took place at Perno and went very well. The committee is impressed with the production team. A first draft should be available for proofing in the next week. Pohlod asked board members to please confirm their ad space in the magazine with the representative from Renaissance Media.

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

Quintal reported that they have ordered new holiday lights for N. Old Woodward. They have also gotten prices for new planter ideas and think that they would like to have something more uniform for the hanging baskets and the planters next year.

Astrein asked if it is in the budget to do more ice removal. Quintal explained that they will do what they can, but if there is another really bad day, like there was last year, they will not be able to keep up.

### **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that Cindy has been very busy and there has been a lot of interest in Surnow's available properties. He feels that good collaboration with property owners and Cindy has been very helpful and that this is very different from a few years ago.

Tighe agreed that Cindy has been persistent and had regular communication with Tighe and interested parties and there are currently some very strong leads. Valentine said that the efforts are paying off and that it shows in the numbers.

Surnow updated the board that the Lyft contract is almost done.

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

Hockman reminded the board that Maple Rd. construction will be taking place in the spring/summer of 2020. To help prepare for this, the committee chairs from the BSD's four committees will be meeting and working to put together a cohesive plan.

**d. PARKING REPORT - VALENTINE**

Valentine gave an update that the ballot initiative for the new parking structure did not pass. The Advisory Parking Committee has been tasked with looking at other options to expand capacity. Although numbers were a little lower over the summer, three of five structures are full on a regular basis.

**e. CHAMBER REPORT - BAUMAN**

Bauman reminded the board that their annual Vine and Dine is scheduled for September 17<sup>th</sup> at the Double Tree Kingsley. They also have a community leadership breakfast on October 16<sup>th</sup> and their Halloween parade on October 27<sup>th</sup>.

The Chamber would like to partner with the BSD on initiatives to help businesses during the upcoming construction period.

**f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan, seconded by Astrein to approve the vouchers, as submitted, dated September 5, 2019.

**VOTE:** Yeas, 9 Nays, 0 Absent, 2

**7. UNFINISHED BUSINESS**

**8. NEW BUSINESS**

**9. INFORMATION**

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

**10. PUBLIC COMMENTS**

Tighe shared that there will be a merchant meeting on September 18<sup>th</sup> that will have a construction update.

**11. ADJOURNMENT – 8:39 A.M.**

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