

City of Birmingham  
Birmingham Shopping District Proceeding  
**Wednesday, April 15, 2020 - 9:00 a.m.**  
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Wednesday, April 15, 2020, at 9:01 a.m. via ZOOM Meetings

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

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

**ABSENT:** Eid, Solomon

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Astrein to approve the minutes dated March 5, 2020.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

Valentine shared that the Maple Road reconstruction project was approved by MDOT. The city is now working with Iafate to finalize the plans. It is expected that they will start on May 4th with erecting the barricades and bringing in equipment.

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe reported that the balance sheet shows a fund balance through the end of February of \$550,763. This is two-thirds of the way through the fiscal year. The revenue and expense report shows that we have spent 59% of our budget which is a little lower than anticipated.

Cash flow for the 8 months ending in February shows a \$500,000 variance in special assessments and \$100,000 variance in parking. This is primarily a timing issue. Bills for assessments were mailed out later than in previous year and had a March due date. There will be a large jump for that number in the next report due to the continued payments and a transfer of funds from the parking committee to help cover the cost of valet during construction which was made in March.

Ninety-one percent of the assessments have been collected to date. A reminder letter will be mailed before turning unpaid assessments over to Oakland County.

Astrein asked if late fees are going to be applied. Tighe responded that she was not sure but would check.

b. **EXECUTIVE DIRECTOR REPORT - TIGHE**

None

c. **COMMITTEE REPORTS:**

**EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman explained that he wanted to bring the board up to date on what has transpired over the last several weeks. He shared that Tighe has been working diligently, and that this is a very difficult time, our businesses are being extremely challenged. So, we are working to develop a strategy by looking at our budget and seeing where funds can be reprogrammed to help businesses.

The executive committee met and would like to reallocate \$100,000 from the new budget which starts on July 1<sup>st</sup>. The goal is to expand existing programs or implement new programs to help businesses. The plan is to also use dollars from the fund balance for a total of \$200,000. Committee chairs are being asked to look at their budgets, meet with their committees and come back to the board with a plan.

Hockman continued that he understands that this is not static and recommendations and ideas will need to be flexible to help businesses get back on their feet. Construction programs are already planned which will help but they may need to be expanded into the fall.

**SPECIAL EVENTS - ASTREIN**

Astrein reported that Farmers Market is scheduled to open on Sunday, May 3<sup>rd</sup>. The tentative plan is to open with a limited drive-thru market selling pre-packaged produce. Tighe shared that she believes this will allow people to obtain fresh produce in a safe manner that will also keep staff safe.

Astrein explained that we are not sure what will happen for Movie Nights yet. There is a possibility that they may need to be cancelled or the dates may need to be changed. Day on the Town is still scheduled and the Woodward Dream Cruise and Birmingham Cruise Event are still planned.

We may also look into a small Back in Business event.

**MARKETING & ADVERTISING - POHLOD**

Pohlod updated the board that the web design RFPs have been reviewed and the committee is ready to have conversations with a few of the vendors. This process is now on hold.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

The appreciation luncheon for the DPS crew is on hold a new date will be scheduled when possible.

Tighe shared that construction signs have been printed and are at DPS ready to be hung.

Quintal shared that planters and hanging baskets are ready. They will be placed when the okay is given. He also reported that options for snow removal will need to be discussed.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that the current situation has thrown everyone for a loop. The first objective is to see what resources are available. The big focus is on business retention while still working on recruitment – Cindy is still working. We are looking at what we can do to help right now.

Tighe explained that we have been pushing out information for all of the government assistance programs and working with Oakland County on some of their grants. Tighe is the point person for Birmingham to help evaluate the applications. Our portion of Oakland County has been allotted approximately \$200,000 for grants and another \$200,000 for loans. She also mentioned that staff has been reaching out to all businesses.

### **d. PARKING REPORT - ASTREIN**

Astrien reported that the city has not been charging for monthly parking permits since March. There is also currently no charge for parking meters in the city. Valentine added that they are looking at extending the no charge for parking in the city after businesses reopen.

### **e. CHAMBER REPORT – BAUMAN**

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 Fehan, seconded by Astrein to approve the vouchers, as submitted, dated April 15, 2020.

**VOTE:** Yeas, 10 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**

Astrein asked if construction on the N. Old Woodward parking structure is continuing. Valentine answered that yes, the work on the parking structure is on-going.

Hockman asked committee chairs to look at their budgets and work on a plan. The board may reconvene in a couple of weeks to approve budget changes. We want to be ready when businesses are able to reopen.

**11. ADJOURNMENT – 9:30 A.M.**

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