

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, February 6, 2020 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, February 6, 2020, at 8:06 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Eid, Fehan, Hockman, Kay, Quintal, Pohlod, Roberts, Solomon, Surnow, Valentine

ABSENT: Astrein, Lundberg

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Pohlod to approve the minutes dated January 9, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

None

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe shared that the fund balance at the end of December was \$155,595. This is regularly the lowest point in the year for the fund balance as it is the last month prior to the BSD assessments being mailed out. New assessments were mailed in January. Therefore, the fund balance will continue to go up as people make payments.

Revenue and expenses are on track. The total revenue is at 13% due to the fact that assessments are just coming in.

Valentine pointed out that the legal services line item is already at 100%. Tighe acknowledged that and said that she would continue to keep an eye on this line item. She explained that many contracts needed to be renewed this year and needed legal review.

Cash flow was a negative number due to the assessments but will be replenished next month.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe thanked the board for attending her report at the city's long range planning session. She said that the presentation was well received by the commissioners.

Solomon commended Tighe on a job well done.

Tighe shared the highlights of the plans that each committee has been working for the Maple Road reconstruction period.

Maintenance and Capital – will offer free valet, signage for merchants and way finding and looking into lighting needs.

Marketing - \$50,000 will be committed to Birmingham Bonus Bucks. There will also be a comprehensive advertising and marketing campaign.

Special Events – Plans are underway for barrier art, a touch-a-truck event and events partnering with the Chamber and the Birmingham Museum.

Business Development – Planning to extend the Lyft discount program and hold merchant meetings to give construction updates as well as having educational speakers. They will also continue active recruitment to fill any vacancies.

The total investment from the BSD will be over \$200,000.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - TIGHE

Tighe reminded the board that it is currently the second week of Restaurant Week. She also shared that the committee discussed carriage rides for the 2020 holiday season and is planning to have carriage rides available again, but with an adjusted schedule.

Some of the funds that had been allocated to carriage rides in the past may be used for carolers and/or other mini-events during the holiday season. Valentine cautioned against not having carriage rides available on the Friday night of Winter Markt as he feels that they are a big draw for children.

City Commission approved special event applications for Farmers Market, Movie Nights, Day on the Town and the Birmingham Cruise Event at their last meeting.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the committee is currently focusing on the next issue of the Birmingham Magazine. The plan is to continue to use residents, local influencers and local celebrities as models. Articles will feature jewelry, men's apparel, salons and generations of family businesses. The food section will look at different genres that are available in the area. There will also be a look at some of the historic buildings and the companies that currently operating out of them.

Fehan asked if the pricing to print a larger magazine has been explored. Pohlod replied that it had not, but the committee can look into it. There is some question as to whether it is better to have a traditional magazine size, which is easy to pick up and take with you, or a larger size that may catch more people's attention. Kay suggested possibly having hard cover copies printed to place in hotels.

Valentine commended the committee for doing a great job. He feels that they have really elevated the magazine.

An RFP for a new website will be going out in the next week or so. Valentine stated he understood the committee is moving forward on the website, but that the city is also looking at redoing their website. He asked if it might be beneficial to work together to obtain cost efficiencies.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The committee liked the holiday planters but would like them to have a fuller look next year. There was good feedback about the new lights on North Old Woodward.

The contract for the planters and hanging baskets has been renewed. They will have a more uniform look this year.

The DPS appreciation luncheon will be held in March.

Discussions are underway with the police department to finalize plans for valet during construction.

Pohlod asked if they could cover the outlets to help keep water off them for the North Old Woodward lights so they would not go out as often. Valentine commented that it is not always the water actually getting in that causes the breaker to pop, it is the moisture, and that is difficult to avoid. Quintal said that he could talk to DPS to see if they might be able to wrap the connections or if there is something that they can do.

BUSINESS DEVELOPMENT - SURNOW

An Oakland County Main Street representative met with the committee to discuss the benefits of being at their top level including access to \$13,000 per year. Surnow believes that there may be a way to upgrade our level to gain access to the funds without giving up any proprietary information or becoming too involved with the group. He said that he thinks that from a financial standpoint, it would be worth it.

Customer redeemed approximately 100 Lyft rides during the holiday season. They would like to extend the contract and continue to work on promoting the program.

Approximately 40 merchants attended the last merchant meeting, which featured Steve Dennis, international retail speaker. He offered important practical information. Quintal asked if his presentation could be shared with all of our merchants. Tighe responded that there are some proprietary issues. Therefore, she is not able to mass distribute the presentation, but she can share it with those who attended.

Merchants are slowly registering for the gift card program. Pohlod suggested sending another email reminder. Hockman suggested stopping at each store and helping them punch in the code right then. Tighe said that she will emphasize the importance of participating in the program at the next meeting and will look into individual store visits.

Quintal asked if there is a broker meeting coming up. He would like to introduce Ciura to the brokers and property owners. Tighe said that there would be a meeting at the beginning of May, which is before the large ICSC conference.

EXECUTIVE BOARD REPORT - HOCKMAN

None

d. PARKING REPORT - VALENTINE

Valentine shared that a new mobile app is being developed that will show space availability in both the structures and on the street. The goal is for it to be live by the time construction starts. The committee is also looking at new technology for the full system.

There was a problem at the North Old Woodward structure. Last week one of the pillars failed due to rusting on an internal bracket. A piece of the façade fell and hit a car. Within days, a proposal was in to strip the façade off the entire structure and add new barriers. City commission held a special meeting on Saturday to approve the proposal.

Work started on Monday and will last a few months. Parking spaces will be lost during the construction period. Some permit parkers were relocated to the Chester structure. The entire project will cost approximately \$600,000.

Pohlod asked if data is available to show use of street parking in December 2019 vs December 2018. She pointed out that structure usage was down and is curious to see if street usage was up or if number of shoppers was lower during the holiday season. Valentine explained that there is not as much data available for street parking as there is for the structures.

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 Fehan, seconded by Pohlod to approve the vouchers, as submitted, dated February 6, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Third Party Retail Recruiting Agreement

Surnow explained that the proposed contract for a retail consultant is the same terms as it was before and that he continues to be impressed with Ciura.

MOTION: Motion by Valentine, seconded by Fehan to approve the renewal agreement with CC Consulting for third party retail recruiting of national and regional retailers to the downtown Birmingham Shopping District, pending proof of insurance.

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 8:50 A.M.

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