

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, January 9, 2020 - 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 9, 2020, at 8:02 a.m. in The Community House.

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

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

**ABSENT:** Quintal, Solomon, Surnow

**ALSO PRESENT:** Stuart Jeffares

**ADMINISTRATION:** Tighe, Brook, Gerber

**2. RECOGNITION OF VISITORS**

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by Fehan to approve the minutes dated December 5, 2019.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

**4. BOARD MEMBER COMMENTS**

none

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

Gerber shared that the fund balance at the end of October was \$341,100. There is still money coming in under the special events line item from Farmers Market and Winter Markt.

Assessments will be mailed in January. The mailing will include a 2019 year in review highlighting some of the successes that the BSD has had in the past year.

Cash flow for five-month period is close to anticipated receipts and costs. We have more cash than expected at this time but that should adjust next month – it was a timing issue of when expenses hit.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe welcomed Lundberg to the board of directors. She also explained that the 2019 year in review newsletter will be mailed with assessment bills. It will also be mailed to all businesses within the district.

Hockman added that he thinks that the report is well done. He also recognized board members for their efforts.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that Winter Markt was a very successful event with 65 vendors. The tree lighting ceremony was packed and marshmallow roasting was a huge hit.

Thirteen merchants participated in the window decorating contest. "Let it Snow" was the theme. Birch Roots was the winner.

Restaurant Week will be held January 27-31 and February 3-7. Bank of Ann Arbor will once again be the sponsor. This year restaurants were given more flexibility with their pricing.

Tighe shared that she received a holiday card from a friend with a special note thanking her and the BSD for all that they do. The card featured pictures of 10 years of visits to Santa House.

Fehan thanked Brook for her efforts with all of the holiday event. He acknowledged the work that she has been doing outside of regular office hours and let her know that he and the board appreciate it.

**MARKETING & ADVERTISING - POHLOD**

Pohlod shared that the committee will be meeting with Renaissance Media in January to begin talking about the next Birmingham magazine. An RFP for a new website design will also be posted later this month.

Social media is continuing to be managed in-house and is going very well. The committee is tracking growth in social media followers. They are receiving regular reports that show which posts and pictures are getting the most interactions.

Valentine asked if anything stood out in the reports. Tighe responded that the posts with most engagements seem to be personal stories – primarily people, dogs and human interest.

**MAINTENANCE/CAPITAL IMPROVEMENTS - TIGHE**

There was no meeting in December. Holiday lights were well received. Fewer trees will be lit on N. Old Woodward next year so that the new chandeliers will appear more prominently.

**BUSINESS DEVELOPMENT - TIGHE**

No meeting was held in December. The Birmingham Bucks gift certificate program is up and running. Merchants continue to sign up to participate. The same e-gift card process will be used during construction for Birmingham Bonus Bucks.

The Lyft program is also getting use.

Ciura attended a recent ICSC and had good conversations. She is working on a couple of potential leases.

There will be a merchant meeting on January 29<sup>th</sup> from 8-11 a.m. at Hazel, Ravines and Downtown. It will feature a keynote speaker on how retailers can innovative as a brick and mortar location.

Pohlod suggested Tighe follow-up with Birmingham Schools PTA as she said that they surveyed room parents about the holiday gifts they gave to teachers.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman updated the board that Saturday, January 25<sup>th</sup> will be the city's long range planning session. Tighe will be presenting on the BSD right after lunch. The board is encouraged to attend the presentation.

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

Astrein shared that the parking meters can now be programmed for different maximum lengths. So, from 5-9 p.m. you are now able to park for up to 4 hours.

The permit parking waiting list is approximately 3800 but not all on the list are current. SP+ is going through the list now. Valentine added that they are trying to refresh the list about every 6 months.

Astrein said that they are working on valet locations for during construction and that employees parking on the street continues to be a problem.

Entering and exiting parking structures is still challenging. The committee is looking at new technology.

Hockman reminded the board that the February meeting will have a construction overview report and that there will be a \$250,000 investment during that time. Valentine said that it will be similar to the Old Woodward construction and that the city had received positive feedback for its efforts.

### **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 Astrein to approve the vouchers, as submitted, dated January 9, 2020.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

## **7. UNFINISHED BUSINESS**

## **8. NEW BUSINESS**

Tighe explained that the board has seen this budget before when the the BSD Board went through the assessment exercise for the assessment increase. This is a recommended budget that Tighe will take to the city manager and finance director in February. It will be presented to the city commission for approval in April.

**MOTION:** Motion by Astrein, seconded by Pohlod to approve the draft budget for the Birmingham Shopping District and to direct staff to forward this for review and approval as part of the City of Birmingham budget process.

Valentine explained that although they only approve a one-year budget, they always prepare a second year. This year he has asked to have a third year prepared to look at as well to see if they see a trend.

**VOTE:** Yeas, 9 Nays, 0 Absent, 3

## **9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

**c. Letters, Board Attendance & Monthly Meeting Schedule**

## **10. PUBLIC COMMENTS**

Jeffares introduced himself as a local realtor who is on the planning board. He has been producing a magazine for Birmingham for 6 years that gets delivered to every door in the city. He said that it is 95% content with very few advertisements. This year he is launching a Best of Birmingham feature with 21 categories on which the public can vote. He brought posters if any of the merchants would like to hang them in their windows.

Fehan let Jeffares know that he applauds his efforts.

## **11. ADJOURNMENT – 8:50 A.M.**

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