

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, July 30, 2020 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, July 30, 2020, at 8:32 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Fehan, Solomon

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

David Hohendorf

3. APPROVAL OF MINUTES

MOTION: Motion by Quintal, seconded by Kay to approve the minutes dated June 25, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Valentine shared that the Maple Rd. project is progressing nicely. Work will begin soon on the intersection at Southfield and Maple. The work on the streetscape started on E. Maple and is moving west. The project is approximately 70% complete and is on schedule.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that the current fund balance is \$858,037. This is the end of the fiscal year. The revenue and expense report shows that, due to COVID-19 we did not spend as much as anticipated. The website redesign was placed on hold, there was no travel to conferences, tenant recruitment expenses went down and we did not have free valet during construction.

The 12-month cash flow shows a variance over \$200,000. This is primarily due to the construction valet and it's promotion not happening due to COVID.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe shared that Marianne Gamboa received a promotion to be the city's director of communications. Although we are excited for her, it will be a loss to the BSD. We will be looking to hire immediately. In addition, Sierra Okoniewski, who was our special events assistant, left the BSD to take a full-time role.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the “Back to Birmingham Sale” seemed to go pretty well. There were some mixed reviews from merchants. Tighe added that we would survey merchants for their feedback.

Astrein continued that most of the other events have been canceled. There is ongoing discussion about the format of the Farmers Market. * In a follow-up email to the board directly after the meeting, it was noted that the BSD waived fees for our Farmers market vendors this season due to the hardships that COVID-19 has caused our Farmers and vendors.

Astrein inquired about expenses related to the Dream Cruise. Valentine responded that although there will be expenses incurred they will not be charged to the BSD.

MARKETING & ADVERTISING - POHLOD

Pohlod updated the board that the marketing committee decided not to publish a magazine this year. They feel that distribution would be a problem as many places are not able to display magazines. Therefore, they would like to focus more on digital promotions. We will continue to work with Renaissance Media.

With no magazine this year, more focus will be placed on the website redesign. The committee found during the last RFP process that they need more funds. The city is also looking to redo their website. We will keep that in mind as we move forward.

The promo video was well received earlier in the summer. Next will be a fall fashion video. Brainstorming has begun for a holiday video, which will probably feature jewelry and gifts.

Valentine asked about the number of views of the video. Tighe said that she could get those numbers. Pohlod reiterated that the response has been very positive.

Hockman asked to see a budget at the September meeting to see if we have money available to reallocate. Pohlod added that they really want to keep people coming in to town in the fall.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that they hanging baskets look good, but some of the planters have too much green. He would like to see a change.

Tighe shared that the valet has averaged 100-125 cars. They are only open until 6 p.m. The Old Woodward location has been 75-80 cars. Keller-Williams clients seem to be big users.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that there was a merchant meeting held on how to communicate with customers. It was a good workshop. We have now given out approximately 800 PPE kits. Everyone is very thankful. There was \$14,000 raised to help procure more PPE kits.

Approximately \$40,000 of Quarantine Cash was distributed. Just over 40 retailers submitted names. Retailers who followed-up with customers saw good returns. Results were not as positive with just sending the certificate to shoppers who had not requested it. They were less likely to spend it.

There continue to be about 250 prospects on the prospective retailer list. A handful of prospective retailers have had financial issues during the pandemic with some announcing bankruptcy. We keep them on the list because circumstances can change. One prospective retailer on our list had been focused on Somerset until recently but is now thinking that Birmingham would be a better location. There are about ten that currently are very interested.

Surnow expressed how impressed he is with Tighe and Ciura's efforts.

EXECUTIVE BOARD REPORT

No report given.

d. PARKING REPORT - ASTREIN

No report given.

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 Astrein, seconded by Valentine to approve the vouchers, as submitted, dated July 30, 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

11. ADJOURNMENT – 8:57 A.M.

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