

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, June 25, 2020 - 8:30 a.m.**  
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 25, 2020, at 8:31 a.m. via ZOOM Meetings

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

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

**ABSENT:** Lundberg

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

David Hoehendorf

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Astrein to approve the minutes dated June 4, 2020.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

**4. BOARD MEMBER COMMENTS**

Valentine shared that the underground work on the east side of the Maple Road reconstruction project is nearly complete. The west side of the project is moving to the sewers. They continue to make good progress and the timeline is on track.

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe reported that the balance sheet is looking very strong. 92% of the assessments have been collected. The fund balance is currently \$895,872. The expenditures report shows eleven of twelve months. The construction valet program is still on pause. Tighe said that she is working with Finance Director Mark Gerber to monitor invoices as the fiscal year comes to a close.

Tighe also shared that her budget presentation to the city commission went well.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe reported that we are moving forward with the relief initiatives in the BSD plan. Everything identified in the first 30-day program has been started or completed. We are moving forward with the 90-day and 180-day plans to make sure that those programs are implemented. Construction is close to 50% completed and businesses are slowly starting to reopen.

### **c. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS - ASTREIN**

Astrein reported that everything has been canceled except for the sidewalk sale, which is now going to be a Back to Birmingham Sale. It will be a weeklong promotion from July 22<sup>th</sup> – July 28<sup>th</sup>. This is to spread the crowds throughout the promotional period.

The Farmers Market had 275 cars drive-through last week, which shows that it is running pretty smoothly. There has been some discussion among a couple of vendors about trying to open up to foot traffic, but we are going to proceed cautiously the next couple of weeks.

It was asked if any action needs to be taken for the Back to Birmingham Sale, but because it is a promotion, not an event, it does not have to go back to City Commission.

Hockman reiterated that the Farmers Market would continue in the drive-through format for the time being.

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

Pohlod updated the board that the marketing committee was a part of the joint meeting with the special events committee to discuss how to replace Day on the Town, which Astrein just covered. The new promotional video was also rolled out. Tighe added that although she does not yet have statistics, since the video is still running, but she has gotten very positive feedback. It is getting a good response on Facebook and Instagram. It was also shared with the board and commissioners and is airing on GSTV, WDIV and Comcast.

Pohlod added that the committee is looking at the website again but has held up because they have been focusing on getting back to shopping.

Astrein shared that he has seen the ad several times and he thinks it is fantastic.

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

Quintal reported that they are monitoring the situation to decide when to implement valet services. There is a possibility that there will be a restructuring with evening hours for restaurants. The committee is working with Gunter.

Quintal asked Eid and Roberts if they are seeing a need for valet. Eid replied that people are using valet at Forest, but many people are still nervous. Roberts agreed that people do not want others in their cars.

#### **BUSINESS DEVELOPMENT - SURNOW**

Surnow said that there was no meeting held in June, but they continue to do what they can to try to help businesses. The first round of Quarantine Cash has been distributed and the crowd funding campaign is still active. We are relying on Cindy to help attract businesses. Johnny Was is still planning to open.

Pohlod asked about where things stand with Quarantine Cash. Tighe responded that over \$20,000 has been distributed and \$3,000-\$5,000 have been redeemed. Recipients have until July 30<sup>th</sup> to use it. Pohlod asked if that is all of the money? Tighe said that we still have \$30,000 to spend.

Pohlod asked if we should do a second round. She said that she is getting great feedback. Tighe said that some stores are still opening. Therefore, we may need to reach out to them again.

Astrein asked about signage to promote free parking in the structures. Tighe replied that there currently are signs on the light poles. Astrein explained that he thinks that freestanding signs might be easier to see. Pohlod suggested that the north and south ends of town might be good for people to see as they are coming in to the city.

Tighe said that the majority of the light poles are in the core areas. Quintal added that he has posted it on the theater marquis.

## **EXECUTIVE BOARD REPORT**

Hockman shared that the executive committee discussed the same information that the committees have reported. He added that the virtual meetings order has been extended through July 31<sup>st</sup>. The board may meet again before that.

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

Astrein reported that the committee has not met. Therefore, there is nothing to report.

Valentine added that the system is at about 50% capacity. The Pierce structure seems to be the most used right now.

### **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 Pohlod to approve the vouchers, as submitted, dated June 25, 2020.

**VOTE:** Yeas, 11 Nays, 0 Absent, 1

## **7. UNFINISHED BUSINESS**

## **8. NEW BUSINESS**

## **9. INFORMATION**

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

## **10. PUBLIC COMMENTS**

Eid shared that Phoenicia is having trouble with bicyclists on the sidewalk and asked if there is anything that can be done. Valentine responded that the city is looking to put signs out. They hope to get approval from commission in July.

## **11. ADJOURNMENT – 8:57 A.M.**

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