

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, January 7, 2021 - 8:30 a.m.**  
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 7, 2021, at 8:30 a.m. via ZOOM Meetings

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

**PRESENT:** Astrein (Birmingham, MI), Fehan (Birmingham, MI), Hockman (Bloomfield Hills, MI), Kay (Birmingham, MI), Markus (Birmingham, MI), McKenzie (Birmingham, MI), Pohlod (Birmingham, MI), Roberts (Bloomfield Hills, MI)

**ABSENT:** Eid, Lundberg, Quintal, Surnow

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe (Birmingham, MI), Brook (Royal Oak, MI), Bassett (Birmingham, MI), Comerford (White Lake, MI)

**2. RECOGNITION OF VISITORS**

David Hoehendorf, Kelly Dillaha, Cindy Ciura

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by Pohlod to approve the minutes dated December 3, 2020.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

**4. BOARD MEMBER COMMENTS**

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe reported that through the end of November the balance sheet shows a balance of \$522,870. The end of the year is typically the lowest balance since assessments bills are about to be mailed. As funds are collected, the balance will grow. Typically, about 95% is collected. Oakland County will take over funds that are not collected.

The “Year in Review” report will be mailed with the assessment bills. It highlights COVID-19 relief and our four regular areas of operation. The report will also be mailed to businesses in the district and city commissioners.

The November revenue and expense report shows that we are on track. The funds that the board reallocated for COVID-19 relief are currently being used for things like expanded marketing opportunities, PPE distribution, and extra snow removal. Having the funds already allocated for

COVID-19 relief allows the BSD to be nimble and act quickly for promotions like the 12 Days of Take-Out.

Cash flow for five months is also on track. The \$25,000 from the advisory parking committee has been transferred to our account.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe thanked everyone for all they have done and reminded people that she is happy to help and will continue to support the BSD in her new role with Oakland County.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that Santa House was a huge success. Things went very smoothly with the socially distanced appointments. Brook added that the guests were happy and appreciative that they had the opportunity to see Santa in a safe way. Astrein shared that the scavenger hunt was also very popular and well received – and it brought people into the downtown area.

We are working on applications to get permits for 2021 events. We are hoping that we will be able to follow safety guidelines and hold our regular events.

**MARKETING & ADVERTISING - POHLOD**

Pohlod shared that there was not a December committee meeting, but the website design team did meet to determine the timeline and the site map. The next meeting will be the first review.

Holiday advertising had a \$100,000 budget that was spent to promote shopping local. A large portion of that was spent on television. More streaming and digital advertising was done during this campaign. There was also a billboard on I-75.

Pohlod gave kudos to Bassett for the 12 Days of Take-Out campaign. It was very well received and generated a buzz in the community. Bassett shared that over 250 people submitted receipts for Birmingham Bucks from 12 Days of Take-Out. She also reported that almost \$11,000 of Birmingham Bucks were distributed during the Small Business Saturday promotion and approximately \$7,400 of those Bucks were redeemed.

Pohlod reported that in addition to working on the website redesign, the committee is working on a spring retail promotional campaign and the Restaurant Week video will be completed soon.

Astrein asked about the cost for producing the holiday commercial since he felt it was very well received. Tighe replied that it cost about \$7,000 to produce. Astrein said that he felt it was well done and that we may want to consider another commercial in the spring.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

Quintal shared that he felt that the holiday tree and the city lighting looked great – DPS did a very good job. He added that he thought that N. Old Woodward looked better this year. RFPs are coming up for flower baskets, planters and snow removal.

**BUSINESS DEVELOPMENT - TIGHE**

The committee met in December to continue to hone their strategy on attraction and retention. McKenzie added that this is a natural evolution of strategies from prior years and that a summary will be presented at an upcoming meeting.

Tighe shared that the long-range plan will be presented to the city commission in late January. It will focus on business development strategy.

Ciura reported that there are two new retailers with active LOIs. These are tough times. Both of these potential new tenants will be new to the market. They are working to get deals finalized and could open this summer. She is also continuing to work with others to see about their interest in coming to Birmingham. The new Daxton Hotel is scheduled to open next month and she is continuing to work with a potential anchor tenant.

On behalf of the board, Hockman thanked Ciura for her work and let her know that the board appreciates what she is doing.

#### **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman shared that the job posting for a new executive director is now live. The city's human resources department is taking the lead. The posting will be open until January 29. The plan is for the top ten candidates to have phone interviews. It will be narrowed down to five for the next round of interviews and then up to three candidates will be invited to interview with the full board of directors. This is typically about a 90-day process. However, with the current COVID-19 situation, it could last up to 120-days.

After conversations with the staff, the executive committee decided that an interim director was not needed. Tighe left a detailed 12-month to-do list and the executive board and committee chairs will work with the staff team.

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

Astrein reported that there was not a December meeting. He would like the board to consider asking for extra funds from the parking advisory committee to help with promotions, as the next 90-days will be critical.

#### **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 Astrein, seconded by Fehan to approve the vouchers, as submitted, dated January 7, 2021.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

## **7. UNFINISHED BUSINESS**

### **8. NEW BUSINESS**

#### **a. Request to Approve Draft Budget**

**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.

Tighe shared that she completed a draft of the overall budget that includes 3-year projections. She said that 2021-2022 is straightforward. The following year is scheduled to be the third phase of the Old Woodward construction project. Therefore, the board has planned to include construction support.

The proposed budget uses a worst-case scenario that, due to the COVID-19 situation, there may not be as many contributions from private sources like sponsorships for the next two years. It shows things going back to normal in the third year. This budget should get formal approval in April.

Hockman said that he thinks the budget is comprehensive and consistent and recognized potential obstacles.

**VOTE:** Yeas, 8 Nays, 0 Absent, 4

### **9. INFORMATION**

#### **a. Retail Activity**

#### **b. Announcements**

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

### **10. PUBLIC COMMENTS**

Hockman shared that there would be a merchant meeting at 10 a.m. and that the city's long range planning meeting will be held on Saturday, January 23. The BSD presentation is scheduled for 11:45 a.m.

Astrein asked if we would be continuing PPE distribution. Tighe responded that there are funds available, but we will need to order regularly.

Astrein asked if there is any information available about COVID-19 vaccinations. Markus responded that the fire department is asking to be named a distribution center, but they are waiting for approval. Hockman said that we would share information when we have it. He also thanked Tighe for her service. He added that the BSD is a better organization thanks to her leadership.

### **11. ADJOURNMENT – 9:17 A.M.**

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