

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, February 2, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, February 2, 2023, at 8:32 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow, Director Emeritus Fehan

ABSENT: Markus

ADMINISTRATION: Brook, Sheppard-Decius, Gerber, Ecker

ALSO PRESENT: David Hohendorf, Stuart Jeffares, Nick Dupuis

2. RECOGNITION OF VISITORS

3. PRESENTATIONS - none

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Quintal, to approve the minutes dated January 5, 2023.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Markus

5. FINANCE REPORT – GERBER

Gerber reported that we mailed the Special Assesment bills. The total billed was \$1,159,000. Through January, the City had collected about \$135,000. It is typical for people to wait until closer to the due date to submit their payments.

There is still approximately \$7,700 uncollected from last year's assessment. The City will continue to try to collect this month. If it is not collected, the outstanding bills will be turned over to the County.

The cash flow report for the last six months shows that we are \$300,000 better than projected. Some of the difference comes from personnel since we were not paying an executive director for many months. We also did not use valet during the construction project.

The revenue and expense report now shows that, overall, we are at approximately 40% of our projected expenses when we should be at 50% based on the calendar. Special Events are showing higher than that since most of the events take place earlier in the fiscal year.

Sheppard-Decius explained that she looked at the cash flow report and did not see the value in it as it says the same thing as other reports. Gerber shared that producing the report each month is time consuming for his team. Sheppard-Decius suggested having the finance department run that report quarterly for analysis.

MOTION: Motion by Surnow, seconded by Quintal, to have the finance department prepare a quarterly cash flow report instead of monthly and a variance analysis once per year.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Markus

6. APPROVAL OF VOUCHERS

MOTION: Motion by Kay, seconded by Hussey, to approve the vouchers, dated February 2, 2023.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Markus

7. NEW BUSINESS

a. Anniversary Recognition Program

Sheppard-Decius explained that the Business Development committee would like to simplify the Anniversary Recognition Program and that there is some catch up needed for missed anniversaries. The missed anniversaries account for the additional spending this fiscal year.

MOTION: Motion by Surnow, seconded by Astrein, to approve the business anniversary program as presented and authorize up to \$8,250 for FYE2023, and up to \$5,500 annually thereafter from the Tenant Recruitment/Retention line item.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Markus

b. 2023 Event Budgets

Sheppard-Decius shared that the special events budget for the 2023 calendar year looks like it will need additional funds as we are trending higher than the budgeted amount. The committee has recommended adding funds for marketing Spring Stroll and Art Walk and costs, like police and DPS, have increased.

Sheppard-Decius added that she will continue to look for ways to cut costs and increase sponsorship income. Eid asked if Winter Markt vendors pay for their tents. Brook responded that the vendors do cover the costs for their tents, but there are additional event costs not covered by the vendor fee.

Surnow asked about the unlabeled column on the proposed event budget included in the board packet. Sheppard-Decius said she would email an updated version to board members.

MOTION: Motion by Kay, seconded by Surnow, to approve the proposed event budget totaling \$252,500 for calendar year 2023 as presented.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Markus

c. Payables Process

Sheppard-Decius explained that the BSD's credit card bill timing does not always line-up well with the approval of monthly vouchers. Although she understands the importance of transparency, she would like to have the ability to pay bills for the credit card and contracts that have already been approved by the board, in a timely manner.

MOTION: Motion by Astrein, seconded by McKenzie, to authorize the Executive Director to process any necessary early release of payables for approved contracted services that are due prior to upcoming monthly Board meetings, any purchases on the BSD credit card that need to be paid prior to Board meetings (mid-month), and that the monthly payables voucher list denote the early release and credit card items.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Markus

8. Old Business

At the last board meeting, Fehan requested an update from Jeffares on the BSD's sponsorship of The Big Night Out. Jeffares shared that the Big Night Out event was very successful. There were 175 attendees and many were on the waiting list. The event raised approximately \$10,000 for NEXT, Birmingham's senior center. Jeffares thanked the BSD for their support and reported a redemption rate of Birmingham Bucks at 55%.

NEXT is planning to hold The Big Night Out event again in October.

6. REPORTS

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reminded everyone that the BSD Strategic Planning Meeting would be held on Monday, February 6 from 8:30 – 11:30 a.m. at the Baldwin Public Library. She shared that a copy of the Year in Review document was mailed with the assessments.

Surnow complimented Sheppard-Decius on the Year in Review piece saying that it was easy to read and contained important information. Other board members agreed.

Sheppard-Decius reported that she presented for City Commission at the City's long-range planning session and that her presentation was well received. She invited board members to attend the Michigan Downtown Association's advocacy days on March 8 and 9.

The renewal for the contract for web hosting and maintenance is due. Quotes are being gathered for hosting as well as some improvements to the website. Since the City has adopted new purchasing guidelines, this contract will not need board approval. It will need approval from the City Manager. We are also currently getting quotes for planters.

b. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein shared that we held a Restaurant Week brainstorming meeting. Hussey added that about 12 restaurants were represented. The group shared ideas, but did not make any decisions. Sheppard-Decius said that she thinks the committee will be able to decide on a restaurant promotion at their next meeting.

MARKETING & ADVERTISING - KAY

Kay reported that they did not have a January meeting. The group is continuing to work on website updates and the spring fashion shoot.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that they are still working on the future of the holiday lights and looking at different options. Fehan added that it is not just a financial commitment for the lights, but they also require a lot of labor.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that, due to a lack of quorum, they did not hold a January meeting. The group is continuing to work on the business anniversary program. CB2 is scheduled to open this month.

EXECUTIVE COMMITTEE REPORT - POHLOD

Pohlod reported that the Executive Committee is continuing to work on creating by-laws.

c. PARKING REPORT - ASTREIN

Astrein shared that new equipment has been installed in the Chester Structure. Installation at the Pierce Structure should begin this week. There is discussion regarding increasing parking fines for repeat offenders.

d. WAYFINDING REPORT – DUPUIS

Dupuis reported that the committee interviewed the top two companies that had submitted proposals for the Wayfinding RFP. They selected Corbin Design Group from Traverse City. Fehan added that Dupuis presented to City Commission who gave their full support. The goal is to have the plan done by the end of 2023 and for implementation to begin shortly thereafter.

7. UNFINISHED BUSINESS

None

9. INFORMATION

- a. **Retail Activity** – provided in packet
- b. **Announcements** – no new announcements
- c. **Letters, Board Attendance & Monthly Meeting Schedule** – provided in packet

10. PUBLIC COMMENTS

Roberts shared that he feels it is important that we recruit another retailer to be a board member.

11. ADJOURNMENT – 10:01 A.M.

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

APPROVED



Amy Pohlod, BSD Board Chair

3/2/23

Date