

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, January 5, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 5, 2023, at 8:40 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Eid, Surnow

ADMINISTRATION: Brook, Sheppard-Decius

ALSO PRESENT: David Hohendorf

2. RECOGNITION OF VISITORS

3. PRESENTATIONS - none

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by McKenzie, to approve the minutes dated December 1, 2022.

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

5. FINANCE REPORT – SHEPPARD-DECIUS

Sheppard-Decius reported that the BSD finances look healthy through the end of November. Bills for the annual assessment will be mailed later this month. The chair received and filed the finance report.

6. APPROVAL OF VOUCHERS

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

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

7. NEW BUSINESS

a. Summer Floral Planters

Pohlod explained that, we have the option to extend the contract for summer planters for one year. She added that the number of planters used last year decreased due to construction on S. Old Woodward and we can continue to use the lower number of planters. Most of the planters are in the triangle district.

MOTION: Motion by Markus, seconded by Astrein, to extend the contract with Mosher for the third and final year of 2023 for planting and maintenance of the 16 summer planters in an amount not to exceed \$3,232.89, and authorize the BSD Executive Director to execute the contract addendum contingent upon the City Attorney's review.

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

b. Hanging Baskets

Pohlod explained that, we have the option to extend the contract for hanging baskets for one year. (2023). She also shared that, due to the new streetscape, S. Old Woodward will need more baskets. Sheppard-Decius added that she is still working to finalize the actual number of additional baskets needed. Therefore, the number in the recommended motion is a maximum number, not the final actual number needed.

Extra baskets would be added at the same rate as the current contract, but there would be additional fees for delivery and installation. DPS will purchase any additional hardware needed.

Pohlod suggested having the Maintenance and Capital Improvements Committee take a walk and look at the placement of the new light poles to see if they feel there should be two baskets hanging from each, or if one would be sufficient.

MOTION: Motion by Quintal, seconded by Kay, to extend the contract with Worry Free for the third and final year of 2023 for planting, installation and monthly inspections and maintenance of the 214 hanging baskets in an amount not to exceed \$13,300, and authorize the BSD Executive Director to execute the contract addendum contingent upon City Attorney's review.

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

MOTION: Motion by Astrein, seconded by Quintal, to authorize the planting, installation and monthly inspections and maintenance of an additional 54 baskets for South Old Woodward to be added to the contract extension with Worry Free for 2023, in an amount not to exceed \$3,200 including \$2700 for the flowers, \$500 for installation/maintenance.

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

c. Retail Recruiters

McKenzie reported that the BSD received two proposals in response to the RFP for a new Retail Recruiter. The Business Development Committee reviewed both submissions and does not feel that either one has the experience required by the BSD. The committee recommends not selecting either

proposal and possibly posting a new RFP. They are looking into options for a different format that may include incentives for brokers.

MOTION: Motion by McKenzie, seconded by Markus, to reject all proposals received on or before September 28, 2022, for the Retail Recruiter RFP issued on August 8, 2022, via MITN by the BSD.

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

d. Movie Night Date Change

Brook explained that, when looking at the calendar, staff was concerned about how late in the season a proposed September 22 Movie Night would be. Since September 15 is Rosh Hashanah, the recommendation is to switch the September Movie Night to September 8.

MOTION: Motion by Kay, seconded by Hussey, to approve changing the September Movie Night date to September 8, 2023.

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

8. Old Business

Sheppard-Decius updated the board that the BSD withdrew the special event application for the Winter Wonderland event that had been discussed at a previous board meeting. She also pointed out that the new design from the Marketing and Advertising Committee for the light pole banners is included in the board packet, as well as the DPS' lighting and tree inventory maps.

Fehan asked Sheppard-Decius to reach out to Jeffares to ask him to attend an upcoming board meeting to give a recap of the Big Night Out event that the BSD sponsored.

Markus informed the board that other groups have been brainstorming event ideas that they would like to see in the City. He reminded everyone that putting on quality events takes much more than good ideas. They also require funding and staffing or volunteers.

Hoehendorf shared that he is involved with a group of merchants who are also working on ideas for new events. Roberts reminded the board that the BSD made a decision many years ago that they did not want to be in the event business. They want to work in many different ways to promote downtown businesses.

Kay suggested that anyone interested in helping to plan BSD events should attend Special Event Committee meetings and/or join the committee. Lipari agreed that we should all be working together.

6. REPORTS

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reported that the Strategic Planning Meeting would be February 6, 2023, at the Baldwin Library from 8:30-11:30 a.m. She will distribute a survey prior to the meeting.

The City's long range planning meeting is for January 21. Sheppard-Decius will present to the group.

Sheppard-Decius added that Nicole Gerkey continues to help in the office, on a temporary basis. In addition to helping with events, Gerkey will be assisting with data collection and other clerical tasks.

b. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein shared that the Restaurant Week brainstorming meeting will be on January 24 at 3 p.m. at Hazel's. We will be asking for input on the future of Birmingham Restaurant Week and/or another restaurant promotion. Hussey will help with contacting the restaurants to encourage attendance.

MARKETING & ADVERTISING - KAY

Kay reported that the committee discussed their budget at the last meeting. They decided that they do want to continue with a Spring Fashion photo shoot. They are interested in additional distribution.

The committee would also like to explore different gift card providers.

Fehan asked about the new drone footage that is used on the City's website. Sheppard-Decius shared that she is working with the City on options for additional uses and we will add a link on the BSD website sending visitors directly there.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that the committee will be walking through downtown to look at the lights and assess future placements while keeping the budget in mind. McKenzie added that he shared video of the downtown with co-workers in other countries and they were very impressed with the holiday lights. He reminded the board that we sometimes take the holiday decorations in Birmingham for granted.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that the committee is looking into creating a hybrid approach to hiring a retail consultant. This might include giving incentives to commercial realtors for bringing in businesses in specific categories. The committee is checking with the City attorney to see what is allowed.

The business data analysis is nearing completion. They will add Somerset Collection as a benchmark property for comparisons.

EXECUTIVE COMMITTEE REPORT - POHLOD

Pohlod reported that the Executive Committee is continuing to work on creating by-laws. She shared that there may be changes to the format of the vouchers report in the future.

c. PARKING REPORT - ASTREIN

Astrein shared that has not been a meeting in two months. New equipment should be installed in the Chester Structure in January. The other structures will follow.

d. WAYFINDING REPORT – FEHAN

Fehan reported five companies were interviewed in response to an RFP for design and implementation of the wayfinding plan. A decision has been reached and the recommendation will be presented to City Commission. Fehan feels that the group is making good progress.

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

11. ADJOURNMENT – 9:55 A.M.

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

APPROVED

Amy Pohlod, BSD Board Chair

Date