

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, July 6, 2023 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, July 6, 2023, at 8:34 a.m. at The Community House.

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

**PRESENT:** Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow, Director Emeritus Fehan

**ABSENT:** Astrein, Lipari, Pohlod

**ADMINISTRATION:** Sheppard-Decius

**GUESTS:** Floyd A. Simmons, B. Cowan

**2. RECOGNITION OF VISITORS**

**3. FINANCE REPORT – SHEPPARD-DECIUS**

Sheppard-Decius shared that at fiscal year-end projections show that we will have spent approximately \$250,000 less than budgeted. There will be \$10,000 transferred from the parking fund, which will appear in next month's report.

The holiday lighting costs have not yet appeared in the financials. Therefore, the maintenance line item appears artificially low. The budget correction from last month's meeting will also be reflected in next month's reports.

Amend agenda for holiday lighting costs

**MOTION:** Motion by Hussey, seconded by Kay, to amend the agenda to add an item to New Business to approve the cost of holiday lighting.

**VOTE:** Yeas: Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari, Pohlod

**Motion passed.**

**4. APPROVAL OF CONSENT AGENDA**

**MOTION:** Motion by Kay, seconded by Ecker, to approve the consent agenda for July 6, 2023, as presented.

**VOTE:** Yeas: Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari, Pohlod

**Motion passed.**

## **5. NEW BUSINESS**

### **a. Public Valet at Daxton Hotel**

Sheppard-Decius explained that Daxton Hotel has approached the City to increase their valet fee from \$5 to \$10. That was an agreement between the City and the hotel that they would offer public valet, not just valet for their guests. As a part of the agreement, the City waived the valet permit fees. At the time of the agreement, the BSD was also offering valet services for \$5 and the Daxton wanted to match that fee. Other local valet services are currently charging more.

Sheppard-Decius feels that the increase is warranted. Board members agreed. They expressed some concern about continued price increases. Sheppard-Decius suggested an amendment to the agreement to address a potential cap on pricing.

### **b. Health/Fitness Club B4 Zoning Amendment**

Sheppard-Decius reported that Brooks Cowan attended the last Business Development Committee meeting to share that the Planning Board is looking at adjusting the B4 Zoning to include health/fitness clubs. The committee is in favor of allowing the change for second floor and lower level units, but would prefer not to have the change include first floor space.

Cowan gave an overview of the issue and asked for feedback. McKenzie shared that, since occupancy is currently so high, he would like to see available first floor space kept for retail. Other board members like the idea of basement and second floor space being able to be used for fitness facilities. Surnow suggested composing a formal written response from the BSD.

**MOTION: Motion by Surnow, seconded by McKenzie, to direct Sheppard-Decius to submit the feedback from the Business Development committee in regards to allowing health/fitness facilities in the B4 area, which is on page 4 of the board packet, to the Planning Department on behalf of the BSD.**

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

**Motion passed.**

### **c. Holiday Lighting Costs**

Sheppard-Decius shared that the BSD recently received the invoice for the costs from the Department of Public Services for holiday lighting. The total cost was \$185,674.13. The BSD portion is \$37,134.82

**MOTION: Motion by Quintal, seconded by Kay, to approve payment of the invoice totaling \$37,134.82 for holiday lighting for FYE2023.**

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

**Motion passed.**

## 6. OLD BUSINESS

### a. Status of Parking Advisory Committee Recommendations

Sheppard-Decius reported that she provided a memo to the Police Chief with the board recommendations from the last meeting. It is expected to go to City Commission for approval on July 24. The Chief will bring the recommendations from the BSD, the APC, and the PD to Commission for their review.

## 7. REPORTS

### a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reported that the Planning Department submitted the grant application for the MEDC grant. The request is for \$740,000 to go towards the Pierce Street alley.

Work is being done on updating property inventory. Sheppard-Decius wants to work on accuracy and make sure that calculations are using square footage, not just unit.

Ecker shared that the city has some resources and reports that could help with this process.

Surnow inquired about the Commission approving new Historic District Design Guidelines. Ecker responded that this came from the \$15,000 grant that the HDC received. It will help in the future. Everything will be in one document with an executive summary that can be shared with property owners. It is not new, just compiled differently, and all in one place, now.

### b. COMMITTEE REPORTS:

#### SPECIAL EVENTS – SHEPPARD-DECIUS

Sheppard-Decius reported that the focus of the meeting was to determine the game plan for the upcoming Art Walk. The event timing will stay from 5-8 p.m.

Hussey asked if we could find out from the charity how much money was donated. Sheppard-Decius said she would follow-up with the charity since only a few restaurants responded to the survey. Fehan added that the committee thinks it would be a good idea to hold this promotion again next year. More lead-time would be helpful.

## MARKETING & ADVERTISING

No report given.

## MAINTENANCE/CAPITAL IMPROVEMENTS – FEHAN

Fehan reported that the committee went on a walking tour of the triangle district to look at what might be needed in that area. The new development will make a big impact on the area. Therefore, it may be best to wait until it is complete for large decisions.

Ecker added that a new signal would be added at Brown and Woodward this fall. Traffic headed northbound will also stop and crosswalks will be added. Eid asked about adding flags to the stop sign in front of Phoenicia. Ecker said that she would look into the possibilities.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that the committee finalized the survey and discussed the B4 zoning amendment.

## **EXECUTIVE COMMITTEE REPORT - SHEPPARD-DECIUS**

The committee reviewed board seats and which members are due for reappointment. The committee also discussed forming focus groups and advisory committees.

### **c. PARKING REPORT**

No report given.

### **d. WAYFINDING REPORT**

Fehan reported that Corbin and City staff would be meeting in the coming weeks. There should be more information to share at the August board meeting.

## **8. 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 – 9:31 A.M.**

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



Amy Pohlod, BSD Board Chair

2/21/2023

Date