

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, June 1, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 1, 2023, at 8:33 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Eid, Lipari, McKenzie

ADMINISTRATION: Brook, Sheppard-Decius, Gerber, Grewe, Wald

GUESTS: Hockman

2. RECOGNITION OF VISITORS

3. APPROVAL OF CONSENT AGENDA

MOTION: Motion by Markus, seconded by Surnow, to approve the consent agenda for June 1, 2023, as presented.

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

Motion passed.

4. PRESENTATIONS

a. Business Anniversaries

i. Astrein's 50-Year Anniversary

Pohlod recognized Astrein's Creative Jewelry for their business being in Birmingham for 50 years. She shared that they have been an integral part of the downtown and thanked Richard Astrein for his contributions to the City, as well as for being a founding member of the BSD board. Fehan added that Astrein's has been about more than just jewelry. They have been an outstanding model for citizenship and great philanthropists through the years.

Hockman echoed Fehan's remarks about Astrein's contributions to the community.

5. NEW BUSINESS

a. Annual Advertising Plan with Beasley Media and iHeart

Sheppard-Decius explained that the marketing plan includes more digital media, and in an effort to streamline the management of the digital media, staff recommends working with Beasley Media and iHeart as media partners. These items are over \$25,000 each. Therefore, they require board approval.

Pohlod added that the total is similar to last year's spending and is within the budgeted amount.

MOTION: Motion by Kay, seconded by Quintal, to approve entering into a contract with Beasley Media for \$44,000 and iHeart for \$29,500 for advertising and marketing services for FYE2024 from the Marketing & Advertising account 235.0-720.000-881.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie

Motion passed.

b. Intra-Fund Transfer from Marketing to Website

Sheppard-Decius shared there is an increase in the cost for monthly website maintenance. The website has also been updated with the new logo and other improvements made.

MOTION: Motion by Astrein, seconded by Hussey, to authorize the intra-fund transfer of \$6,000 from Marketing & Advertising account line item 235.0-720.000-881 to the Website Maintenance account line item 235.0-720.000-829.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie

Motion passed.

c. Appointment of Carlie Quezada to Marketing & Advertising Committee

Pohlod shared that Quezada recently joined the Business Development Committee and would like to be more involved. She has therefore applied to be on the Marketing & Advertising Committee.

MOTION: Motion by Surnow, seconded by Quintal, to appoint Carlie Quezada of Supernatural Lingerie to the Marketing & Advertising Committee.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie

Motion passed.

6. OLD BUSINESS

a. Discussion of Advisory Parking Committee Presentation

Sheppard-Decius reported the Advisory Parking Committee (APC) is recommending an increase in parking fines for violations, as well as a large increase in fines for repeat offenders after five parking tickets. The APC feel that this targeted approach will have less impact on visitors. Chief Grewe shared that there have not been fine increases in a long time. There was a plan for increases in 2020, but due to COVID, they were never implemented. Captain Wald explained that the idea is to target habitual offenders.

Board members discussed different options. Markus shared that the structures are not full and the free two hours are to encourage visitors staying longer to use the structures and to leave street parking for those who are planning short stays. Kay expressed his concern with an increase in the initial fine. He

feels that this would be a deterrent for many shoppers. Surnow commented that there are many different perspectives on this issue and that it is difficult to know how changes would affect all stakeholders.

The recommendation to the APC from the Police Department was to increase initial fines from \$10 currently to \$25 or \$30 and after seven violations have the fine increase to \$50 or \$60. The APC's recommendation to City Commission is to have the initial fine increase to \$20 and the habitual offender fine increase to \$100 after five violations.

MOTION: Motion by Astrein, seconded by Hussey, to recommend to City Commission and increase in initial parking meter violations from \$10 currently to \$20 for the first seven violations annually and then increase to \$50 per violation after seven, and that this be reviewed after six months.

VOTE: Yeas: Astrein, Hussey, Markus, Pohlod, Quintal, Roberts

Nays: Kay

Abstain: Surnow – not enough information from different perspectives to make a fully informed decision

Absent: Eid, Lipari, McKenzie

Motion passed.

7. REPORTS

FINANCE REPORT – GERBER

Gerber reported that currently, approximately 93% of the special assessment has been collected. This is in-line with previous years. The county bought the outstanding \$7,600 uncollected from last year and the funds should be received soon.

The year-to-date cash flow shows approximately \$390,000 to the plus side. Some of this is from greater special event revenue and some due to less being paid during staff vacancies, as well as less in program disbursement. Gerber expects the BSD to end the fiscal year with approximately \$1.2 million. This is normal due to the timing of the special assessment billing.

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reported that hanging baskets and planters have been installed and that power washing will be scheduled soon. Pohlod asked that an email be sent to alert merchants of the upcoming power washing.

Sheppard-Decius shared that three Farmers Market Assistants have been hired. Two are used each Sunday at the Market. Three were hired for scheduling purposes. An internal posting for the reworked Marketing and Public Relations Specialist for the BSD has been given to Bassett for review.

Unfortunately, the application submitted by the BSD and the City's Public Arts Board for a grant for Art Walk from the MML Foundation was not selected as a recipient.

b. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein shared that the Rosé Soirée is moving along. Currently 15 restaurants are registered to participate.

MARKETING & ADVERTISING - KAY

Kay shared the spring fashion video and reported that the committee is looking at starting from scratch for next year's video as some of the footage in the current video has now been used for a few years.

Sheppard-Decius added that the Rosé Soirée digital ads have already started and are receiving a good response with over 225,000 views.

MAINTENANCE/CAPITAL IMPROVEMENTS – POHLOD

Pohlod reported that the committee had a discussion with City Parking Manager Aaron Ford regarding curbside management. They are working on ideas. They are also beginning conversation about alley improvements. The next meeting will be walking around the Triangle District.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the committee worked on the survey. The business mix analysis is in good shape. They may adjust some of the categories for the next update. The committee also discussed which types of trainings might be valuable for current merchants to help with retention.

Quintal added that he would like to have a round table for brokers.

EXECUTIVE COMMITTEE REPORT - POHLOD

No report given.

c. PARKING REPORT

Astrein shared that the meeting will be held next week.

d. WAYFINDING REPORT

Fehan reported that things are on track for a December recommendation to City Commission.

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


Pohlod recognized that this would be Markus' final board meeting and thanked him for his service. Fehan added that the BSD has been fortunate to have had his wisdom and leadership and that it will be missed.

11. ADJOURNMENT – 9:45 A.M.

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



Michael McKenzie, BSD Board Vice Chair



Date

APPROVED