

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, May 4, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 4, 2023, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT:

ADMINISTRATION: Brook, Sheppard-Decius

ALSO PRESENT: Hoehendorf, Hockman, Comerford, Gerkey, Hunt, Dupuis

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Kay, seconded by Hussey, to approve the minutes dated April 19, 2023.

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

APPROVED

4. APPROVAL OF ABSENCE WAIVERS – APRIL 2023

Pohlod explained that the BSD tracks board member attendance and that there are certain times when work or other pre-arranged commitments keep a board member from attending a board meeting. The board can vote to waive board members' absences.

MOTION: Motion by Quintal, seconded by Kay, to waive the absence of Lipari and Astrein for the Apr 19, 2023, BSD Board meeting.

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

FINANCE REPORT – SHEPPARD-DECIUS

Sheppard-Decius shared that next month will be the quarterly report from the finance department. Expenses for the last month have been primarily for Farmers Market and summer season preparations. Special assessment payments are still being collected.

5. APPROVAL OF VOUCHERS

MOTION: Motion by McKenzie, seconded by Surnow, to approve the vouchers, dated May 4, 2023.

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

Nays: none

Absent: none

6. PRESENTATIONS

a. Business Anniversaries

i. Village Players

Pohlod recognized Village Players for 100 years in Birmingham, which makes them the third oldest theater in Michigan.

ii. The Community House

Pohlod presented Hunt with a gift basket and items recognizing their 100 years in business in Birmingham.

b. Employee Anniversary Recognition – Melinda Comerford

Pohlod thanked Comerford for her 30 years of service to the BSD. Comerford shared that she has loved growing with the BSD. Astrein commended Comerford for all that she has done behind the scenes for the organization.

c. Wayfinding – Dupuis

Dupuis reported that the hired consultants toured the city a couple of weeks ago. They are a smaller firm from Traverse City that specializes in local government wayfinding, Corbin Design. They are focused on three tasks – analysis, design concepts, and prepare a plan. Their contract ends in December.

d. Business Mix Analysis

McKenzie shared three primary recommendations from the Business Mix Analysis report:

- Recruit businesses that drive daily traffic (fast casual dining would be a good fit in this category)
- Work to recruit and fill-in gaps, this may be from regional retailers as opposed to national. Encouraging successful retailers from other cities to also open in Birmingham could accomplish this.
- Work with property owners and brokers to try to influence which types of stores and restaurants they try to recruit.

McKenzie explained how the committee had looked at other similar locations to compare the ratios of things like retailer to restaurant, local vs. national, etc., and Birmingham is similar to many of the comparables used.

The committee recognized the need for a balance of national versus local establishments and identified some areas that may require extra focus. The group discussed the printed reports and commented on the subjectivity of the categories and classifications. Some categories mentioned that the committee feels are at capacity are jewelry, home goods, and salons.

Now that there is a base report, the committee will work to update it quarterly or every six months.

Parking Report – Astrein

Astrein shared that the Advisory Parking Committee is recommending that parking fines be increased from \$10 to \$20 and that after five in one calendar year they go up to \$100 per violation. In addition, monthly permit rates are increasing in all of the City structures to help cover the cost of ongoing renovations.

Roberts expressed his concern with the increase on parking fines.

7. NEW BUSINESS

a. Committee Appointments

Sheppard-Decius explained that with the new by-laws now in place, the BSD should officially appoint all of the committee members as well as a few new additions. Hockman's name was inadvertently left off the list for Business Development, Carlie Quezada and Angela Thomas would like to be considered for the Business Development Committee.

Surnow and Quintal both spoke highly of Thomas and recommended her approval for the committee.

MOTION: Motion by Kay, seconded by Quintal, to approve the slate of committee members and committee chairpersons as presented and to approve the addition of Hockman to the Business Development Committee.

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

8. Old Business

6. REPORTS

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius shared that City Commission will be presenting a proclamation honoring Astrein's for being a part of the City for 50 years. The BSD will recognize Astrein's at the June board meeting.

b. COMMITTEE REPORTS:

SPECIAL EVENTS – HUSSEY

Hussey reported that the committee has been working on plans for the Rosé Soirée. Sheppard-Decius added that the Farmers Market opens this Sunday and will run every Sunday through the end of October.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the new layout for the Spring Fashion Guide is now available.

MAINTENANCE/CAPITAL IMPROVEMENTS – LIPARI

Lipari shared that they are looking into alley improvements and that they discussed short-term parking issues with Aaron Ford, the City's Parking System Manager. Power washing is scheduled for after the fair. Sheppard-Decius added that improvements to the Pierce St. alley are scheduled for next spring.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that the Business Mix Analysis was finalized and presented. Two potential committee members attended the last meeting and shared new perspectives. The committee would like to prepare more materials to assist brokers.

EXECUTIVE COMMITTEE REPORT - POHLOD

No report given.

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 – 9:58 A.M.

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



Amy Pohlod, BSD Board Chair

6/11/2023

Date

APPROVED