

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, May 6, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 6, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein (Birmingham, MI), Hockman (Bloomfield Hills, MI), Kay (Birmingham, MI), Lundberg (Bloomfield Hills, MI), Markus (Birmingham, MI), McKenzie (Birmingham, MI), Pohlod (Birmingham, MI), Quintal (Birmingham, MI), Roberts (Bloomfield Hills, MI), Surnow (Birmingham, MI)

ABSENT: Eid

ALSO PRESENT: Director Emeritus Fehan (Bloomfield Hills, MI), David Hoehendorf, Stuart Jeffares

ADMINISTRATION: Brook (Royal Oak, MI), Bassett (Birmingham, MI), Comerford (White Lake, MI), Gerber (Birmingham, MI)

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated April 1, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported the balance as of March is approximately \$1.2 million in cash. There is still about \$62,000 of the special assessments unpaid, which is typical for this time of the year. There is also approximately \$1,500 of last year's assessment unpaid. We will be getting that money from the county.

We currently have over \$1 million fund balance and are doing very well with expenses. The cash flow report shows the grant money for the restaurant relief program which was not projected. However, that was a pass-through as we received the money from the county and dispersed it to the restaurants.

Office expenses are lower than projected which is partially due to the executive director leaving.

b. EXECUTIVE DIRECTOR REPORT

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that we are still limited in what types of events we are able to do. Brook shared that the Farmers Market opened on May 2 with approximately 40 vendors and about 2,000 attendees. People seemed very happy to be back to a walkable market this year.

Astrein continued that we are finalizing plans for a drive-in Movie Night at Seaholm High School on June 11. Day on the Town will be held on July 31. We will continue to review applicable safety guidelines. As of now, the city is not planning to participate in the Woodward Dream Cruise.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the spring fashion video is now on our website and is posted in social media. The committee is working on a marketing strategy for next year. They plan to not have a magazine again. This will require a new RFP. They are also looking at adding some functionality to the website.

Astrein asked about expanding the scope of the stores shown in the video to give exposure to more stores. Pohlod responded that they had approached many stores for merchandise, but not all of them were interested.

McKenzie asked to move back to special events and shared that his contacts are telling him that Ford is planning to move forward with their Woodward Dream Cruise sponsorship. Markus responded that the city almost had the resolution to cancel the event on the next commission meeting agenda. He added that Bloomfield Township is not participating. He said that he is concerned about Chevy's sponsorship as there will be construction on S. Old Woodward next year. However, there is a major concern from the public health standpoint.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that planters should be in by Memorial Day. There will be an RFP for snow removal. He asked if board members preferred the enhanced snow removal that was done this past winter. Astrein said that he did and that he does not feel that this is the time to pull back. Quintal said that they would look at the budget. Hockman suggested getting bids both ways to see what the difference would be.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the pipeline shows an uptick in leasing activity. He is very excited about RH and the results of the planning board meeting. He thanked those who attended for their support. Markus added that there are two items that apply to RH on the consent agenda at the next commission meeting. There is also new business to approve lot splits. Markus encouraged board members to watch or participate in the meeting. Hockman said that we would email the meeting information to the board.

Fehan asked about the lot split. Markus explained that it would square off the property. Hoehendorf asked if RH would be a tenant or own the building. Markus responded that it is his understanding that they would own their own parcel.

Surnow added that they are looking into producing new marketing materials and are working with Ciura to see what she thinks would be most helpful.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that there is a city commission study session prior to the next commission meeting that will look into the parking assessment district. He encouraged board members to attend. Markus added that they have done a legal review of the parking system. They will be giving history and detailed information as the city attorney has been researching this issue.

d. PARKING REPORT - ASTREIN

Astrein reported the waiting list for a space in the parking structures has gone down from approximately 3600 pre-pandemic to about 1000 now. He expects this number to continue to go down when fees are reinstated.

Astrein added that they had discussed buying into the parking assessment district as well as getting new internet service for the garages. Pohlod asked about parking structure capacity reports. Astrein explained that they would start doing those again when we go back to the regular parking system – with fees.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated May 6, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

- a. Retail Activity**
- b. Announcements**
- c. Letters, Board Attendance & Monthly Meeting Schedule**

10. PUBLIC COMMENTS

Markus shared that he will be recommending Sarvy Lipari to the city commission as a new BSD board member. Unfortunately, the other candidate did not make his interview and we have been unable to contact him. He added that Lipari was very well received by the executive committee.

Markus also shared that the parking assessment district is a complicated discussion. There are currently challenges with The Pearl changing the intended use of their space, which then changes how many parking places are required. Since they are located at such a distance from the closest structure, under the current system, they would be able to buy-in at only \$3,000 and would then not be required to add more parking. He believes that this formula is outdated and needs to change.

Hockman again encouraged attendance at the study session.

11. ADJOURNMENT – 9:32 A.M.

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