

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, November 3, 2022 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 3, 2022, at 8:30 a.m. at The Community House.

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

**PRESENT:** Astrein, Hockman, Kay, Lipari, McKenzie, Pohlod, Quintal, Roberts, Surnow, Director Emeritus Fehan

**ABSENT:** Eid, Lundberg, Markus

**ADMINISTRATION:** Brook, Ecker

**ALSO PRESENT:** Beth Hussey

**2. RECOGNITION OF VISITORS**

**3. PRESENTATIONS**

**4. APPROVAL OF MINUTES**

**MOTION:** Motion by Kay, seconded by Quintal, to approve the minutes dated October 6, 2022.

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

**5. BOARD MEMBER COMMENTS**

Pohlod shared that this would be Lundberg's last meeting, as she did not renew her board appointment. Lundberg sent her apologies for not being able to attend the meeting and shared that she will remain on the Marketing & Advertising Committee.

**6. REPORTS**

**a. FINANCE REPORT – ECKER**

Ecker reported that the BSD is doing well financially and that we are working on the special assessment process for the coming year.

**b. EXECUTIVE DIRECTOR REPORT - ECKER**

Ecker reported that Sheppard-Decius is working in the office one day per week and attending as many committee meetings as possible. The public hearing of necessity for the special assessment was held on October 24 and went well. She thanked those board members who attended.

The next step will be confirming the roll, which will be held on November 14. This involves the Finance Department reviewing each parcel. Objections can only be raised to the size of the parcel, not the rate

of the assessment. Bills for the special assessment will be mailed in January along with the Year in Review document.

The first Art Walk went very well. There has been good feedback and people would like to see this become an annual event. The Farmers Market wrapped-up its 20<sup>th</sup> season. Since we are short staffed in the office, Nicole Gerkey, who had been working Sundays at the Farmers Market, will be working in the office on a temporary basis to help with holiday activities.

Fehan asked about compensation for Brook's time at the Farmers Market. He mentioned that there had been discussion with Kammer and he wanted to make sure that it was not forgotten. Hockman suggested that Ecker gather the history and bring the information to the next Executive Committee meeting so they can bring a recommendation to the board at the next meeting. Roberts added that he has been impressed with the way the team has taken care of things through the staffing transitions.

Ecker added that Small Business Saturday would help to kick off the holiday season on November 26. There will be free parking in the structures and promotions through Oakland County as well as our Santa Walk, carriage rides and hot chocolate being distributed at the corner of Maple and Old Woodward.

She continued with an update that S. Old Woodward would be opening on Friday. Since the construction company is still finishing final touches, and they could affect parking, the structures around the construction area will remain free on Saturdays through Small Business Saturday.

Fehan shared that the new marketing pieces for retail, restaurants, and salons and spas impressed him. Kay agreed and said that customers like them as well.

Ecker reported that a new parking system for the structures has been approved and should be installed in the coming months.

#### **c. COMMITTEE REPORTS:**

##### **SPECIAL EVENTS - ASTREIN**

Astrein reported that there are about 65 vendors registered to participate in Winter Markt and Mercedes Benz and Wells Fargo Advisors are returning as main sponsors. Sandra Ali from WDIV will be the emcee for the tree lighting.

Brook updated the group that all of the almost 500 appointments to visit Santa filled in under 3 hours. Hockman asked if we could expand the capacity. Brook replied that she could inquire with our Santas to see if they would be able to stay an extra hour and have visits end at 5 p.m. instead of 4 p.m. There was a consensus of the board to extend Santa hours and offer more appointments, if possible.

##### **MARKETING & ADVERTISING - KAY**

Kay shared that they will have a newly formatted web report to share at the next board meeting. The committee is considering putting together an RFP for a marketing plan and possible app. They would like to explore the benefits of having an app over just a website.

The Holiday Gift Guide has been distributed and the new logo is being rolled out. Ecker shared that Sheppard-Decisus would like to have the board approve the holiday marketing plan.

**MOTION: Motion by Hockman, seconded by Quintal, to approve a holiday advertising budget of \$45,000.**

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

#### **MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI**

Lipari reported that there was not an October meeting. South Old Woodward now has more bump-outs. The snow removal contract already has two passes for that area. Therefore, the larger area should be properly cleared. Discussion of holiday lights will happen later in the agenda.

#### **BUSINESS DEVELOPMENT - MCKENZIE**

McKenzie shared that they did not have an October committee meeting. Faherty recently opened and Serena & Lilly will be opening soon. Ecker stated that the retail occupancy rate is currently 96%.

#### **EXECUTIVE COMMITTEE REPORT - POHLOD**

Pohlod reported that the executive committee would like to have an off-site strategic planning session after the first of the year.

##### **d. PARKING REPORT - ASTREIN**

Astrein shared that the City Commission approved new equipment for the parking structures. It should be installed in the coming months. \$15 million is in the budget for maintenance. The plan is to spend about \$3 million per year for the next five years.

Fehan added that the Wayfinding Committee is working on incorporating the new logo and colors into signage and deck improvements. Ecker shared that there were five responses to the Wayfinding RFP. The committee will review them and provide a recommendation to the City Commission.

##### **e. CHAMBER REPORT - BAUMAN**

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 Kay to approve the vouchers, dated November 3, 2022.**

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

## 7. UNFINISHED BUSINESS

None

## 8. NEW BUSINESS

### a. The Great Decorate Sponsor Request

Hussey explained that The Great Decorate is a holiday tree-decorating contest that raises money to support foster teens who are aging out of the system. The money raised will be divided by 20 teens. Patrons will vote for their favorite tree with their dollars. There will also be small business grants given to winning participating businesses.

Ecker explained that the request is for \$3,500 in cash, and to have a Birmingham Bucks promotion. She added that the Executive Committee recommended the board approve this request.

**MOTION: Motion by Surnow, seconded by Hockman to approve the BSD to act as a sponsor for The Great Decorate, by providing the following:**

- **A cash donation in the amount of \$3,500;**
- **A Birmingham Bucks promotion during the month of December, not to exceed \$6,000;**
- **Promotion through BSD holiday themed media outreach;**
- **Inclusion in email blasts to residents and merchants in the months of November and December;**
- **Inclusion in the BSD social media promotions; and**
- **Promotion through communications with BSD merchants.**

**And, motion to direct the Executive Director to work with the Executive Committee to draft a Sponsorship Policy for adoption by the BSD Board.**

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

### b. N. Old Woodward Chandelier Contract

Ecker shared that they had gotten three quotes and Nick's Maintenance came in the lowest.

**Motion by Hockman, seconded by Astrein to approve a one-year agreement with Nick's Maintenance for the construction, installation, removal and storage of the chandelier fixtures to be placed on N. Old Woodward, and further, to authorize the Chairperson and Interim Executive Director to execute the agreement.**

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

### c. BSD 2023 Calendar – Special Event and Meeting Schedules

Ecker explained that there is ongoing discussion about Restaurant Week and when, or if, it will be held. Therefore, we may not want to include dates in the City calendar.

**Motion by Hockman, seconded by Astrein to approve the special events calendar without Restaurant Week and to follow-up with the Special Events Committee to re-organize Restaurant Week.**

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

Pohlod asked to reevaluate the proposed committee meeting dates for 2023. She feels that the Business Development Committee is meeting too late in the month. There was a consensus among board members to bring the committee meeting dates to the next meeting for approval.

#### **d. Executive Committee Appointment**

Pohlod explained that Hockman would no longer be a part of the board as of November 26, 2022. His departure will leave a vacancy on the Executive Committee. She would like to have the committee chairs represented on the Executive Committee. Therefore, she would like to nominate McKenzie to be a member of the executive committee.

**Motion by Pohlod, seconded by Hockman to appoint McKenzie to the Executive Committee.**

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

#### **e. Small Business Saturday Birmingham Bucks Promotion**

Ecker shared the recommendation to have a Birmingham Bucks promotion on Small Business Saturday weekend. She shared that there is still money available in the budget that had been allocated to construction Birmingham Bucks promotions.

**Motion by Astrein, seconded by Quintal to approve a Small Business Saturday Birmingham Bucks promotion offering 25 for every \$100 spent from Saturday, November 26, 2022 – Sunday, November 27, 2022, with a promotional cap of \$10,000.**

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

#### **f. Holiday Lighting Request from DPS**

Ecker reported that she received information from DPS. Their costs for lighting have increased significantly. The BSD has added more lighting, but we do pay another company to install and store the chandeliers. DPS reports the total cost for lighting in 2010 was \$34,000 and now is \$150,000.

Pohlod added that some of the changes have come from construction issues, not all have been BSD requests. Hockman suggested looking further into the history as the city put lights on the trees before the BSD was established.

Consensus from the board to have the Maintenance and Capital Improvements Committee review all of the information and come back to the board with a recommendation.

**9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

**c. Letters, Board Attendance & Monthly Meeting Schedule**

**10. PUBLIC COMMENTS**

Hockman reminded the board that this would be his last meeting as a board member and expressed his appreciation to the board and staff for their work over the years.

**11. ADJOURNMENT – 10:12 A.M.**

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

APPROVED