

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, November 4, 2021 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 4, 2021, at 8:33 a.m. at The Community House

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Hockman, Kay, Lundberg, McKenzie, Pohlod, Quintal, Roberts

ABSENT: Eid, Lipari, Markus, Surnow, Director Emeritus Fehan

ALSO PRESENT: Weingartz, Hoehendorf

ADMINISTRATION: Brook, Kammer

2. RECOGNITION OF VISITORS

3. PRESENTATIONS

Hockman recognized representatives from Christian Science Reading Room. He congratulated them on being in business for 75 years. He also recognized Brooklyn Pizza for their 25 years in business in Birmingham.

4. APPROVAL OF MINUTES

MOTION: Motion by Pohlod, seconded by Quintal to approve the minutes dated October 7, 2021.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

Hockman shared with the board that Julie Fielder who had been a retail consultant for the BSD for a number of years had recently died. He acknowledged her service and dedication to the community.

5. REPORTS

a. FINANCE REPORT – KAMMER

Kammer reported that the current fund balance is \$885,969. He shared that the BSD paid a stipend to a staff member for work done at the farmers market. Half was paid last month and the rest will be paid now that the season has ended. He also highlighted that the BSD is in receipt of the \$60,000 sponsorship check from GM for the Cruise Event.

b. EXECUTIVE DIRECTOR REPORT - KAMMER

Kammer reported that the board created an ad-hoc committee to work on gateway signage. Information on this was included in the city manager's report. Kammer feels that the committee represents a good cross-section of stakeholders. Hockman thanked Fehan for chairing this committee.

Kammer also shared that he had a meeting with the Birmingham Bloomfield Community Coalition and attended the ribbon cutting for The French Lady. He continues to work on improvements to the BSD's advertising strategy and branding.

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that the Farmers Market season ended with a very successful day on October 31. Preparations continue for holiday events. We expect a large turnout for Santa Walk and all of the appointments for Santa visits filled quickly. Approximately 50 vendors registered for Winter Markt.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that holiday gift guide print insert to SEEN Magazine had been distributed. A printed dining guide has been created, as has one for retail as well as one for salons and spas. These will be distributed to BSD merchants so they can share them with their customers/patrons.

The holiday video will be updated from last year and have more of a focus on jewelry. A Restaurant Week video will also be produced. It will be on the same budget line item.

The committee continues to work on the overall advertising campaign and keep an eye on social media data. The new social media report is easier to view.

The committee also discussed the importance of having a strong workforce in Birmingham and that it might be beneficial to hold a job fair, look into parking assistance, and enhance the employee discount card program.

Fehan added that he thought he was impressed with the gift guide.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that the placement of the holiday lights is going well. Kammer added that the committee me to discuss the planters and they will be going back to the old style.

Kay asked about the size of the barrels that had previously been used. Quintal let him know that the committee is looking into auctioning off the old barrels and then putting the money to something new.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that State & Liberty is scheduled to open on November 13. Evereve has completed their expansion/move. No significant deals have closed. There are two new signed letters of intent – one for a jewelry store and the other for a restaurant.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman explained that the executive committee spent their time discussing outdoor dining.

d. PARKING REPORT - ASTREIN

Astrein introduced Weingartz to the group as the new director of parking for the city of Birmingham. Weingartz has been with the city for one month and is currently focusing on the parking structures. Astrein said that they had met and discussed the challenges with the current technology to enter and exit the parking structures. Maintenance in the structures is ongoing.

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 Kay to approve the vouchers, dated November 4, 2021, and hold the check for Worry Free until an agreement has been reached, and approved by the maintenance and capital committee chair and the executive director.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Approval – Santa Contracts

MOTION: Motion by Astrein, seconded by Kay to approve the contracts for Santa performers for the 2021 operating hours of the Santa House, to authorize the total expenditure of \$7,992.50 for the cost of services, and authorize the Executive Director and staff to execute the agreements accordingly

VOTE: Yeas, 8 Nays, 0 Absent, 4

b. Approval – Carriage Ride Contract

MOTION: Motion by Astrein, seconded by Quintal to approve the service agreement with Top Hats & Tails Carriage Company for provision of horse and carriage/sleigh services, approve the expenditure of \$11,000 from the Special Events budget, and authorizes the Executive Director and staff to execute the agreement accordingly.

VOTE: Yeas, 8 Nays, 0 Absent, 4

c. Approval – Outdoor Dining Recommendations

MOTION: Motion by Astrein, seconded by Pohlod to approve the submitted recommendations to the Planning Board concerning outdoor dining.

Hockman explained that the planning board had asked the BSD to provide ideas regarding outdoor dining regulations. He added that Kammer had compiled input received from stakeholders worked with the executive committee to put together the recommendations.

VOTE: Yeas, 8 Nays, 0 Absent, 4

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Roberts shared that he received a letter from the city letting him know that they would not be enforcing the deadline to breakdown outdoor dining on November 14. Therefore, some decks will remain until a decision is reached. Hockman added that, if a restaurant decides to keep their outdoor dining, they will be responsible for snow removal and they must use the outdoor seating.

11. ADJOURNMENT – 9:20 A.M.

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