

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, October 7, 2021 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, October 7, 2021, at 8:30 a.m. at The Community House

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

ABSENT: Director Emeritus Fehan

ALSO PRESENT: Gerber

ADMINISTRATION: Brook, Kammer

2. RECOGNITION OF VISITORS

3. PRESENTATIONS

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Kay to approve the minutes dated September 2, 2021.

VOTE: Yeas, 12 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber shared that the balance sheet currently shows \$873,000. The BSD has collected approximately \$65,000 of the delinquent \$68,000 from the 2020/2021 assessment. The BSD started the fiscal year with a balance of \$967,000 and now has approximately \$843,000.

The revenue and expense report does not show much income yet as special assessment invoices have not yet been mailed. We are still waiting for sponsorship money from Chevy for the Cruise Event.

Expenditures are right on target at about 11% of the budget for the year. The year-to-date cash flow report shows that we are about \$32,000 ahead. This will correct itself in later months as special events and marketing spend more of their budgets.

Surnow asked why the assessment line item is showing as a negative amount. Gerber explained that accounting allows income to be back dated 60-days, which is what happened in this case.

b. EXECUTIVE DIRECTOR REPORT - KAMMER

Kammer reported that he had a meeting with the city's new parking manager. He also shared that he is starting a monthly consumer facing e-newsletter. The next merchant meeting is scheduled for October 21.

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that Small Business Saturday is November 27. The day will start with Santa Walk. Hazel, Ravines, and Downtown will distribute complimentary hot chocolate at the corner of Maple & Old Woodward. Santa visits, carriage rides and the scavenger hunt will all start that day.

Astrein shared that Mercedes-Benz of Bloomfield Hills will once again be a \$10,000 Winter Market sponsor and that the city's tree lighting will be held at 6 p.m. on Friday, December 3.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the fall fashion campaign is now running on our website and social media. The committee is currently working on the holiday campaign. There will be a gift guide again this year.

The social media impact report is helpful to see which placements are working well.

McKenzie asked if the social media placements are paid placements. Kammer explained that we are not currently able to boost posts, but the city is revising their credit card policy. Therefore, we should be able to boost posts again soon. McKenzie suggested reaching out to other parts of the state with our marketing.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that the committee did not meet last month. He explained that the price of the planters from Worry Free has gone up 66%. Therefore, the committee would like to pull that payment from the vouchers, as they were not very happy with them this year and want to continue to look into options for this year.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that two new deals have been signed in the last month. There is also a tenant in the final stage of negotiations for a marquee location and two restaurants have signed LOI's. Birmingham is being seen as an attractive place again.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman explained that he is working with Kammer to look at the balance of businesses in the downtown area. He feels the balance is an important factor in the vitality of the BSD.

He also shared that they are working on a report regarding outdoor dining. The goal is to have a draft of the report to share at the next board meeting before submitting it to the planning board.

d. PARKING REPORT - ASTREIN

Astrein reported that the parking advisory committee is dealing with an issue regarding the parking assessment district and that an applicant has asked to be included in the district, by buying their way in. The committee was unable to come to a decision. The underlying question is whether it is legal to add a business to the parking assessment district when there are no longer any outstanding bonds.

Markus shared that there have recently been two work sessions with city commission on the parking system. He said that bond counsel has advised him, that when bonds expire, the assessment district no longer exists. Therefore, a business would not be able to pay to become a part of the district. The work sessions also explored the idea of putting money from the parking system towards the triangle district. However, many believe that the priority should be to make the needed improvements to the existing structures.

Markus also let the board know that the city has hired a full-time parking manager. He is planning to be at the merchant meeting on October 21.

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 Markus, seconded by Astrein to approve the vouchers, dated October 7, 2021, after removing the line item for Worry Free.

VOTE: Yeas, 12 Nays, 0 Absent, 0

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. BSD Committee Membership Approval – Kamala Cummings

MOTION: Motion by Astrein, seconded by McKenzie to approve the application submitted by Kamala Cummings for the BSD special events' committee.

VOTE: Yeas, 12 Nays, 0 Absent, 0

b. Business Anniversary Recognition Program

Kammer explained that, at the direction of the chair, he and staff had put together a Business Anniversary Recognition Program. This program will recognize three businesses with milestone anniversaries at each BSD board meeting.

Pohlod asked if recognition would be based on the most recent owner or how long the business has been in Birmingham. Kammer responded that, ideally, it would be based on the length of time the business has operated in Birmingham.

MOTION: Motion by Markus, seconded by Astrein to approve the Business Anniversary Recognition Program as described and authorize the Executive Director to proceed with implementation of the program.

VOTE: Yeas, 12 Nays, 0 Absent, 0

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Markus shared that there will be a joint meeting of the city commission and the planning board. They will discuss the updated master plan and the results of the survey regarding food trucks.

11. ADJOURNMENT – 9:55 A.M.

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