

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, September 2, 2021 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, September 2, 2021, at 8:35 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, Roberts,

ABSENT: Quintal, Surnow, Director Emeritus Fehan

ALSO PRESENT:

ADMINISTRATION: Brook, Kammer

2. RECOGNITION OF VISITORS

3. PRESENTATIONS

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated August 5, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – KAMMER

Kammer shared that the BSD is in good fiscal shape. There have been two special events this fiscal year and we have incurred personnel expenses. The magazine line item will be charged next month for promotional videos.

Kammer suggested that board members might want to keep an eye on the tenant recruitment line item as it may exceed the budgeted amount as there has been an increase in price for the Costar membership and the recruiter could hit her maximum.

Kammer informed the board that the check for the Chamber would be adjusted, as they are not going to be holding their Halloween event. That amount will be deducted and the check will be reissued.

b. EXECUTIVE DIRECTOR REPORT - KAMMER

Kammer reported that the Cruise Event went well. He thanked Brook and the staff for doing a great job. Moving forward, he would like to look into not allowing private events to take place adjacent to our event.

Kammer shared that filming would be taking place for the fall fashion video later today. There have been two new leases signed in the last two weeks and there continues to be interest from national retailers. The business development committee is working on a recognition program for long standing businesses.

Kammer also acknowledged the work that the staff team has done to produce special events with much shorter timelines due to the ongoing COVID-19 situation.

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that the August Movie Night went well and was back to pre-COVID attendance. Day on the Town was also very successful. The committee has decided not to do any Halloween activities this year.

Preparations are underway for Santa House. Santa will be required to be fully vaccinated against COVID-19. The special event application for Winter Markt was approved by city commission.

Hockman asked about the timeline for securing a new location for the 2022 Birmingham Cruise Event. Kammer let him know that staff is currently working on it and should have something to share by the December board meeting.

Markus added that there have been reports of a possible delay in the S. Old Woodward reconstruction project. He let the board know that city staff is not supportive of that. He also shared that although there will be a loss of some parking places; he is not concerned as the occupancy rate for those spots is not very high.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the fall fashion video shoot would be taking a different approach. Instead of being outside and around town, this one will be filmed in a gallery. There will also be a four-page spread in SEEN Magazine. The winter video will coincide with a gift guide magazine insert.

A social media report will be sent to board members.

MAINTENANCE/CAPITAL IMPROVEMENTS - KAMMER

Quintal reported that the committee put out an RFP for snow removal and received two bids. The committee is recommending continuing to use Nick's Maintenance.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that two new apparel retailers have signed leases this month. The committee is pleased to see continued interest in Birmingham.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman explained that the city's planning board is looking for feedback on outdoor dining policies. The BSD has asked businesses to share their thoughts by September 10. Each BSD committee will also be asked for input and the executive committee will put together a response.

Markus complimented Roberts on looking out for the community at large in this discussion, not just his personal business.

d. PARKING REPORT - ASTREIN

Astrein reported that the parking advisory committee had in-depth discussions on bistros and outdoor dining and the impact on parking – the number of spaces used by decks, potential lost revenue, etc. He also reminded the group that the committee has a vacant position for a restaurant owner.

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, as submitted, dated September 2, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Snow Removal Agreement

Kammer shared that the committee received two submissions for their RFP for snow removal. The maintenance and capital committee recommends selecting Nick's Maintenance. The contract includes a secondary attachment for delinquent snow removal. That portion of the contract will work with the Department of Public Services and will be billed directly to them.

Markus pointed out that there was a conflict in the language of the contract in attachment B that needs to be corrected.

MOTION: Motion by Astrein, seconded by Pohlod to approve the agreement with Nick's Maintenance, with the correction to attachment B, to provide snow removal services for the Birmingham Shopping District.

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 9:13 A.M.

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