

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, December 3, 2020 - 8:30 a.m.**  
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 3, 2020, at 8:30 a.m. via ZOOM Meetings

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

**PRESENT:** Astrein (Birmingham, MI), Fehan (Birmingham, MI), Hockman (Bloomfield Hills, MI), Kay (Birmingham, MI), Lundberg (Bloomfield Hills, MI), McKenzie (Birmingham, MI), Pohlod (Birmingham, MI), Quintal (Birmingham, MI), Roberts (Bloomfield Hills, MI), Valentine (Birmingham, MI)

**ABSENT:** Eid, Surnow

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe (Birmingham, MI), Brook (Royal Oak, MI), Bassett (Birmingham, MI), Comerford (Birmingham, MI), Gerber (Birmingham, MI)

**2. RECOGNITION OF VISITORS**

David Hoehendorf, Judy Solomon

Hoffman welcomed the newest BSD board member, Mike McKenzie. He said that McKenzie has worked at a large accounting firm for a number of years and has been a member of the business development committee. Hockman thanked McKenzie for joining the board. McKenzie responded that he is looking forward to serving.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by Lundberg to approve the minutes dated November 5, 2020.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**4. BOARD MEMBER COMMENTS**

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

Gerber reported that the balance sheet shows a fund balance of approximately \$640,000. There are about \$12,000 of special assessments that were not yet collected and therefore have been rolled into the tax roll for the county to help collect. It started at \$54,000 and is now down to \$12,000.

The revenue and expense sheet for October, which is 33% of the way through the fiscal year, shows that our revenue is not yet at 33%. This is because most of our revenue comes from the special

assessment and those bills will not be mailed until January. The maintenance line item is a little higher than budgeted, but that is typical for summer months.

Expenses are at 27% of the budgeted amount. This is primarily due to COVID restricted activities. The four-month cash flow summary does not have the \$77,000 from the advisory parking committee as a carry-over. There is no special events income right now, and personnel costs are in line.

Astrein asked why bills for the special assessment are not sent out in December. Gerber responded that in the spring the commission put together a COVID relief package that said that they would defer special assessments until January 1. He added that they would work to send the BSD assessment early in the month.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

No report given.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein reported that we had good weather and there was some traffic in the downtown area for Small Business Saturday, but it was not as busy as it has been in the past. Hazel, Ravines and Downtown passed out hot chocolate. Santa visits started as did the downtown scavenger hunt.

Brook added that the scavenger hunt is sponsored by Chief Financial Credit Union. It encourages teams to walk around the downtown area to complete fun tasks. About 35 teams participated in the hunt its first weekend. It will continue each weekend until Christmas.

Astrein shared that The Great Decorate tree decorating contest has 30 restaurants and retailers registered to participate. There will be giveaways of things like chestnuts, kettle corn and hot chocolate on Saturdays and live reindeer will be in Shain Park twice.

Pohlod asked how the Birmingham Bucks promotion went. Tighe responded that it went well. We had about 100 people submit their receipts which is many more than we have had in the past. Astrein added that was very easy for customers to submit over their phones.

Pohlod asked how Santa visits were going. Brook shared that the appointments filled very quickly. There were 560 spots available to begin with and we have added a few more to each day to try to accommodate as many families as possible. Kay asked about the processing of Birmingham Bucks. Brook let him know that some had already been distributed and most of the remaining submissions would be processed today.

**MARKETING & ADVERTISING - POHLOD**

Pohlod reported that the holiday video premiered over the weekend. It will be running on several different channels including WDIV and GSTV. The holiday gift guide was went out as an insert in the last SEEN Magazine. These promotions are both aimed at bringing people in to the area to shop.

The new website company had its kickoff meeting. They will be starting work on the design very soon.

## **MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

Quintal shared that the holiday lights went up well. He added that the planters look better than last year, but they are still not making the impact we want. The committee will discuss options for next year.

Valentine let everyone know that Maple Road between Woodward and Old Woodward requires a new service line from DTE for the holiday lights. The city is working to get the situation resolved. They are waiting for a date from DTE. Quintal suggested looking into connecting the lights to the buildings.

## **BUSINESS DEVELOPMENT - TIGHE**

There was no meeting held in November. The committee will meet in the next couple of weeks to refine strategy and put goals on paper. This will be finalized this month. Ciura continues to work on bringing new business into town. The current occupancy rate has remained the same. Some potential businesses are waiting for the economy to improve. Ciura is keeping in touch with them.

We have another PPE distribution scheduled for later today. This will help small businesses to have a fresh stock for the holiday rush.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman shared that Solomon has left the BSD board. He thanked her for her years of service representing Birmingham residents. He added that this is Valentine's last meeting. He said that we have really benefitted from Valentine's service and insights and the board will miss him. He thanked him for his years of service.

Valentine said that it has been a pleasure to be involved with the BSD. He has been involved throughout his tenure at the city dealing with several challenges and working on different concerns. He added that this group has a structure and team that works better than ever. He complimented the committee chairs, Ingrid and all of the board members and shared wishes for continued success.

Hockman shared that Tighe will be leaving the BSD as of December 31, 2020. She will be joining Oakland County as the director of economic development. He said that four years has gone by quickly. He appreciates her leadership and enthusiasm. He added that the BSD has been fortunate to have Tighe and he wishes her the best.

Tighe let the group know that it is bittersweet for her. She loves her job and working in Birmingham. She has built great relationships with staff, other department heads, and board members. She thanked Hockman for being a mentor. She also thanked Valentine and the committee chairs. She said that although it is difficult to leave, she is excited to work on economic development for the county. She mentioned that she will continue to work with Birmingham in her new role and she is excited to help the county grow.

Hockman recognized the staff team for their work. He said that the board appreciates the team's flexibility and how well they have handled challenges. He shared that the executive committee will get together to start the search process for a new executive director.

Tighe added that, although we were not able to get together to thank board members and wish everyone a happy holiday in person, we do appreciate all that you do. A plant will be delivered to each board member as a small token of appreciation.

**d. PARKING REPORT - ASTREIN**

Astrein reported that 320 parking passes have not been renewed and 7% did not respond. Therefore, there could be close to 400 places available to those on the waiting list.

The committee turned down the application from The Pearl. Astrein was named vice chair of the parking advisory committee.

The approval of an extension of free parking in the structures for January through March is on the city commission's agenda for their next meeting.

Quintal asked how long the waiting list is. Astrein said that there are about 2,000 names on the list, but he does not believe that it is really that many. Work is being done to contact people on the list to see who is still interested.

**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 Fehan to approve the vouchers, as submitted, dated December 3, 2020.

Pohlod asked about the \$37,000 bill from Renaissance Media. Tighe clarified that \$15,000 is for the fall fashion insert, \$15,000 is for the gift-giving guide insert and the other \$7,000 is for the holiday video campaign.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**7. UNFINISHED BUSINESS**

**8. NEW BUSINESS**

**9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

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

**10. PUBLIC COMMENTS**

Hoehendorf expressed his disappointment that Tighe will be leaving but said that he is confident that their paths will cross again. Tighe added that she was remiss in recognizing and thanking community

stakeholders. She added that a gift will be delivered to Valentine from the board and thanked him for his time.

Hockman concluded by wishing everyone the best for the holidays.

**11. ADJOURNMENT – 9:11 A.M.**

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