

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, June 3, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 3, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein (Birmingham, MI), Eid (Bloomfield Hills), Hockman (Ashtville, North Carolina), Kay (Birmingham, MI), Lipari (Birmingham, MI) Lundberg (Bloomfield Hills, MI), Markus (Birmingham, MI), McKenzie (Birmingham, MI), Pohlod (Birmingham, MI), Quintal (Birmingham, MI), Roberts (Bloomfield Hills, MI), Surnow (Birmingham, MI)

ABSENT:

ALSO PRESENT: Director Emeritus Fehan (Bloomfield Hills, MI), David Hoehendorf, Stuart Jeffares

ADMINISTRATION: Brook (Royal Oak, MI), Kammer (Birmingham, MI)

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Kay to approve the minutes dated May 6, 2021.

VOTE: Yeas, 12 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – KAMMER

Kammer explained that the revenue/expense report shows a credit in April of \$3628. This was a refund given from the special assessments due to a miscalculation of square footage. There are also credits in personnel services from returning unvested deferred contributions from the former executive director.

The \$59,000 variance in the supply account is due to the restaurant relief grant that were processed through that account.

Hockman added that we are tracking well and that the fiscal year will end June 30.

b. EXECUTIVE DIRECTOR REPORT - KAMMER

Kammer shared that he has been working on addressing items that were in his 30-day plan. He is meeting with board members, community organizations, and business and property owners. The staff is working on getting back into a routine. In addition, we just hired a new events and office assistant.

Kammer said that he will continue to make progress on the 30-day plan and will submit a 90-day plan to the executive committee next week.

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that the Farmers Market is doing well. Since restrictions changed June 1, we are able to go back to full capacity. Brook added that we are excited to have live music, food trucks, and lemonade back at the market next week. It will be much closer to our old normal market.

Movie Night will be a drive-in on June 11. The July and August events will be back to the typical format at Booth Park. Day on the Town will be able to proceed as it has in the past. However, we were instructed not to have special kids' areas or activities. Businesses need to register by July 9 to participate.

It is still unclear as to how, or if, the Cruise event will be held. Markus explained that he expects some modifications, as large events are still a concern. He feels that commission would like to continue the event, but to a lesser scale. He also pointed out that there might be a conflict with road construction next year.

Astrein asked how this might affect expenses. Markus said that Kammer would look into that. Discussion continued that the Cruise event is more beneficial to some businesses than others. Kay shared that his business does well that day and that he would prefer to see the event continue as he feels we would have more control of the area.

Hockman let the board know that commission would officially address Birmingham's participation in the Woodward Dream Cruise during their June 14 meeting.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that, after a busy spring, the marketing committee did not hold a meeting in May. They are continuing to work on getting ready for the new fiscal year and finalizing the RFP for videos and print inserts instead of a magazine.

The committee is compiling analytics to show which posts are strongest and which are weakest. They are also working with Pure Michigan to make Birmingham seen more as a destination for the weekend. Pohlod added that Pure Michigan could bring access to a new demographic.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that baskets and planters have been planted, but that it will take some time to see how they fill out. There is a plan to have power washing done twice this summer. We will share the date with merchants once it is set.

The snow removal contract should be finalized in the next week. In addition, the committee has decided not to have holiday lights across Merrill Street and is now looking for a new idea.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that there is continued activity from interested businesses. Two prospects recently had their CEOs visit potential properties. He added that Ciura is pleased with the uptick in activity that she is seeing. The committee is working with Ciura on possibly creating some new marketing materials.

Kay asked if the city's occupancy rate has gone down. Hockman responded that he believes it is still tracking very close to where it has been.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman welcomed Lipari as a new board member. Lipari said that she is excited to be a part of the board and is looking forward to having the chance to meet everyone in person.

d. PARKING REPORT - ASTREIN

Astrein shared that a maintenance report has been completed on four of the parking structures. It concluded that \$10-\$11 million is needed. The parking fund currently has about \$18 million in reserves. The assessment on the Pierce Street structure should be completed soon.

The committee is looking into putting charging stations for electric vehicles into two structures. They are expensive and the technology does change, but they feel that it is time to start offering this service. The committee is still deciding on where to place the charging stations and what fees, if any, would be associated with using them. Hockman added that there might be incentives available to help cover the costs.

Beginning July 1, fees will be reinstated for parking in the parking structures.

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 Quintal to approve the vouchers, as submitted, dated June 3, 2021.

VOTE: Yeas, 12 Nays, 0 Absent, 0

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Third Party Retail Recruiting Agreement Revision Addendum

Surnow explained that there was a misunderstanding of the compensation structure by the third party recruiter. Last year, due to the COVID-19 situation, much activity stopped and there were reduced incentives. As activity increases and deals are getting closer, we want to push to finalize deals. The revision includes an increase based on how many deals are closed. The cap is now \$75,000.

Kay asked about the yearly budget. Hockman responded that, starting July 1 it is \$100,000. Last year they spent approximately \$15,000-\$16,000 in addition to the recruiter. Therefore, we should be able to absorb this increase.

MOTION: Motion by Surnow, seconded by Roberts to approve the amendment to the agreement with CC Consulting to revise the compensation structure for successful tenant recruitment and retention.

VOTE: Yeas, 11 Nays, 0 Absent, 1 (Astrein unavailable for vote)

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Markus shared that the Downtown Magazine had printed an editorial about the parking system and the triangle district. There is currently a debate about how funds can be used. This complicated issue dates back to when the first parking structure was built in 1955. All five structures were built west of Woodward. The debt for these structures has all been paid. However, nothing precludes a new assessment. There is now question as to whether or not RH or other new developments should have to pay into the parking system.

Hockman added that he felt the editorial was helpful. Hockman was involved with the Peabody and Chester structures. He shared that it was set-up as an enterprise fund, which can only be spent on the parking system. Reserve funds are there to help with renovations, not for the triangle district.

Markus continued that, if the triangle district were assessed, it could be a part of the parking system, but Woodward gets in the way.

Eid asked if there is really a demand for more parking in the triangle district. Markus responded that the need is not there now, but if further developed, it could become necessary. Markus concluded that he feels the real opportunity is in a public/private partnership.

Hockman encouraged board members to attend the June 14 commission meeting, as there would be an important vote regarding the RH project.

11. ADJOURNMENT – 9:55 A.M.

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