



Executive Committee Meeting

August 24, 2022, 8:30 AM
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Jeff Hockman, Chair; Richard Astrein, Tom Markus, Amy Pohlod, Bill Roberts, Doug Fehan

Staff: Jana Ecker, BSD Interim Executive Director, Erika Bassett, PR Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **July 27, 2022**
3. Public Comment
4. Updates:
 - a) Special Events Committee
 - b) Marketing and Advertising Committee
 - c) Capital Improvements and Maintenance Committee
 - d) Business Development Committee
5. BSD Special Assessment Update
6. Other Business
7. Upcoming Meetings/Events
 - a) Business Development Committee – August 25, 2022 at 8:30 a.m.
 - b) BSD Board Meeting – Thursday, September 1, 2022, at 8:30 a.m.
 - c) Capital Improvements Committee – September 13, 2022, at 8:30 a.m.
 - d) Special Events Committee – September 9, 2022 at 8:30 a.m.
 - e) Advertising Committee – September 15, 2022, at 8:30 a.m.
 - f) Executive Committee – September 28, 2022, at 8:30 a.m.

Executive Committee Meeting Minutes
151 Martin Street, Conference Room 203
July 27, 2022
8:30 a.m.

J. Hockman called the meeting to order at 8:34 a.m.

In Attendance: J. Hockman, B. Roberts, D. Fehan, R. Astrein (arrived at 9:05 a.m.), J. Ecker, A. Pohlod, C. Galli

Absent: T. Markus

There was no public comment.

Approval of minutes: Motion for approval of the minutes dated May 31, 2022 made by Pohlod and seconded by Roberts.

Yeas: Hockman, Roberts, Fehan, Astrein, Pohlod

Nays: None

Updates:

A) Ecker updated the committee on the upcoming Day on the Town special event, and stated that there are 10 more vendors participating than in years past. Ecker advised that movie nights were also going well, and that the Farmers Market will be celebrating its 20th season on August 7th with a ceremony at 10 a.m., music, kids activities, and a petting zoo.

Roberts brought up the concern of getting vendors off the street and the streets back open as soon as possible after Day on the Town.

B) Pohlod updated committee on the Marketing Committee's efforts and advised that there will not be a fall video or fashion shoot. The committee members felt it was too close to the winter campaign. The Marketing Committee will be making the winter campaign bigger and will be using archived videos to enhance the program.

Pohlod discussed the Marketing Committee moving around funds to adopt a program that would pull numbers from the website and social media to have a more up to date function and see how trends are moving.

Pohlod discussed the Birmingham Bucks program and advised that there were not many people turning receipts in for the S. Old Woodward construction area program, but also few complaints about the program in general. There will be a resolution going to the board soon about doing another weekend program, but this time it will be 10 days that will include 2 weekends and a week for all businesses.

Fehan brought up discussions that the Marketing Committee had about adopting the new City logo and putting the BSD words under it. Pohlod then added that the Marketing Committee is finalizing colors for the updated logos.

Fehan and Ecker both talked about the Wayfinding committee and all of rollout completed with respect to the change over to the new City logo. For example, DPS vehicles, park signage, electronic documents and the water tower have all been approved with new logo applications. Ecker also advised that the library will be updating their logo as well.

Ecker brought up a complaint from a business that felt the “all businesses open during construction” signage along the west side of Woodward Ave. south of Haynes Street blocked the view of the stores too much. Committee members disagreed, and recommended keeping up the signage. Ecker advised that the S. Old Woodward construction is on time and progressing well.

C) Ecker updated the committee members about possible dates for the DPS Luncheon based on DPS availability. The August 4 and 11 dates provided will not work as Pohlod will be out of the country the first two weeks in August, and she will be organizing the food. Ecker will ask DPS for more availability. Hockman stated that he disagreed on the latest dictate by the City Attorney that public funds could not be used for the DPS appreciation lunch and other similar events. Pohlod said the power-washing schedule was updated and will be happening in the streets.

Costar Account Update

Roberts asked what this entailed and Ecker updated about the details of the contract that was executed in 2018 by former Executive Director Tighe, without approval of the BSD board. Terms and conditions regarding termination and penalties were discussed. Pohlod said to make the recommendation to terminate the contract. Hockman said the committee recommends that we terminate the contract at the August meeting.

Retail Recruiter RFP:

Hockman discussed they are looking to move forward and continue the momentum.

Recruitment Process for new Executive Director: Ecker updated committee members and advised that there are 5 candidates that will be in the interview process. Hockman asked about the process of the interview. Ecker advised there will be evaluations done by each member of the panel, there will be a second round of interviews, a background check of the preferred candidate, and then the hiring panel will make a recommendation to the full BSD board.

Other Business: Hockman asked about pay raises for staff. Ecker advised that the annual evaluation process is in the works along with City wide staff evaluations.

Meeting adjourned at 9:45 a.m.

NEXT MEETING: Tuesday, August 24, 2022 at 8:30 a.m.

Business Count

A	Category	Count	Percent	D	Retail Percentages	Count	Percentage of Retail	Percentage of total number of businesses when excluding professional services*
	Auto	10	1.77%		Antiques and Galleries	5	4.50%	1.83%
	Entertainment	3	0.53%		Apparel, Accessories and Footwear	3	2.70%	1.10%
	Hotels	3	0.53%		Bridal and Formal Wear	7	6.31%	2.56%
	Spas, Salons, and Gyms	80	14.13%		Children	3	2.70%	1.10%
	Services	295	52.12%		Drugstores, Florists and Grocery	8	7.21%	2.93%
	Restaurants	64	11.31%		Furniture and Home Decor	14	12.61%	5.13%
	Retail	111	19.61%		Gifts, Specialty and Stationary	10	9.01%	3.66%
					Jewelers	16	14.41%	5.86%
	Business Total	566	100.00%		Men	17	15.32%	6.23%
B	Spas Salons and Gyms			Sporting Goods	3	2.70%	1.10%	
	Health and Fitness	16	20%	Women	23	20.72%	8.42%	
	Salons, Spas and Barber Shops	64	80%	Health and Beauty Products	2	1.80%	0.73%	
	Total	80	100%	Total	111	100%	41%	
	*Chart C Only							

B	Spas Salons and Gyms		
	Health and Fitness	16	20%
	Salons, Spas and Barber Shops	64	80%
	Total	80	100%

Excluding professional services			E	Restaurant Percentages	Count	Percentages
C	Auto	10	3.66%	American and European	24	37.50%
	Entertainment	3	1.10%	Asian, Indian and Mediterranean	12	18.75%
	Hotels	3	1.10%	Bakery, Café and Deli	19	29.69%
	Spas, Salons, and Gyms	79	28.94%	Seafood and Steakhouse	3	4.69%
	Restaurants	65	23.81%	Burgers and Brews	6	9.38%
	Retail	113	41.39%			
	Business Total	273	100.00%	Total	64	100%

F	Education	7	6.09%
	Religious	3	2.61%
	Residential	6	5.22%
	Nonprofit	8	6.96%
	Retail Vacancy	13	11.30%
	Office Vacancy	78	67.83%
	Non Business Total	115	100%

G	Business Percentage	85%
	Nonbusiness percentage	14%
	Vacancy rate	12%
	Office Vacancy rate	10%
	Retail vacancy rate	1%

H	Services		
	Insurance	5	1.69%
	Real Estate Agents and Property Management	24	8.14%
	Optical	5	1.69%
	Photography	1	0.34%
	Advertising and Communications	21	7.12%
	Architects	12	4.07%
	Attorneys	48	16.27%
	Banks/ATMs	11	3.73%
	Business Services	23	7.80%
	Medical	48	16.27%
	Dentists	19	6.44%
	Energy	1	0.34%
	Tailoring	5	1.69%
	Travel Agencies	2	0.68%
	Non Profit, Service and Cultural Organizations	8	2.71%
	Interior Design and Showrooms	11	3.73%
	Financial Advising	38	12.88%
	Engineering and Manufacturing	3	1.02%
	Certified Public Accountants	2	0.68%
	Builders, Contractors and Emergency Restoration	7	2.37%
	Dry Cleaners	1	0.34%
	Total	295	100.00%

Square Footages

Category	Square Footage	Percent
Auto	61279	3.93%
Entertainment	56028	3.60%
Hotels	353304	22.68%
Spas, Salons, and Gyms	81786	5.25%
Services	346303	22.23%
Restaurants	347414	22.31%
Retail	311361	19.99%
Business Total	1557475	100.00%

Retail Percentages	Square Footage	Percentage
Antiques and Galleries	21549	6.92%
Apparel, Accessories and Footwear	6226	2.00%
Bridal and Formal Wear	7764	2.49%
Children	5300	1.70%
Drugstores, Florists and Grocery	24728	7.94%
Furniture and Home Decor	128277	41.20%
Gifts, Specialty and Stationary	32874	10.56%
Jewelers	19844	6.37%
Men	28108	9.03%
Sporting Goods	1900	0.61%
Women	32021	10.28%
Health and Beauty Products	2770	0.89%
Total	311361	100%

Auto: Dealerships, car wash, auto repair

Entertainment: Movie Theatres and Theatre production

Hotels: Hotels

Spas, Salons, and Gyms: Fitness facilities, yoga studios, hair salons, cosmetic salons, nail salons, medical spa

Services: Professional services, attorneys, business and financial, residential real estate, non-profit organizations, dry cleaners, medical services, offices

Restaurants: Cafes, bakeries, full service

Birmingham Retail Analysis

Year	Clothing/Retail Apparel	Furniture and Home Furnishing Store	Health and Personal Care	Sporting goods, hobby, book, and music stores	Other	Total Businesses
2022	39%	13%	14.13%	2.70%	39.64%	594
2016	25%	6%	4%	4%	8%	712
2014	25%	6%	3%	3%	14%	409
2012	31%	7%	4%	4%	18%	

2022 Other: Apparel, Accessories and Footwear, Bridal Wear, Drugstores, Florists, Grocery, Gifts, Specialty and Stationary, Jewelers

Year	Retail Apparel	Furniture and Home Furnishing Store	Health and Personal Care	Sporting goods, hobby, book, and music stores	Jewelry and Bridal Wear	Drugstores, Florists, Grocery	Other	Total Businesses
2022	41%	13%	14%	2.70%	20.72%	7.21%	9.01%	594

Note*

The following furniture stores were included in the previous studies and have closed since that time:

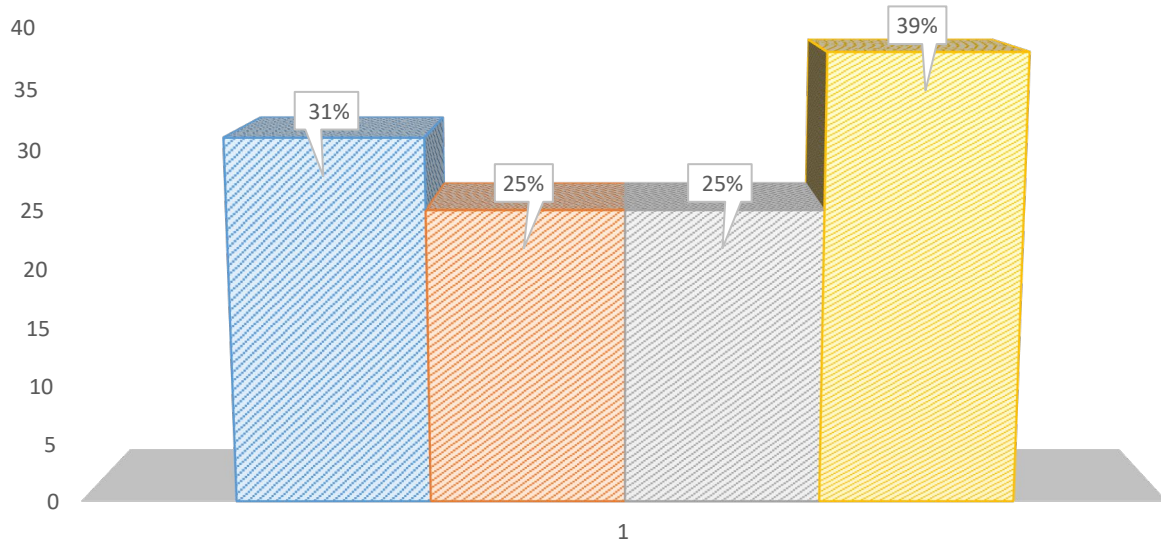
Roche Bobois	moved	
Labelle Provence	Closed 2016	
Lark & Co	Closed 2017	
Lignet Roset	Closed 2017	Moved to Royal Oak on Woodward Avenue
Quatrine	Closed 2018	
Upstairs Downtstairs	Closed 2015	

Year	Clothing/Retail Apparel	Furniture and Home Furnishing Store	Health and Personal Care	Sporting goods, hobby, book, and music stores	Other	Total Businesses
*2018	38%		11%			

*Limited data for reference

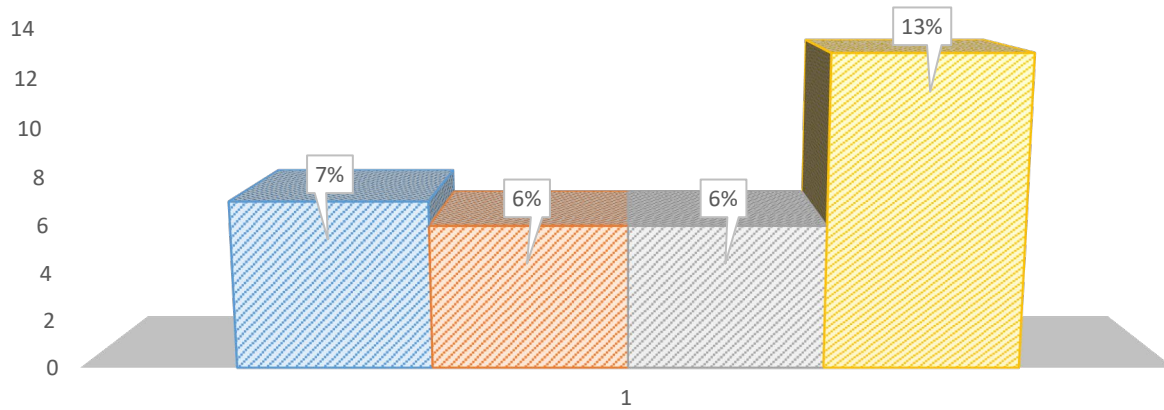
CLOTHING AND RETAIL APPAREL

2012 2014 2016 2022

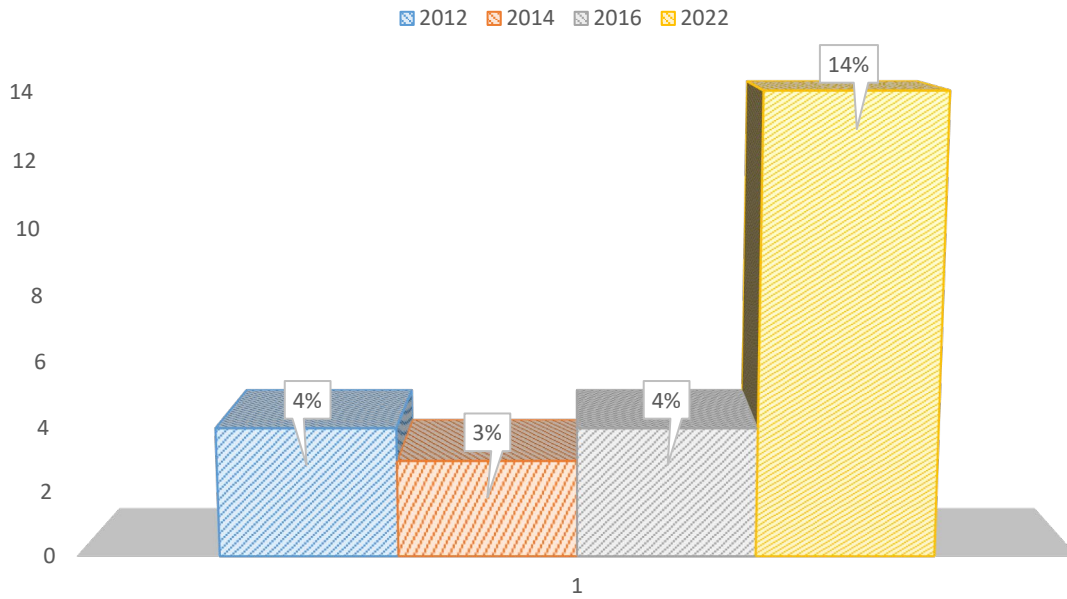


FURNITURE AND HOME FURNISHING STORE

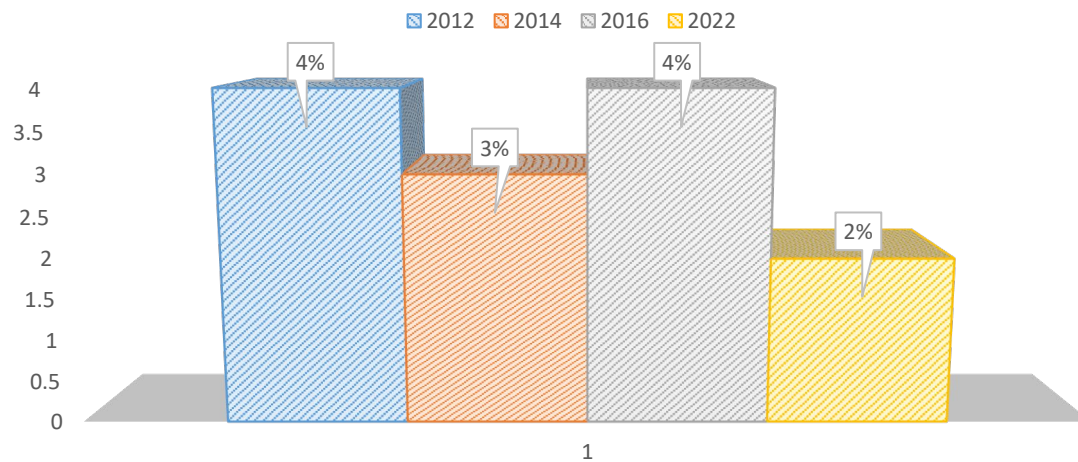
2012 2014 2016 2022



HEALTH AND PERSONAL CARE



SPORTING GOODS, HOBBY AND MUSIC STORES



Timeline for 2022 BSD Special Assessment Renewal

	Target Dates	Notes
Calculate Assessment Rate based on upcoming needs	August 23, 2022	District 1: \$.494 1 st floor, \$.346 2 nd floor District 1A: \$.247 1 st floor, \$.173 2 nd floor <ul style="list-style-type: none"> No rate change Request 4 year term
BSD Board Approval	September 1, 2022 or October 6, 2022	
Notice out for PH of Necessity	October 13, 2022	At least 10 days prior to PH, by first class mail & newspaper ad
Public Hearing of Necessity	October 24, 2022 City Commission meeting	
Notice out for PH of Confirmation	November 3, 2022	At least 10 days prior to PH, by first class mail & newspaper ad
Public Hearing of Confirmation	November 14, 2022 City Commission meeting	
Notice of approval		After confirmation of the roll
Assessments Billed Out		Due within 60 days of invoice